

**Framework  
Travel Plan**  
Residential and Mixed  
Commercial Development

**Eagle Quarter, Newbury**

**Prepared for Lochailort  
Newbury Ltd**

**by**

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## **1.0 INTRODUCTION**

- 1.1 This Travel Plan has been prepared by Stuart Michael Associates (SMA), Consulting Engineers, on behalf of Lochailort Newbury Ltd. (the Applicant). This Travel Plan (TP) has been prepared in support a full planning application for the phased redevelopment of the Kennet Centre comprising (i) partial demolition of existing building (ii) flexible-use commercial space (iii) headquarters office building (iv) 402 dwellings plus residents' ancillary facilities (v) access, car parking and cycle parking (vi) landscaping & open space (vii) sustainable energy installations (viii) associated works.

### **The Development**

- 1.2 The site is located in the centre of Newbury, on land currently occupied by the Kennet Centre. The site is bound by Cheap Street to the east, Market Street to the south and Bartholomew Street to the west. **Figure 1.1** shows the sites location.
- 1.3 This Framework TP has been prepared with reference to West Berkshire Council's (WBC) "Smarter Choices Strategy" (2011-2026) document, which sets out the range of potential measures to promote when implementing a Travel Plan.
- 1.4 SMA has been instructed by the Applicant, to prepare this Framework Travel Plan to support the planning application. This Framework Travel Plan (FTP) is intended to provide the initial framework for the two elements of the site, in order to demonstrate how the sites will comply with Travel Plan policy.
- 1.5 The two elements of the site, one for the offices and one for the residential site, once permitted will provide a Final Travel Plan specific to the land use permitted. The Final Travel Plan will then be approved by the Planning Authority and implemented on the site.
- 1.6 Each Travel Plan (one for offices and one for the residential elements of the site) will be managed and monitored over a period of 5 years. As part of the implementation of the Travel Plan, a Travel Plan Co-ordinator (TPC) will be appointed to manage the TP.

1.7 As set out in the WBC “Smarter Choices Strategy” (2011-2026) the Travel Plan will include reference to the following sections:

- Measures to reduce single occupancy car use
- Promotion of car sharing
- Improvements to travel across the district
- New technologies and advancements
- Objectives and Targets
- Travel Plan Measures
- Travel Plan Co-ordinator Details
- Branding, Marketing and Promotion
- Monitoring
- Ongoing Management and Review
- Cycle schemes
- Sustainable travel vouchers

#### **Assessment Methodology**

1.8 In preparation of this Framework Travel Plan document, the following methodology has been undertaken:

- Desktop research to review of the local walking and cycling infrastructure and access to public transport;
- Consideration given to new infrastructure as part of the development, to facilitate travel on foot, cycle and public transport to/from the site; *and*
- Desktop research of national and local policy requirements.

1.9 This Framework document provides the outline with which the final site-specific Travel Plans will be based. The remainder of this document sets out each of the sections specified in the guidance from the Travel Plan Status and Timescales to the Ongoing Management and Review.

## 2.0 PLANNING POLICY AND GUIDANCE

2.1 As a consequence of the increasing pressures on the transport network and a national focus on climate change the Government have identified the need for sustainable development. By definition sustainable development seeks to achieve, 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (ref: The Brundtland Commission, 1987).

2.2 The following National and Local Policy and Guidance documents have been referred to, which are relevant to the consented development:

### National Publications

- National Planning Policy Framework (2019)
- National Planning Policy Guidance (2014)
- Future of Mobility: Urban Strategy (2019)

### National and Local Ward Travel Statistics

- National Travel Survey (2019)

### Local Policy

- West Berkshire Council's Local Transport Plan 3 (2011-2026)
- West Berkshire Council's Smarter Choices Strategy (2011-2026)

### National Policy

2.3 The **National Planning Policy Framework (NPPF)** was revised on 19<sup>th</sup> February 2019. At the heart of the NPPF is a presumption in favour of sustainable development.

2.4 With regard to promoting sustainable transport, it is recognised that when assessing sites that may be allocated for development in plans; or specific applications for development, it should be ensured that:

- "appropriate opportunities to promote sustainable transport modes can be – or have been - taken up, given the type of development and its location;

- safe and suitable access to the site can be achieved for all users; and
- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.” (NPPF, paragraph 108).

2.5 Development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. (NPPF, paragraph 109).

2.6 Within this context, applications for development should:

- “give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.” (NPPF, paragraph 110).

2.7 The **National Planning Practice Guidance** (PPG) provides general guidance on Travel Plans and Transport Assessments. The PPG identifies Travel Plans and Transport Assessments as ‘ways of assessing and mitigating the negative transport impacts if development in order to promote sustainable development.

They are required for all developments which generate significant amounts of movement'.

2.8 The Travel Plan is further described as a long term management strategy for integrating proposals for sustainable travel into the planning process. They are considered to be based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (ref: PPG).

2.9 The PPG considers that Travel Plans positively contribute towards:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

2.10 It is clear that the Travel Plan is considered to be a key document in actively managing growth to minimise impact and maximise sustainability.

### **Future of Mobility: Urban Strategy**

2.11 The DFT's recent 'Future of Mobility: Urban Strategy' document, released in March, 2019 sets out the Government Strategy for developing cleaner, more efficient modes of transport for the future. A number of these principles are as follows:

- 1) New modes of transport and new mobility services must be safe and secure by design.
- 2) The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
- 3) Walking, cycling and active travel must remain the best options for short urban journeys.
- 4) Mass transit must remain fundamental to an efficient transport system.
- 5) New mobility services must lead the transition to zero emissions.



- 6) Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
- 7) The marketplace for mobility must be open to stimulate innovation and give the best deal to consumers.
- 8) New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.
- 9) Data from new mobility services must be shared where appropriate to improve choice and the operation of the transport system.

### **National Travel Statistics 2019**

2.12 The National Travel Survey (NTS), 2019, published by the DfT, is a household survey of personal travel by residents in England travelling within Great Britain, from data collected via interviews and a one week travel diary. The records from the 2019 NTS have provided data which includes average trip length, proportion of trips by mode and distance travelled, journey purpose and car ownership. On a nationwide basis:

- The average trip length is 6.8 miles, with average trip time being 23 minutes 3 seconds (NTS0101);
- Travel by car accounts for 61% of trips and 77% of distance travelled;
- 74% of journeys made on foot are under 1 mile (NTS0308);
- 80% of all journeys under 1 mile are made on foot;
- Travel by bus accounted for a small share of trips (5%) and distance (4%);
- Travel by surface rail accounted for 2% of all trips and 10% of total distance travelled;
- Leisure and shopping were the most common reasons for travelling and accounted for 26% and 19% of trips per person; *and*
- Car ownership is lower among lower income households (55%) compared with higher income households (86%) (NTS0703).

2.13 The travel data above can assist in determining the likely travel patterns and behaviours of the consented development.

## Local Policy

### West Berkshire Council's Local Transport Plan 3 (2011-2026)

2.14 As set out in the WBC "Local Transport Plan" (2011-2026) the Travel Plan will include reference to the following policies:

- **LTP SC1 – Travel Planning:** The council will work with developers/employees to encourage sustainable travel;
- **LTP SC2 – Car Sharing:** Promotion of car sharing databases to reduce the reliance on single occupancy vehicles;
- **LTP SC3 – New Technology:** To facilitate the use of new technology in transport to reduce carbon emissions, minimise congestion and create smarter travel;
- **LTP SC4 – Branding, Marketing and Promotion:** To promote the use of sustainable travel through different marketing options; *and*
- **LTP PT5 – Passenger transport information promotion and ticketing:** To promote public transport information in the form of timetables and route maps and offer discounts and incentives to travel.

### West Berkshire Council's Smarter Choices Strategy (2011-2026)

2.15 **WBC's Smarter Choices Strategy** explains what should be included in the travel planning process and specifies some requirements for Travel Plans (TPs), which this TP has taken reference of.

2.16 **Policy LTP SC3 – Travel Planning** states that *"The Council will work with developers, employers, schools and other organisations in West Berkshire to develop Travel Plans to promote and encourage the use of sustainable modes of travel for residents, staff and pupils"*.

