



Travel Plans: Guidelines for Developers

Buckinghamshire Council July 2022



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1. Introduction

1.1 Contact

Transport Strategy Team

Walton Street

Aylesbury

Buckinghamshire

HP20 1UA

Website: www.buckinghamshire.gov.uk

Email: travelplanning@buckinghamshire.gov.uk

1.2 Acknowledgements

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

1.3 Executive Summary

This guidance sets out Buckinghamshire Council's conditions for Travel Plans when working in partnership with developers throughout the planning process.

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

The purpose of this guidance is to ensure developers view their site-specific Travel Plan as a living document that encourages use of active and sustainable transport by promoting behavioural change and improving infrastructure.

2. Policy Context

2.1 National Policy

2.1.1 Planning Practice Guidance Travel Plans, Transport Assessments and Statements (2014)

Guidance on Travel Plans provided by the Department for Levelling Up, Housing and Communities in 2014 states that the local planning authorities must make a judgement as to whether a proposed development would generate a significant amount of movement on a case-by-case basis.

In determining whether a Travel Plan will be needed for a proposed development, the local planning authorities should take into account the following considerations:

- The Travel Plan policies (if any) of the Local Plan
- The scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan)
- Existing intensity of transport use and the availability of public transport
- Proximity to nearby environmental designations or sensitive areas
- Impact on other priorities/ strategies (such as promoting walking and cycling)
- The cumulative impacts of multiple developments within a particular area
- Whether there are particular types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times)
- Relevant national policies, including the decision to abolish maximum parking standards for both residential and non-residential development

Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area.

2.1.2 National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It states in paragraph 113, in relation to Travel Planning that:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed”.

The framework promotes the hierarchy of preferred modes of transport, from walking and cycling, public transport, car sharing, the use of electric vehicles and finally to single occupancy car use, as the last option.

2.1.3 Highways England - Circular 02/2007 DfT Circular – 02/2013

This policy identifies the role that Travel Plans can have in offsetting the impact a development may have on the Strategic Road Network. The document explains that National Highways, local authorities and developers must work together to manage the impact of developments on the road

network and promote sustainable travel choices. The Government provides advice on development proposals in relation to the reduction of single occupancy vehicle use, use of existing highway capacity and environmental impact of developments.

DfT Circular encourages Local Planning Authorities to deliver these aims by partaking in regional and local sustainable development policies through Local Plans.

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

2.2 Local Policy

2.2.1 Buckinghamshire's Local Transport Plan 4 2016-2036

In 2016, Buckinghamshire adopted its fourth Local Transport Plan, which will run until 2036. The plan supports a range of Travel Plan measures to help protect the counties unique environment, reduce congestion and improve health. A dedicated section 'managing the impact of new developments' references the need to promote travel plans as a method of effective sustainable travel intervention. The objectives of Local Transport Plan 4 encourage active and sustainable transport when unlocking the opportunities associated with growth and development. The objectives of the plan are listed below:

- Objective 1 – Connected Buckinghamshire
 - Provide a well-connected, efficient and reliable transport network which links to key national and international destinations helping Buckinghamshire's residents and economy to flourish while capitalising on external investment opportunities
- Objective 2 – Growing Buckinghamshire
 - To secure good road, public transport, cycle and walking infrastructure and service provision, working in partnership with local businesses and the community through a range of initiatives and taking advantage of new and emerging technologies to meet the (current and future) needs of our residents as Buckinghamshire grows.
- Objective 3 – Healthy, Safe and Sustainable Buckinghamshire
 - Allow residents to improve their quality of life and health, by promoting smarter travel choices and access to opportunities that improve health. Ensure transport systems are safe and allow people to make the most of Buckinghamshire's special environment.
- Objective 4 – Empowered Buckinghamshire
 - Allow people to access the educations, work and social opportunities they need to grow. Increase opportunities for residents to support themselves and their communities by enabling local transport solutions.

3. Travel Plans

3.1 What is a Travel Plan?

3.1.1 Travel Plan Description

According to Department for Transport guidance *'A Travel Plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed'*.¹

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

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

3.2 Definition of Terms

3.2.1 Transport Statement

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

3.2.2 Transport Assessment

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

3.2.3 Framework Travel Plan

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

3.2.4 Full Travel Plan

A full Travel Plan is a long-term strategy informed by the Transport Assessment based on actual site data as opposed to speculative. It is a package of measures focussed on active and sustainable

¹ <https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements>

modes of transport and improving access to and from the site. It should enable opportunities for residents to use alternative modes of transport other than car. Review and monitoring of the plan must take place within agreed time scales and conditions set out through a section 106 agreement. A Travel Plan coordinator takes ownership of the Travel Plan and is appointed as the responsible representative for delivering pre-agreed actions that promote sustainable transport.