### **3.0 TRAVEL PLAN STATUS AND TIMESCALES**

- 3.1 This Travel Plan provides a framework on which the future Final Travel Plan will be based.
- 3.2 This Framework Travel Plan (FTP) is intended to provide the initial framework for the two elements of the site, in order to demonstrate how the sites will comply with Travel Plan policy.
- 3.3 The two elements of the site, the offices and the residential site, once permitted will provide a Final Travel Plan specific to the land use permitted. This Final Travel Plan will then be approved by the Planning Authority and implemented on the site.
- 3.4 The Travel Plans will need to be finalised and approved prior to the occupation of the site. Each Travel Plan (one for the offices and one for the residential elements of the site) will be managed and monitored over a period of 5 years. As part of the implementation of the Travel Plan, a Travel Plan Co-ordinator (TPC) will be appointed to manage the TP.

## 4.0 THE DEVELOPMENT AND ACCESSIBILITY

4.1 The site is situated in the centre of Newbury, on land currently occupied by the Kennet Centre. The site is bound by Cheap Street to the east, Market Street to the south and Bartholomew Street to the west. **Figure 1.1** shows the location of the site.

### Local Facilities/Amenities

4.2 MfS describes “walkable neighbourhoods” as those which are “typically characterised by having a range of facilities within 10 minutes (around 800m) walking distance”. However, MfS also states that this should not be considered to be an upper limit. It is generally accepted that trips up to 2km and 5km can reasonably be undertaken on foot and bicycle respectively.

4.3 The site is located in the centre of Newbury, midway between the railway station and the bus station. The locations of the available facilities in the vicinity of the site, are shown on **Figure 4.1**. The local education, employment, retail, health, leisure and community facilities in the vicinity of the site are detailed below.

**Table 4.1: Approximate Walk and Cycle Journey Times and Distance to Key Destinations**

Facility	Distance (Metres)	Walk Time (Minutes)	Cycle Time (Minutes)
Newbury Railway Station	150	1 ½ minutes	<1 minute
Sainsbury's	400	5 minutes	1 ½ minutes
Northbrook Street Post Office	400	5 minutes	1 ½ minutes
Boots Pharmacy	180	2 minutes	<1 minute
Corn Exchange	25	<1 minute	-
Vue Cinema	On Site	-	-
Cheap Street Bus Stop	<100	<1 minute	-
Market Street Bus Stop	<100	<1 minute	-
St. Nicolas C of E Junior School	350	4 minutes	1 minutes
Parkway Shopping Centre	400	5 minutes	1 ½ minutes
Victoria Park	400	5 minutes	1 ½ minutes
Newbury Gardens Day Nursery	400	5 minutes	1 ½ minutes
The Co-operative Food	400	5 minutes	1 ½ minutes
Halfords	450	5 ½ minutes	1 ½ minutes
Eastfield House Surgery	450	5 ½ minutes	1 ½ minutes
Newbury Cricket Club	450	5 ½ minutes	1 ½ minutes
St. John Stores and Post Office	500	6 minutes	1 ½ minutes
Newbury Hall School	500	6 minutes	1 ½ minutes
Victoria Park Nursery School	600	7 minutes	2 minutes
Northcroft Leisure Centre	750	9 minutes	2 ½ minutes
Northcroft Play Ground	750	9 minutes	2 ½ minutes
Strawberry Hill Medical Centre	750	9 minutes	2 ½ minutes
Speenhamland Primary School	900	10 ½ minutes	3 minutes
Waitrose	900	10 ½ minutes	3 minutes

Aldi	900	10 ½ minutes	3 minutes
St. John the Evangelist Infant and Nursery School	900	10 ½ minutes	3 minutes
Lidl	1000	12 minutes	3 ½ minutes
Newbury Racecourse	1000	12 minutes	3 ½ minutes
St. Joseph's RC Primary School	1100	13 minutes	3 ½ minutes
St. Bartholomew's School	1100	13 minutes	3 ½ minutes
The Winchcombe School	1300	15 ½ minutes	4 ½ minutes
Tesco	1600	19 minutes	5 ½ minutes
Newbury Business Park	1700	20 minutes	5 ½ minutes

Notes:

1. Distance is the distance from the centre of the site measured along existing roads and footpaths and the proposed pedestrian link as part of the Grainger site.
2. Walking time is the walking time from the centre of the site based on an average walking speed of 1.4m/s set out in IHT's 'Guidelines for Providing for Journeys on Foot'.
3. Cycling time is the cycling time from the centre of the site based on a cycling speed of 5m/s set out in DMRB Volume 11, Section 3.

- 4.4 A new pedestrian link, being constructed as part of the Grainger development, which measurements in **Table 4.1** have been based upon, will allow for increased access to the surrounding facilities and be open to the public in advance of the projected first occupations on site.
- 4.5 Cheap Street bus stop is adjacent to the site and provides links to Newbury and the surrounding areas.
- 4.6 Newbury Railway Station is approximately 150m from the site and provides connections to Reading, London and the west.
- 4.7 The Parkway Shopping Centre is located to the north of the site, providing a variety of retail services, including a post office, bank, coffee shop and boots pharmacy.
- 4.8 There are various leisure facilities within the local vicinity of the site, including Victoria Park (5 minute walk) and Northcroft leisure centre (9minute walk).
- 4.9 There are numerous schools within walking distance from the site, the closest being Newbury Gardens Day Nursery (5 minute walk), Newbury Hall (6 minute walk) and Speenhamland Primary (10 ½ minute walk).
- 4.10 Sainsbury's, Waitrose, Aldi, Lidl and Tesco are all within walking distance from the site.
- 4.11 Strawberry Hill Medical centre and Eastfield surgery are both within 9 minutes walking distance of the site.

## Site Accessibility

- 4.12 The site is surrounded by a high standard provision of walking and cycling networks. The National Cycle Network 4 is located north of the site and is shown in **Figure 4.2**, along with the various Public Rights of Way (PRoW) footpaths in and around Newbury.
- 4.13 The pavement along Bartholomew Street towards St. John's Roundabout acts as a cycleway, and carries on along St. John's Road. An on-road cycle lane is provided on the northern side of the carriageway for the length of the road, and for part of the road on the southern side, along St. John's Road.
- 4.14 The pavement along the A339 is a shared foot and cycle way.
- 4.15 Bear Lane, Cheap Street and Market Street are 20mph speed limit zones. There are traffic light crossings with tactile paving provided along Market Street and Cheap Street to enable safe access to and from the Kennet Centre.

## Public Transport Accessibility

### Access by Public Bus Services

- 4.16 Newbury is served by a number of bus services Monday-Friday and a few less frequent services on Saturday. Jetblack is the only service which operates on a Sunday and offers an hourly service between 07:20 and 20:09. **Table 4.2** shows a summary of the bus services within Newbury.

**Table 4.2: Existing Bus Services**

Bus Number	Route	Monday-Friday		Saturday	
		Operating Hours	Frequency	Operating Hours	Frequency
Jetblack	Newbury – Reading	05:00-22:55	Half Hourly	06:25-22:56	Half Hourly
	Reading - Newbury	05:05-23:20	Half Hourly	06:20-23:21	Half Hourly
1A	Newbury – Thatcham - Newbury	07:25-18:53	Hourly	07:28-18:36	Hourly
1C	Newbury – Thatcham - Newbury	07:53-19:19	Hourly	07:08-19:35	Hourly
2/2A	Pigeons Farm – Greenham – Wash Common - Newbury	06:29-19:20	Half Hourly until 09:30, then Hourly	07:24-19:21	Half Hourly until 09:30, then Hourly
	Newbury – Wash Common – Greenham – Pigeons Farm	08:20-18:57	Hourly	07:45-18:57	Hourly
2S	Wash Common - Newbury	15:39-15:47	Once Daily	N/A	N/A

<b>3/3A</b>	Hungerford - Newbury	07:10-17:35	2 Hourly	07:10-17:35	2 Hourly
	Newbury - Hungerford	09:50-18:43	2 Hourly	09:50-18:43	2 Hourly
<b>3S</b>	Hungerford – Newbury College	07:10-08:19	Once Daily	N/A	N/A
	Newbury Wharf - Hungerford	15:30-16:38	Once Daily	N/A	N/A
<b>3X</b>	Newbury – Hungerford	06:50-07:10	Once Daily	06:50-07:10	Once Daily
	Hungerford - Newbury	18:45-19:06	Once Daily	18:45-19:06	Once Daily
<b>4/4A/4B/4C</b>	Lambourn - Newbury	07:18-19:24	2 Hourly	07:22-19:24	2 Hourly
	Newbury - Lambourn	06:45-18:35	Half Hourly until 09:20, then 2 Hourly	06:45-18:35	Hourly until 10:37, then 2 Hourly
<b>4S</b>	Lambourn – Wash Common	07:22-08:20	Once Daily	N/A	N/A
	Newbury Wharf - Lambourn	16:10-16:55	Once Daily	N/A	N/A
<b>5</b>	Newbury – Downlands Villages - Newbury	07:35-16:36	Twice Daily	N/A	N/A
<b>6/6A</b>	West Ilsley – Newbury	07:22-19:22	2 Hourly	07:22-19:22	2 Hourly
	Newbury – West Ilsley	06:50-18:54	2 Hourly	06:50-18:54	2 Hourly
<b>6S</b>	East Ilsley – Wash Common	07:28-08:21	Once Daily	N/A	N/A
<b>7/7A</b>	Andover – Newbury	07:20-17:50	6 Daily	07:50-17:50	4 Daily
	Newbury - Andover	08:40-17:50	6 Daily	09:00-17:50	4 Daily
<b>8</b>	Greenham (Tesco) - Newbury	07:35-19:13	Hourly	07:57-19:13	Hourly
	Newbury – Greenham (Tesco)	07:28-18:55	Hourly	07:40-18:54	Hourly
<b>9/9C</b>	Racecourse – Town Centre	07:05-18:36	Hourly	07:26-18:35	Hourly
	Town Centre - Racecourse	07:50-18:26	Hourly	08:15-18:26	Hourly
<b>23</b>	Newbury – Crux Eastern Farm	12:55-13:50	Once Daily	N/A	N/A
	Crux Eastern Farm - Newbury	10:00-10:55	Once Daily	N/A	N/A
<b>41</b>	Beenham – Newbury	11:51-12:28	Once Daily on a Thursday	N/A	N/A
	Newbury - Beenham	14:10-14:50	Once Daily on a Thursday	N/A	N/A
<b>103/103A/103B</b>	Newbury – Greenham Business Park	06:33-19:02	Hourly	N/A	N/A
	Greenham Business Park - Newbury	06:10-18:35	Hourly	N/A	N/A
<b>LINK</b>	Basingstoke – Newbury	06:20-18:32	Hourly	07:13-18:29	Hourly
	Newbury - Basingstoke	07:15-19:24	Hourly	07:40-19:24	Hourly
<b>NC1</b>	Thatcham – Newbury College	07:50-10:00	Twice Daily	N/A	N/A

	Newbury College - Thatcham	15:15-17:50	Twice Daily	N/A	N/A
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Source: Newbury and District Website.

- 4.17 There are numerous school services (2S/3S/4S/6S/NC1) which operate to the local schools within Newbury, offering a morning and afternoon service.
- 4.18 There are hourly services between Newbury and Basingstoke Monday to Saturday. There are also hourly services between Newbury and; Greenham Business Park, Newbury Racecourse, Greenham and Pigeons Farm.
- 4.19 There are services every 2 hours to and from Hungerford which operate Monday to Saturday.
- 4.20 There are 6 daily services Monday to Friday between Newbury and Andover and 4 daily services on a Saturday.
- 4.21 Existing public transport networks are shown in **Figure 4.3**.

#### Access by Rail Services

- 4.22 Newbury Railway Station is located on Station Approach, 150m walking distance from the site. The station provides direct services to Hungerford, Reading, London Paddington, Westbury and Exeter, as detailed in **Table 4.3**.
- 4.23 Newbury station has a direct train service to the West Country, operating trains every 1-2 hours Monday-Sunday direct to Westbury, Taunton and Exeter St David's.
- 4.24 London Paddington can be reached in under an hour and there are services up to 3 times an hour Monday to Friday, twice an hour on Saturday and Hourly on Sunday. London Paddington provides access to the wider train network, Heathrow Express and TFL Rail.
- 4.25 Reading can be reached in under half an hour, with multiple services operating per hour Monday-Sunday. Reading provides connections to the wider rail network, including services into London and to the North of the country.



**Table 4.3 – Train Services from Newbury Railway Station**

Destination	Journey Time	Monday - Friday		Saturday		Sunday	
		Operating Hours	Frequency	Operating Hours	Frequency	Operating Hours	Frequency
Thatcham	6 minutes	05:29-23:42	3/hour	06:23-23:51	2/hour	08:48-00:09	Hourly
Reading	23 minutes	05:29-00:06	3-4/hour	06:23-00:14	2-3/hour	08:48-01:06	1-2/hour
Bedwyn	17 minutes	05:28-23:02	1-2/hour	05:38-00:02	Hourly	09:19-00:26	Hourly
London Paddington	42 minutes	05:52-01:13	3/hour	06:23-00:19	2/hour	08:48-03:12	Hourly
Hungerford	10 minutes	05:28-22:55	3-4/hour	05:38-00:11	Hourly	06:24-22:55	1-2/hour
Aldermaston	14 minutes	05:29-23:50	Hourly	06:23-23:58	Hourly	08:48-00:26	Every 2 Hours
Theale	16 minutes	05:29-23:55	3/hour	06:23-00:02	2/hour	08:48-00:38	Hourly
Westbury	39 minutes	07:44-22:20	Every 1-2 Hours	09:16-21:19	Every 2 Hours	08:48-23:55	Every 1-2 Hours
Taunton	1 hour 22 minutes	06:19-02:30	Every 1-2 Hours	06:23-23:45	Hourly	08:48-22:54	Every 1-2 Hours
Exeter St Davids	1 hour 50 minutes	06:19-23:34	Every 1-2 Hours	06:23-23:45	Hourly	08:48-22:54	Every 1-2 Hours

- 4.26 Newbury Train Station is less than 90 seconds walk from the application site via the Market Street development that is currently under construction.

#### Accessibility Summary

- 4.27 The site is ideally located within close proximity to a range of local facilities within a ten-minute walking and cycling distance, including shops, schools, recreation facilities and employment opportunities.
- 4.28 There is a good provision of public footpaths and cycleways, and the National Cycle Route 4 runs through Newbury.
- 4.29 There is a good provision of public transport in terms of both buses and trains. Newbury Bus Station is 200m east of the site and Newbury Railway Station is on its doorstep.
- 4.30 In summary, the above, demonstrates how the sustainable travel imperatives of The National Planning Policy Framework paragraphs 108-111 are complied

with. “Opportunities to promote walking, cycling and public transport use are identified and pursued;”

- 4.31 The application site is a very short walk from the railway station, bus station and the majority of the shops and services in the town centre, it is also within cycling distance of the entire Newbury urban area. It could not be in a better or more central location for its residents to live their lives walking or cycling to everyday facilities, and using public transport to access destinations further afield.

#### Measures on site

- 4.32 The proposed development will provide an onsite car club, a cycle workshop with cycle & electric cycle hire, 610 secure cycle parking spaces, electric vehicle charging points, and electric cycle charging points. The applicant is also investigating electric scooter hire and electric scooter charging points.
- 4.33 As set out previously, the development is surrounded by well-lit pavements which provide access to the surrounding services and facilities as well as direct links to the bus stops on Market Street and Cheap Street.
- 4.34 These hard measures will help encourage travel by non-car modes and support future travel Plan measures.

#### **Mode Share**

- 4.35 The site is located within the Victoria ward (E05002317). 2011 ‘Method of Journey to Work’ Census statistics have been obtained for the area. This data can be applied to both the residential area and the future employees for the retail store.
- 4.36 As the data within **Table 4.4** shows, 48% of existing trips within these wards are made via sustainable modes. **Table 4.4** presents the local West Berkshire travel statistics, based on the 2011 ‘Method of Journey to Work’ Census statistics.
- 4.37 The data indicates that the predominant mode of travel in the local ward is the car, with 52% driving and 6% travelling as car passengers. The proportion of journeys made by train (6%) and foot (24%) are higher than the District as a whole.

- 4.38 The proportion of car drivers is 19% lower in the Ward compared to the District, due to the site's central location and good provision of public transport. Similarly, the bus usage is 3% higher in the ward than the West Berkshire District as a whole.