3.2.5 Area wide Travel Plan

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

3.3 Benefits of a Travel Plan

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

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

4. When is a Travel Plan Required?

4.1 The Planning Process

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

The local government administration of Buckinghamshire is a unitary Local Authority which came into effect on 1 April 2020, comprising the former Buckinghamshire County Council and four former District Councils: Aylesbury Vale, Wycombe, Chiltern and South Bucks. As a result of becoming unitary, the new council inherited the local development plan documents for each legacy council. These documents are still relevant to the former district areas because they are used to make local planning decision. The own Local Plan and Core Strategies of the legacy districts set out the principles for every other local development document produced regarding the development and use of land in a local planning authority's area. A new Local Plan is currently being developed by the new authority.

4.2 Travel Plan Thresholds

Developers undertaking pre planning scoping will need to establish whether or not they need to submit a Travel Plan by referring to thresholds. Full details of these thresholds are provided in Section 7.

5. Development Planning Structures

5.1 Buckinghamshire's Councils Structure

5.1.1 Development Management

The Planning & Environment Service receives planning applications from across Buckinghamshire. This service will assess the impact of any development in order to minimise congestion on the highway network. They have the responsibility to add a requirement for a Travel Plan as a planning condition for any application where they feel the development would adversely affect traffic movements. They will receive Transport Assessments for each development and will work closely with the Transport Assessment team to make certain that new developments are sustainable. They will negotiate any planning obligations and confirm Section 106 agreements.

5.1.2 Transport Strategy

The Transport Strategy team within Buckinghamshire Council receive the Travel Plan documents and provide written assessment reviews to the developer. The review will indicate clearly whether the Travel Plan has been approved. The Planning & Environment service will only discharge the planning conditions when the Travel Plan has been approved.

5.2 Community Infrastructure Levy

The Community Infrastructure Levy (CIL) is a levy that local authorities can choose to charge on new developments in their area. A 'meaningful proportion' of the levy can be used to support development by funding infrastructure that the council, local community and neighbourhoods desire. CIL will replace the existing rule that S106 funding from developments can be 'pooled' in order to pay for wider improvements to highways infrastructure. Preparing a CIL schedule is the responsibility of the District Councils.

5.3 Section 106 Agreements

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

6. Monitoring Fees

6.1 Introduction

Buckinghamshire Council's Transport Strategy team charge a flat rate annual fee of £1,000 per year for a minimum of five years to support and monitor developer Travel Plans.

6.2 Monitoring System

The Council uses ModeshiftSTARS which is an online platform that provides a comprehensive travel planning tool that:

- Creates, develops and supports Travel Plans
- Assists in monitoring and evaluation
- Recognises and rewards excellence for the promotion of sustainable and active travel

Each new residential, workplace and school Travel Plan is registered to input travel data in the system. ModeshiftSTARS provides a database for future developers to set realistic targets for reduction of single occupancy vehicle use as it is constantly building up a good local baseline data source. Some screen shots of the ModeshiftSTARS monitoring system including the Travel Plan Survey layout are shown in Appendix B.

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

6.3 Monitoring Fees

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

The Transport Strategy officer's time to monitor and review initial framework Travel Plans and annual reports for at least the required five-year life of the Travel Plan must be accounted for.

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

The annual monitoring fees will be collected as part of the S106 Agreement for planning conditions.

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

Table 1: Travel Planning Fees

	Cost to Buckinghamshire Council	Cost to Developer
Modeshift STARS membership & licence	£2773	£200
Officer time	£600	£600
Marketing material	£500	£200
Total Cost	£3,873	£1,000

7. Thresholds

7.1 Introduction

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

7.2 Land Use Thresholds

Threshold figures are provided in Table 2. In cases of extensions to existing sites a Travel Plan will be required if the extension increases the total size of the site to above the threshold figure. A Travel Plan should reflect the travel outcomes estimated in the Transport Assessment for the development.

Table 2: Threshold Figures

Land Use	Use/description of development	Threshold above which a Travel Plan is required (Gross Floor Area, unless otherwise stated)
E Food retail	Retail sale of food goods to the public – food superstores, supermarkets, convenience food stores	800 sq. m
E Non-food retail	Retail sale of non-food goods to the public; but includes sandwich bars – sandwiches or other cold food purchased and consumed off the premises, internet cafes.	1500 sq. m
E Financial and professional services	Financial services – banks, building societies and bureaux de change, professional services (other than health or medical services) estate agents and employment agencies, other services – betting shops, principally where services are provided to visiting members of the public.	2500 sq. m