**Table 4.4: 2011 Ward 'Method of Journey to Work'**

	<b>Victoria Ward</b>	<b>West Berkshire District</b>	<b>South East Region</b>	<b>England Country</b>
Underground, Metro, Light Rail, Tram	0%	0%	4%	0%
Train	6%	5%	6%	8%
Bus, Minibus or Coach	7%	4%	8%	5%
Taxi	0%	0%	1%	0%
Motorcycle, Scooter or Moped	0%	1%	1%	1%
Driving a Car or Van	52%	71%	60%	65%
Passenger in a Car or Van	6%	5%	5%	5%
Bicycle	4%	3%	3%	3%
On Foot	24%	10%	11%	12%
Other Method of Travel to Work	1%	1%	1%	1%
<b>Total Vehicular Share</b>	<b>52%</b>	<b>71%</b>	<b>60%</b>	<b>65%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>48%</b>	<b>29%</b>	<b>40%</b>	<b>35%</b>

Note: Excluding 'Working from Home' & 'Not in Employment'

- 4.39 This data provides a good basis on which to determine initial mode share targets, prior to site specific targets being set after the first surveys undertaken on site, although car use is already much lower than would be expected.

## 5.0 OBJECTIVES AND TARGETS

- 5.1 The Travel Plan is developed to encourage and incentivise sustainable travel choices. To guide the Travel Plan, an aim has been identified which will be achieved through the delivery of a series of objectives. Targets are used to measure the progress of the Travel Plan towards influencing travel choices.

### **Aim and Objectives**

- 5.2 The purpose of the Travel Plan is to achieve a modal shift away from the private car. This subsequently forms the basis for the main aim of the Travel Plan which has been identified as follows:

*“To reduce the reliance of the private car by seeking to secure a reduction in the number of Single Occupancy Vehicle trips generated by the site, by shifting to sustainable travel modes.”*

- 5.3 The aim of the Travel Plan will be achieved through delivering a series of objectives:

- Objective 1:** Raise awareness of the alternative sustainable travel options available;
- Objective 2:** To minimise the need to travel by car, by promoting local facilities within walking/cycle distance;
- Objective 3:** To promote the use of Public Transport;
- Objective 4:** Raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases; *and*
- Objective 5:** Maintain a line of communication with residents/employees to ensure they have access to relevant travel information.

## Targets

- 5.4 WBC, in line with national guidance, require that targets are included within the Travel Plan. Targets are set to provide a measure against which the progress of the Travel Plan can be reviewed. Outcome targets quantify the progress of the Travel Plan with Action targets assisting with the implementation and management of the Travel Plan.

### Outcome Targets

- 5.5 The progress of the Travel Plan will be measured against specific outcome targets, typically targeting modal shift. Such targets are **Specific, Measurable, Achievable, Realistic and Time-bound (SMART)**. The outcome targets set will quantify this aim.

### *Background Research*

- 5.6 The Transport Assessment (TA), prepared as part of the planning application, identified the peak hour trip rates, based upon TRICS data. The calculated trip rates are displayed in **Table 5.1**. The TRICS data base has been used to determine the residential development trip generation. Flats privately owned (residential land use 03C), has been used and only town centre locations selected, **Appendix A** refers. The AM and PM peak trip rates and potential vehicular trip generation based upon 402 residential dwellings.

**Table 5.1 – TRICS Residential Trip Rates and Generation**

Time Period	Trip Rates (per dwelling)			Trip Generation for 402 Dwellings		
	Arr.	Dep.	Two-Way	Arr.	Dep.	Two-Way
AM Peak	0.036	0.071	0.107	14	29	43
PM Peak	0.065	0.033	0.098	26	13	39

- 5.7 The trip generation is relatively low, with the AM two-way trip generation being 43 and PM being 39, but this takes account of the sites' town centre location, excellent accessibility and the controlled/managed car parking arrangements.

### *Target Setting*

- 5.8 The Travel Plan will initially focus on encouraging sustainable travel choices for local 'about town' trips, typically up to 5km. The Method of Journey to Work indicates that the local ward environment provides attractive opportunities for travel by non-car modes.

5.9 In view of the background information the following output targets are proposed:

**Target 1:** To achieve a 10% reduction in car borne trips, towards sustainable travel modes during the AM and PM peak hours over the life of this Travel Plan. \*

**Target 2:** To increase sustainable travel modes of journeys to 53% from 48% the site over the life of the Travel Plan.

**Target 3:** To improve the health and wellbeing of future residents / employees of the office

*\* Following the Baseline Surveys, the 10% target will be reviewed by WBC and amended if needed.*

5.10 **Table 5.2** sets out the projected multi-modal share and targeted modal share for the development over the 5-year period of the Travel Plan.

**Table 5.2 – Proposed Travel Plan Targets**

	Baseline	Year 3 Target	Year 5 Target
Underground, Metro, Light Rail, Tram	0%	0%	0%
Train	6%	6%	7%
Bus, Minibus or Coach	7%	7%	8%
Taxi	0%	0%	0%
Motorcycle, Scooter or Moped	0%	0%	0%
Driving a Car or Van	52%	50%	47%
Passenger in a Car or Van	6%	6%	6%
Bicycle	4%	5%	5%
On Foot	24%	25%	26%
Other Method of Travel to Work	1%	1%	1%
<b>Total Vehicular Share</b>	<b>52%</b>	<b>50%</b>	<b>47%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>48%</b>	<b>50%</b>	<b>53%</b>

### Output Targets

5.11 Output targets take the form of identified actions of the Travel Plan, which are necessary to progress the Travel Plan. The proposed Travel Plan Output Targets are as follows:

**Output 1:** To finalise the provisions of the Travel Plan.

**Output 2:** To prepare all marketing materials in time for 1<sup>st</sup> occupation.

**Output 3:** To implement the monitoring strategy in line with agreed timescales.

**Output 4:** To promote the various walking and cycling routes in proximity to the site to help increase awareness and encourage travel by sustainable modes.

## 6.0 TRAVEL PLAN MEASURES

6.1 The success of the Travel Plan will be reliant on the implementation of a number of measures, which seek to influence travel choices towards more sustainable travel modes. These measures have been identified for each respective objective (Section 4 refers) and are detailed herein.

6.2 The implementation of the measures, along with the role of the TPC, will be funded by the Developer over a period of 5 years. After this time, it is anticipated that residents would take responsibility of the Travel Plan and that sustainable travel choices will be inherent.

### **Objective 1: Raise awareness of the alternative sustainable travel options available;**

6.3 In order for the Travel Plan to be effective in reducing dependency on the private car. With the provision of an onsite cycle workshop, residents will be provided with the relevant information and cycle hire vouchers, onsite cycle parking, electric cycle charging points and the onsite car club.

6.4 Travel Information Pack - The first occupant of each household will receive a 'Travel Information Pack' as part of the sales package. All employees of the office will receive a Travel Information Pack on first employment.

6.5 Information will be provided to encourage sustainable travel choices on identified routes to key destinations. The pack will include (but not be limited to):

- Walking and cycling route maps of the local area and where possible journey times and distances will be indicated;
- Contact details for accessing cycle training/maintenance events;
- Promotion of the benefits of active travel;
- Information on new technology and greener travel;
- Bus and rail route maps and associated time tables;
- Fare information for bus and rail services (inclusive of PlusBus); *and*
- Promotion of the onsite, County and National car share databases and the associated benefits of car sharing;

6.6 Travel Advice Meetings/Personal Travel Planning: At the time of distributing the Travel Packs the TPC will offer an induction into the Travel Plan. During these



meetings residents/ employees will be able to raise any queries they have regarding travel to/from the site and gain an understanding of their travel options.

6.7 Leaflets and Printed Materials: Following the distribution of the Travel Information Pack the TPC will distribute relevant promotional materials to households. These materials might include maps, timetables, fare information and car share information sheets.

6.8 Within the office leaflets and information will be provided on notice boards or by email / electronically to staff on a regular basis.

6.9 Travel Events: There are a number of national travel events held over the course of the year that seek to raise the profile of sustainable travel options and encourage participation in sustainable travel. The aim is to encourage those taking part to continue participating and making sustainable travel choices after the travel event. The TPC will promote those travel events which are practical for the site, which might include:

- Bike to School Week (April)
- Walk to School Week (May)
- Bike to Work Week (May/June)
- Bike Week (June)
- National Liftshare Day (June)
- Smart Commute Week (September)
- Travelwise Green Travel Week (September)
- European Mobility Week (September)

6.10 Home Working: Provision of high-speed broadband to each home will help to facilitate home working for residents. The opportunity to work from home has the added benefit of reducing car trips and therefore, is considered a green initiative supporting sustainable development.

**Objective 2: To minimise the need to travel by car, by promoting local facilities within walking/cycle distance;**

6.11 Site Layout: The development has been designed in accordance with Manual for Streets principles, to create a favourable environment for pedestrians and cyclists. The provision of 610 secure onsite cycle parking spaces, cycle

charging points and electric scooter lockers/charging points will provide enhanced security and help to encourage cycling, both within the site and on the wider network.

- 6.12 A new pedestrianised street will provide the crucial missing link between the railway station and the town centre, to make a vibrant, varied and interesting new pedestrian route, in turn, promoting sustainable travel.
- 6.13 A new pedestrian crossing is proposed on Market Street to connect this new street directly into the pedestrian link being constructed as part of Grainger's adjacent Market Street development to the south, whilst in reflection of the choice of destinations to the north, new pedestrian links to Market Place, Bartholomew Street and Bear Lane will all be provided. This will make walking more accessible and safer for residents.
- 6.14 Route maps: To assist residents with planning trips by bicycle and on foot, the TPC will provide residents/employees with route maps of the local area. This route map will include distances and journey times to key destinations (schools, public transport interchanges, employment areas, medical and local centres). These maps will be regularly updated as necessary to ensure residents have updated information.
- 6.15 Subsidised cycle hire voucher: In order to encourage the uptake of cycling the TPC will provide the first occupant of each household the option of a sustainable travel voucher, which could be redeemed against discounted onsite cycle or electric cycle hire from the onsite cycle workshop.
- 6.16 The TPC will also provide information to residents on the government's '**Cycle to Work**' scheme, a tax-free purchase option within the Travel Information Packs. This TPC would provide the information required for residents to pursue further with their employer if they wish.
- 6.17 Cycle Training: The TPC will liaise with WBC offices to establish whether there are any appropriate cycle training events for residents as well as local cycle groups regarding group bike rides. This information will be provided to residents/employees.
- 6.18 Journey Sharing: Also included within the Travel Information Packs will be promotional information about the WalkBUDi and CycleBUDi databases, with

which residents can register. These enable users to search for residents walking/cycling on similar routes which they might travel with. Residents might consider this option to widen social networks or to increase personal safety.

**Objective 3: Promote the use of Public Transport;**

- 6.19 Bus Travel – The TPC will promote the use of smart ticketing to residents and employees, allowing for convenience when travelling. The TPC will liaise with bus companies to obtain discounts with public transport providers for businesses and residents.

**Objective 4: Raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases**

- 6.20 On-Site Car Club: An onsite car club is proposed to provide flexible and environmentally friendly travel, potentially by means of a 3 vehicle expansion of the existing Newbury Co-Wheels car club. Residents/Employees will be provided with the relevant information to promote the use of the car club.
- 6.21 Car Sharing: It is acknowledged that it is not always possible to adopt an alternative mode to the car. In these circumstances, the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys both personally and environmentally.
- 6.22 Car sharing offers the opportunity to share a journey by car with other persons travelling on similar routes reducing the costs of travel and the effects on the environment. The TPC will promote use of the Co-Wheels Car Club (<https://www.co-wheels.org.uk/newbury>) and Newbury Liftshare database (<https://liftshare.com/uk/search/from/newbury-west-berkshire-uk>) with details of the benefits that it brings, which include:
- Reduced costs of running a car;
  - Reduced levels of stress associated with driving;
  - Possible priority parking at work places;
  - Contribution towards reducing congestion; *and*
  - Reduces CO2 emissions, creating a cleaner environment.

### **Electric Vehicle Charging Points**

- 6.23 The provision of an electric vehicle charging points for residents and visitors to the development will be considered. There are 7 additional electric vehicle charging points are proposed in the existing MSCP.

### **Objective 5: Maintain a line of communication with residents/ employees to ensure they have access to relevant travel information.**

- 6.24 The communication strategy for the Travel Plan is set out in detail in Section 8 of this report, but the TPC will look to incorporate the following:

- Travel Information packs,
- Posters, Leaflets, notice boards and email correspondence
- Personalised Travel Planning
- Events
- Newsletters and:
- Annual reviews.

## **7.0 TRAVEL PLAN CO-ORDINATOR DETAILS**

- 7.1 Prior to the implementation of the Travel Plan, a site specific Travel Plan Co-ordinator will be appointed and their details provided to WBC.
- 7.2 It will be the responsibility of the TPC to deliver the range of Travel Plan measures, manage the TP budget and organise for the monitoring surveys to be completed. Other duties would include, but not be limited to:
- 7.3 Overseeing the implementation of the TP;
- Liaise with WBC to finalise the Travel Plan provisions.
  - Prepare the Residents Travel Information Pack on behalf of the Client for approval.
  - Set-up voucher schemes with;
    - local bus operator and
    - onsite cycle hire
  - Provide the sales suites with a Residents Travel Pack and inform them of the commitment to the Travel Plan and range of sustainable travel options available.
  - Implement Travel Plan in time for 1<sup>st</sup> resident occupation.
  - Distribute Travel Pack to first occupant of each household.
  - Monitor the redemption rate of distributed vouchers annually.
  - Undertake traffic surveys and resident questionnaires in line with agreed methodology with WBC.
  - Review the Travel Plan once annually with WBC and consider alternate/additional initiatives if necessary.
  - Establish Travel Plan Steering Group

## **8.0 MARKETING AND PROMOTION**

### **Communications Strategy**

- 8.1 The marketing strategy for disseminating information to residents will include the distribution of Travel Packs to each household on first occupation by staff within the sales suite. Further information will be made available within the sales suite such as bus timetables and walking / cycling / bus route maps. For the employment element of the site, staff will be made aware of sustainable travel modes as early as possible, from interview stage to employment, with a Travel Information Pack provided on their first day working at the store.
- 8.2 As well as the car club, communication and marketing will include the following:
- 8.3 Leaflets and Printed / digital Materials: Following the distribution of the Travel Information Pack the TPC will distribute relevant promotional materials to households /employees. These materials might include maps, timetables, fare information and car share information sheets.
- 8.4 Distributing leaflets such as timetables and route maps, as well as putting up posters at central locations, such as the entrance area, will enable easy access to all local travel information.
- 8.5 Residents/Employees will be given information detailing the membership of the onsite car club and available services at the onsite cycle hire workshop.
- 8.6 It will be beneficial to notify residents / employees of any changes to bus and rail services, roadworks and other events, which might inflict changes upon personal journey plans by way email or updates on intranet pages / noticeboards.
- 8.7 Newsletter: A travel newsletter, once annually, would inform residents / employees of the results of the travel survey, along with other green travel related news. This will maintain community involvement in the Travel Plan. Periodical changes to bus timetables or fares, information about the onsite car club and cycle hire information will also be communicated to residents where necessary.
- 8.8 Travel Events: There are a number of national travel events held over the course of the year that seek to raise the profile of sustainable travel options and

encourage participation in sustainable travel. The aim is to encourage those taking part to continue participating and making sustainable travel choices after the travel event. The TPC will promote those travel events which are practical for the site, which might include:

- Bike to School Week (April)
- Walk to School Week (May)
- Bike to Work Week (May/June)
- Bike Week (June)
- National Liftshare Day (June)
- Smart Commute Week (September)
- Travelwise Green Travel Week (September)
- European Mobility Week (September)

8.9 Notice Boards: if displayed in central locations, have proven to be an effective method of communication. To ensure that employees have access to displayed information a notice board will be displayed in the entrance area and/or communal staff room. Suggested information to display includes: onsite car club information, cycle hire and facilities onsite, route maps for all modes, bus and rail timetables, nearest bus and rail transport stops, and taxi numbers.

8.10 Personalised Travel Planning can also be offered, as a way to communicate directly with the resident or employee and offers a personalised way of highlighting sustainable travel to each employee / household.

## **9.0 MONITORING**

- 9.1 The proposed monitoring strategy will provide information regarding residents' travel patterns, which is relevant to the identified outcome targets.

### Methodology

- Monitoring of traffic flow (all modes) in/out of the site, at the site accesses (biennial).
  - Travel questionnaire survey to ascertain resident attitudes towards the Travel Plan measures and sustainable travel choices.
- 9.2 Travel questionnaires will be handed out / emailed to residents / employees for completion, to establish existing travel behaviour. It is considered that a response rate of 35% would be required to provide a robust overview of travel patterns and behaviour.
- 9.3 The monitoring of traffic flows can be undertaken either by Automatic Traffic Count or Manual Classified Counts. These would be undertaken on a weekday, outside of school holidays.
- 9.4 It is proposed that the SAM monitoring surveys shall be undertaken at the site. The Standardised Assessment Methodology (SAM) is a tool to monitor the effect of Travel Plans in a consistent way. This will include baseline surveys carried out prior to the occupation of the 50<sup>th</sup> dwelling / 6 months from office opening. Additional surveys will then be completed on the second and fourth anniversary of the first travel survey being undertaken. The cost of these surveys will be covered by the developer as part of the agreed Travel Plan budget with the TPC.
- 9.5 In addition to the above travel surveys, questionnaires will also be provided to residents to establish existing travel patterns. These surveys will include:
- Details of mode of travel.
  - Original destination along with journey purpose.
  - Household travel diaries.
  - Details of linked trips.
- 9.6 Following review of these surveys, monitoring reports will be submitted to WBC for approval, and to establish whether TP targets need to change as a result.



- 9.7 Site audits would also be required throughout the Travel Plan process to ensure the facilities provided within the site are safe for residents / employees to use (e.g. footpaths, cycleways and usage of cycle parking).

Schedule

- 9.8 As confirmed above, monitoring of traffic flows and travel choices would be undertaken biennially, with bus and cycle hire voucher redemptions monitored annually for a period of 5 years.

- 9.9 Biennial monitoring will see 3 surveys being undertaken over a 5 year period, anticipated to take place in years 1, 3 and 5. Monitoring is scheduled as follows:

- 1<sup>st</sup> survey to be undertaken following occupation of the 50<sup>th</sup> dwelling / 6 months after office opening. This will provide the baseline data for the development. The TPC will review this data together with the outcome targets to ensure that these remain realistic and achievable.
- 2<sup>nd</sup> survey to be undertaken on the second anniversary (Year 3) of the 1<sup>st</sup> survey.
- 3<sup>rd</sup> survey to be undertaken on the 4<sup>th</sup> anniversary (Year 5) of the 1<sup>st</sup> survey.

- 9.10 The TPC will continually monitor the redemption of bus and cycle hire vouchers and the amount of 'traffic' using the community website that will be created.

## **10.0 ONGOING MANAGEMENT AND REVIEW**

- 10.1 The ongoing management and review of the Travel Plan will be managed by the developer of each element of the site. For the residential element, this will likely be done under a management company, whilst the office will continue the Travel Plan directly. Both Travel Plans will have a TPC to manage and deliver the Plan.

### **Review**

- 10.2 After the travel survey, The TPC will review the survey findings within 1 month of each survey period. The purpose of the review is to establish whether the objectives and associated measures are being effective in progressing the Travel Plan towards achieving the identified aims and targets.
- 10.3 As part of the review the TPC will identify those measures which prove effective and any that require amending in order to meet the targets.
- 10.4 The TPC will actively promote the various Travel Plan measures to achieve the outcome targets of the Travel Plan. It should be acknowledged however, that travel choices are also influenced by external factors, beyond the control of the TPC and/or Developer.
- 10.5 Such external factors include parking charge strategies, changes to local bus service provision, public transport fare increases, petrol prices and inclement weather conditions. Should the Travel Plan not deliver the identified targets due to external factors this should not be considered a failure of the Travel Plan but a recommendation for adjustment to local, current conditions.
- 10.6 The TPC will establish a Travel Plan Steering Group throughout the five-year period and ensure the Travel Plan is carried on following the completion of the five-year monitoring period.

### **Remedial Measures**

- 10.7 Should it be necessary to revisit the outcome targets of the Travel Plan and agree new measures to help encourage and incentivise sustainable travel modes, these will be discussed and agreed with WBC and the Travel Plan will be revised to reflect these agreed changes.

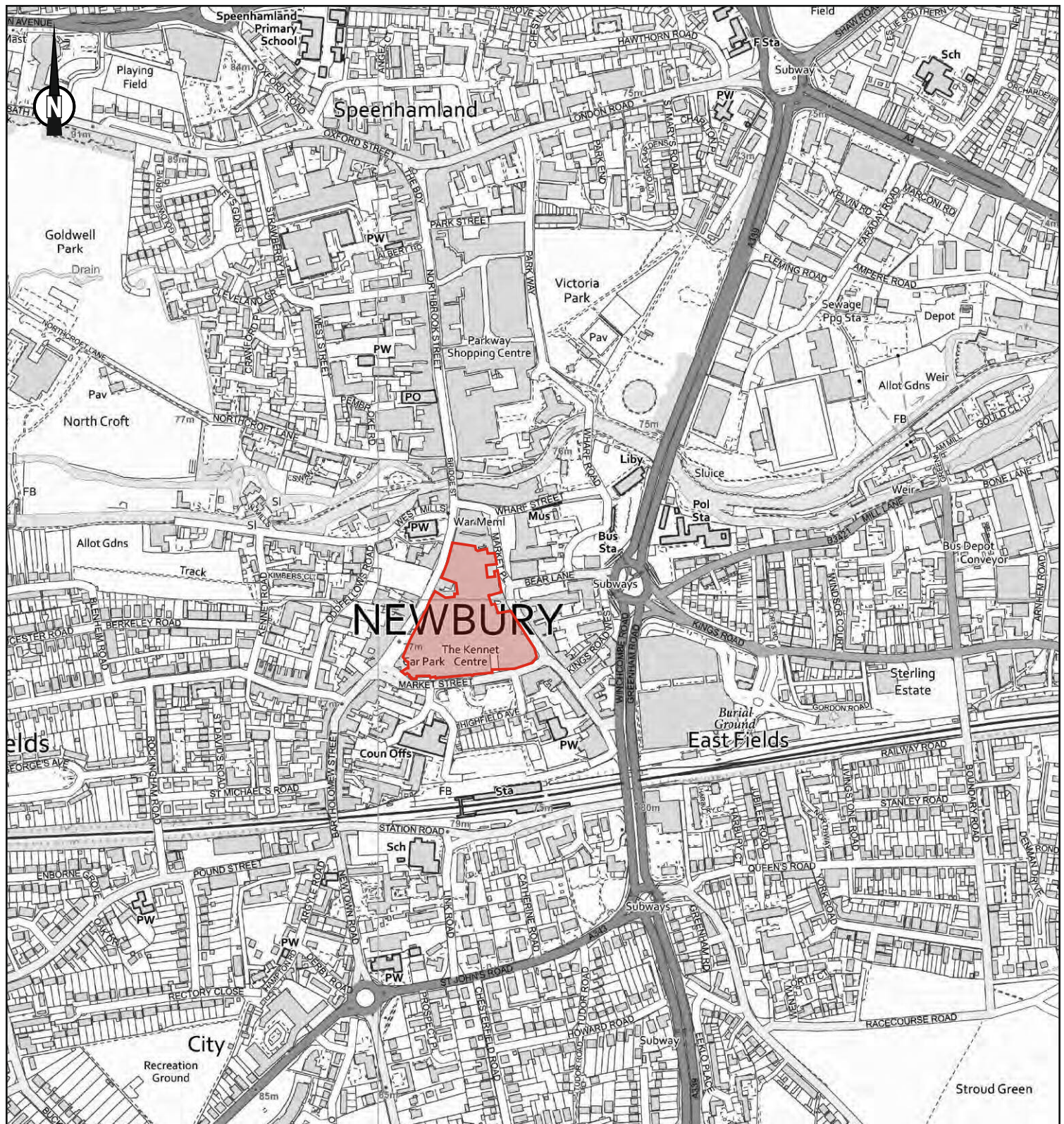
10.8 A set of potential remedial measures, to be triggered in the event that measures outlined fail to meet the required Travel Plan targets could include the following:

- Extend monitoring period of the development;
- More active marketing and promotion of sustainable travel information;
- Further Personalised Journey Planning for residents /employees to understand current travel patterns and help to identify potential for changing current behaviour; *and*
- Further incentives for residents / employees to travel sustainably to/from the development..

10.9 The remedial measures are different to the Travel Plan measures and, the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with WBC.

**FIGURE 1.1**





Key:



Site Boundary

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JOB TITLE

Eagle Quarter,  
 Newbury

DRAWING TITLE

Site Location Plan

FIGURE NO.

Figure 1.1

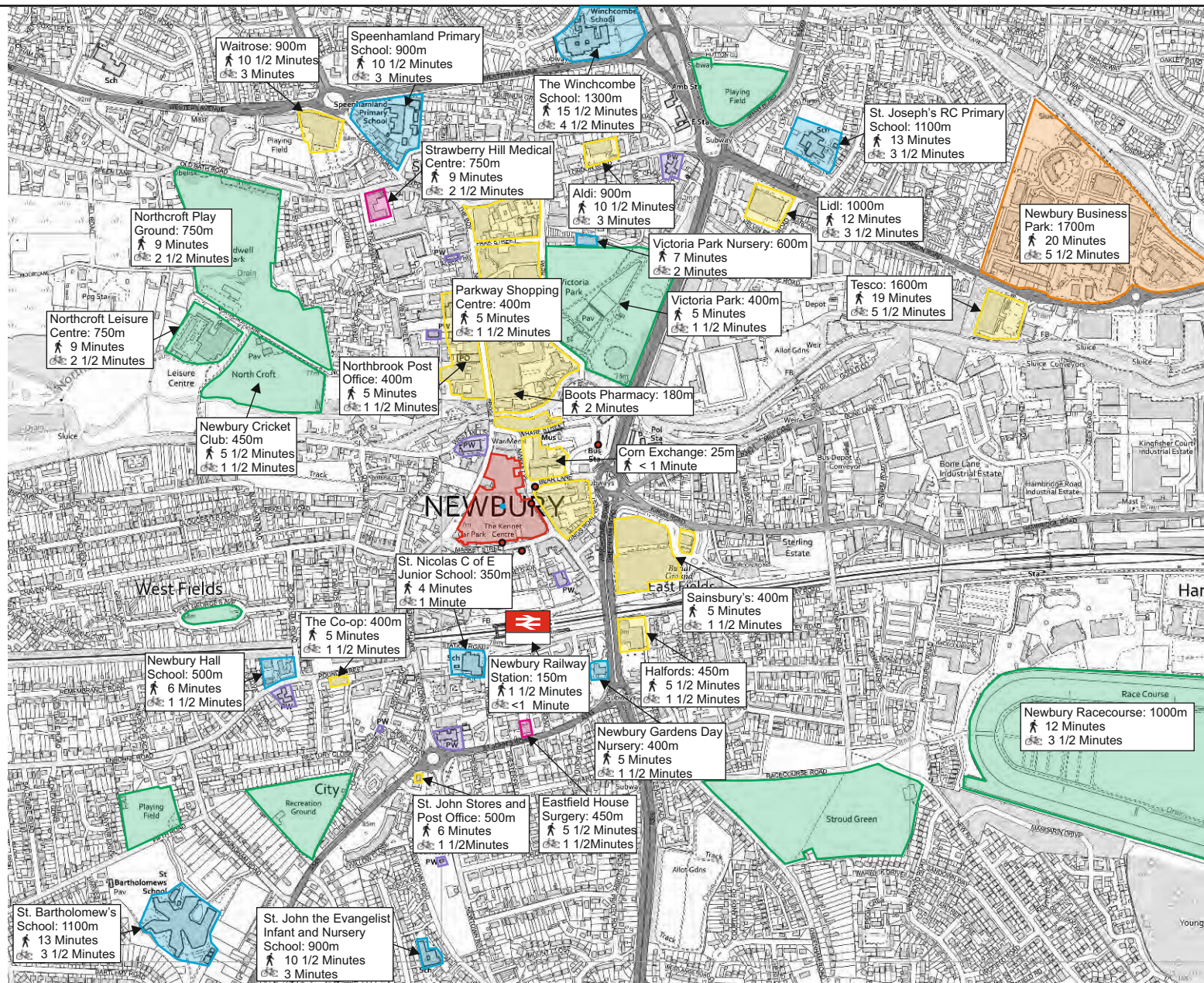
SCALE:

@ A4

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**FIGURE 4.1**



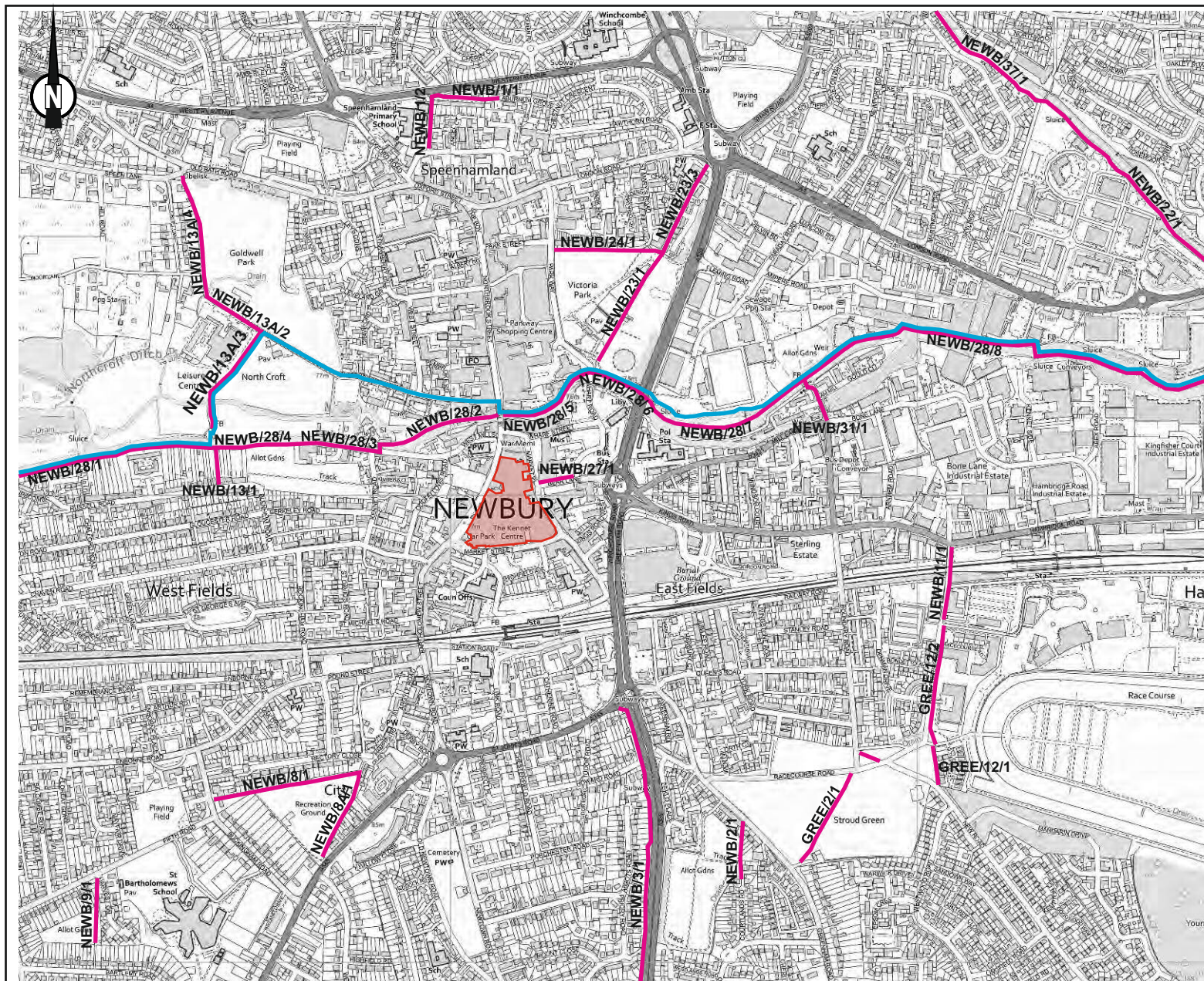
Point measurements have been taken from

- Key:**
- Site Boundary
  - Education
  - Community
  - Retail
  - Health
  - Recreation
  - Employment
  - Place of Worship
  - Train Station
  - Bus Stop

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**FIGURE 4.2**





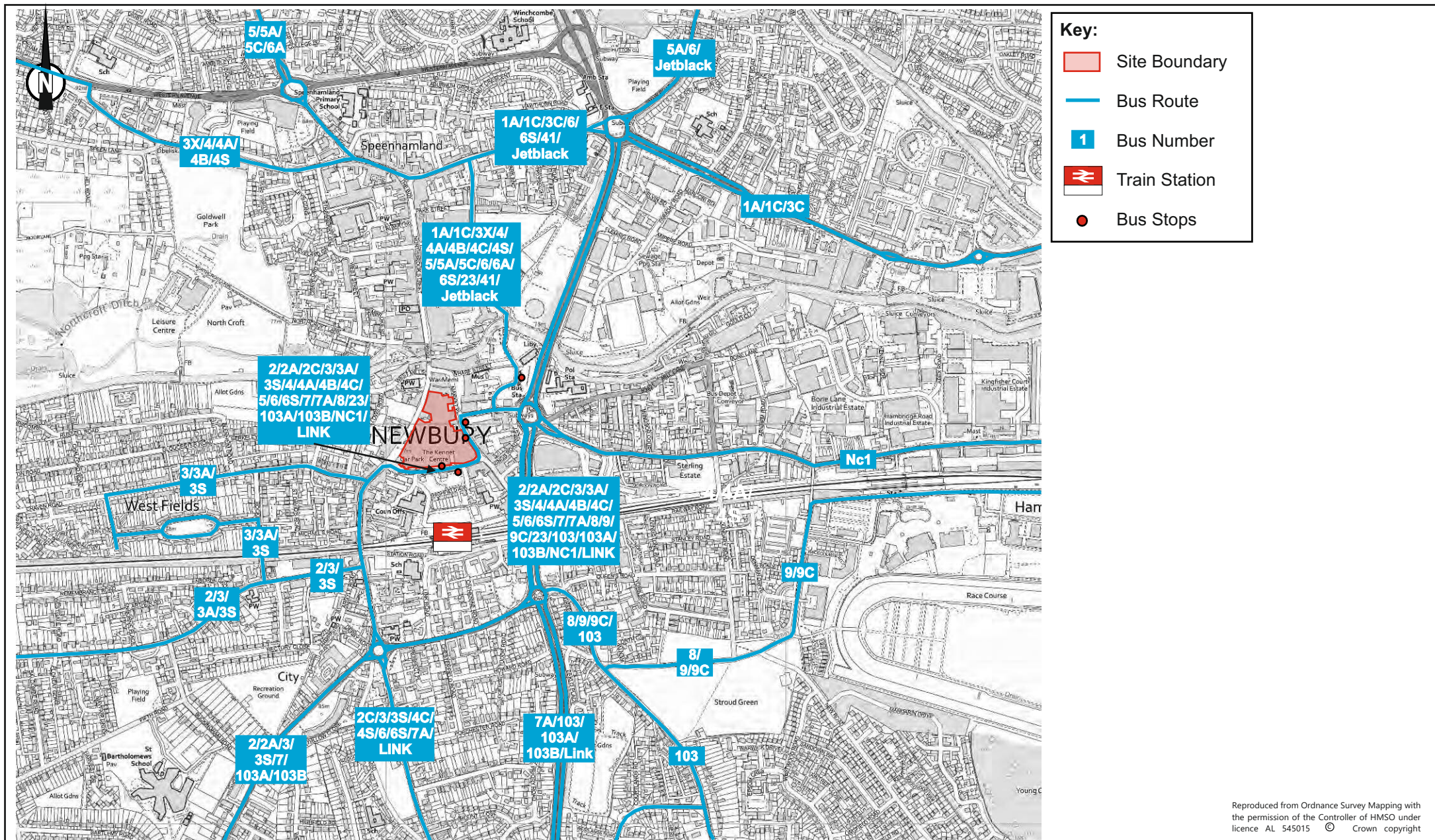
# Key:

- Site Boundary
- Footpath
- National Cycle Network 4

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**FIGURE 4.3**





## **APPENDICES**



Calculation Reference: AUDIT-812401-210203-0223

## TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 03 - RESIDENTIAL  
 Category : C - FLATS PRIVATELY OWNED  
 MULTI-MODAL TOTAL VEHICLES

Selected regions and areas:

01	GREATER LONDON	
	BM BROMLEY	1 days
	HM HAMMERSMITH AND FULHAM	2 days
	HO HOUNSLOW	1 days
09	NORTH	
	CB CUMBRIA	1 days

*This section displays the number of survey days per TRICS® sub-region in the selected set*

## Primary Filtering selection:

*This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.*

Parameter: No of Dwellings  
 Actual Range: 40 to 194 (units: )  
 Range Selected by User: 6 to 493 (units: )

Parking Spaces Range: All Surveys Included

Parking Spaces per Dwelling Range: All Surveys Included

Bedrooms per Dwelling Range: All Surveys Included

Percentage of dwellings privately owned: All Surveys Included

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/12 to 06/03/20

*This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.*

Selected survey days:

Monday	1 days
Tuesday	1 days
Wednesday	2 days
Thursday	1 days

*This data displays the number of selected surveys by day of the week.*

Selected survey types:

Manual count	5 days
Directional ATC Count	0 days

*This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaken using machines.*

Selected Locations:

Town Centre	5
-------------	---

*This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.*

Selected Location Sub Categories:

Built-Up Zone	4
High Street	1

*This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.*



Secondary Filtering selection:

Use Class:

C3	5 days
----	--------

*This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order 2005 has been used for this purpose, which can be found within the Library module of TRICS®.*

Population within 500m Range:

All Surveys Included

Population within 1 mile:

25,001 to 50,000	3 days
50,001 to 100,000	1 days
100,001 or More	1 days

*This data displays the number of selected surveys within stated 1-mile radii of population.*

Population within 5 miles:

75,001 to 100,000	1 days
500,001 or More	4 days

*This data displays the number of selected surveys within stated 5-mile radii of population.*

Car ownership within 5 miles:

0.5 or Less	1 days
0.6 to 1.0	3 days
1.1 to 1.5	1 days

*This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.*

Travel Plan:

Yes	2 days
No	3 days

*This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.*

PTAL Rating:

No PTAL Present	1 days
3 Moderate	1 days
5 Very Good	1 days
6a Excellent	1 days
6b (High) Excellent	1 days

*This data displays the number of selected surveys with PTAL Ratings.*

TRIP RATE for Land Use 03 - RESIDENTIAL/C - FLATS PRIVATELY OWNED  
 MULTI-MODAL TOTAL VEHICLES  
 Calculation factor: 1 DWELLS  
 BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	5	104	0.036	5	104	0.071	5	104	0.107
08:00 - 09:00	5	104	0.027	5	104	0.056	5	104	0.083
09:00 - 10:00	5	104	0.036	5	104	0.038	5	104	0.074
10:00 - 11:00	5	104	0.031	5	104	0.027	5	104	0.058
11:00 - 12:00	5	104	0.027	5	104	0.040	5	104	0.067
12:00 - 13:00	5	104	0.027	5	104	0.034	5	104	0.061
13:00 - 14:00	5	104	0.029	5	104	0.038	5	104	0.067
14:00 - 15:00	5	104	0.015	5	104	0.023	5	104	0.038
15:00 - 16:00	5	104	0.042	5	104	0.034	5	104	0.076
16:00 - 17:00	5	104	0.065	5	104	0.033	5	104	0.098
17:00 - 18:00	5	104	0.054	5	104	0.036	5	104	0.090
18:00 - 19:00	5	104	0.065	5	104	0.040	5	104	0.105
19:00 - 20:00	2	177	0.048	2	177	0.040	2	177	0.088
20:00 - 21:00	2	177	0.020	2	177	0.017	2	177	0.037
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
<b>Total Rates:</b>			<b>0.522</b>			<b>0.527</b>			<b>1.049</b>

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is:  $COUNT/TRP*FACT$ . Trip rates are then rounded to 3 decimal places.

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#### Parameter summary

Trip rate parameter range selected:	40 - 194 (units: )
Survey date range:	01/01/12 - 06/03/20
Number of weekdays (Monday-Friday):	5
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	0
Surveys manually removed from selection:	0

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are shown. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.





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