E Restaurants and cafes	Restaurants and cafes – use for the sale of food for consumption on the premises, excludes internet cafes (now A1).	2500 sq. m
E Drinking establishments	Use as a public house, wine-bar or other drinking establishment.	600 sq. m
E Hot food takeaway	Use for the sale of hot for consumption on or off the premises.	500 sq. m
E Business	Offices other than financial and professional services Research and development – laboratories, studios Light industry	2500 sq. m
E General industrial	General industry. The former ‘special industrial’ use classes.	4000 sq. m
E Storage or distribution	Storage or distribution centres –wholesale warehouses, distribution centres and repositories.	5000 sq. m
C1 Hotels	Hotels, boarding houses and guest houses, development falls within this class if ‘no significant element of care’ is provided,	100 bedrooms
C2 Residential institutions – hospitals, nursing homes	Used for the provision of the residential accommodation and care to people in need of care	50 beds
C2 Residential institutions – residential education	Boarding schools and training centres.	150 students
C2 Residential institutions – institutional hostels	Homeless shelters, accommodation for people with learning difficulties and people on probation.	400 residents
C3 Dwelling houses	Dwellings for individuals, families or not more than six people living together as a single household. Not more than six people living together includes – students or young people sharing a dwelling and small group, homes for disabled people living together in the community.	100 units
F1 Schools, Colleges and Universities	Educational establishments for young people and adults	All developments

E and F1 Other Non-residential institutions	Medical and health services – clinics and health centres, crèches, day nurseries, day centres and consulting rooms (not attached to the consultant’s or doctor’s house), museums, public libraries, art galleries, exhibition halls, training centres, places of worship, religious instruction and church halls.	1000 sq. m
F2 Assembly and leisure	Cinemas, dance and concert halls, sports halls, swimming bath, skating rinks, gymnasiums, bingo halls and casinos. Other indoor or outdoor sports and leisure uses not involving motorised vehicles or firearms.	1500 sq. m
Others	For example: stadium, retail warehouse clubs, amusement arcades, laundrettes, petrol filling stations, taxi businesses, car/vehicle hire businesses and the selling and display of motor vehicles, nightclubs, theatres, hostels, builders’ yards, garden centres, Post Offices, travel and ticket agencies, hairdressers, funeral directors, hire shops, dry cleaners.	Pre-application discussion required to determine if a Travel Plan is required

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

- Air Quality Management Areas
- Protected habitats
- Areas covered by local initiatives or targets as set out in the Local Development or Transport Plan such as for promoting cycling or public transport

All Travel Plans whether for sites meeting the thresholds or requested for other reasons will be subject to the same fees. The production of a Travel Plan will not ensure that a proposed development will be allowed if it is not acceptable to the planning authorities.

7.3 Further Advice

The Transport Strategy team can advise developers on the requirements for a Travel Plan for a potential site at pre-planning stage.

Developers are recommended to complete a draft Travel Plan using the Template provided in this document and submit it to the team for review. This will help to ensure that it will meet with Buckinghamshire Council’s requirements. Feedback will be given as a written assessment review and will be constructive to enable the final Travel Plan to become an active and sustainable living document.

When the final Travel Plan is sent in it will be reviewed and a copy of the written review will be sent to the Developer, Development Management and the Travel Plan Co-ordinator.

A support package to help Travel Plan Co-ordinators in their role at sustaining long term modal shift is provided by Buckinghamshire Council for a fixed fee of £1,000 per annum for a minimum of five years.

The following is included in the support package:

- One electronic newsletter per year
- Promotional material or links to a minimum of six campaigns per annum
- Access to ModeshiftSTARS Travel Plan monitoring system
- Review of Travel Plan
- Review of Annual Report for at least five years
- A detailed Travel Plan Template is provided to ensure that all the essential elements required for a Travel Plan to be approved for planning conditions is included within this guidance.

A developer should provide contact details for a named Travel Plan Coordinator as soon as possible in order to ensure that the developer can access the Modeshift STARS management system as well as gain advice at an early stage.

8. Travel Plan Templates

8.1 Travel Plan Template Contents

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

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

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

Appendix A. Travel Plan Template

1. Executive Summary
2. Introduction
3. Scope of the Travel Plan
4. Travel Survey
5. Aims and Objectives
6. Measures
7. Ownership
8. Targets
9. Marketing and Promotion
10. Monitoring and Review
11. Action Plan and Budget
12. Checklist
13. Travel Plan Appendices

A.1 Executive Summary

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

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

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

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

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

A.2 Introduction

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

A.2.1 Detailed Site Description

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

A.2.2 Site Audit

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

Include (either in this section or the Appendices):

- Location maps and site plan
- Bus/rail service timetables accessing the site
- Cycle and pedestrian routes
- Photographs (with relevance to transport links, roads, site entrances, car parks)
- Postcode plots (if suitable)

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

A.2.3 Purpose of the Travel Plan

Explain the reasons for writing the Travel Plan. These could include:

- A response to oversubscribed parking provision
- A requirement of planning permission
- Fulfilling environmental commitments
- Improve access to site for staff, deliveries, customers
- Health and fitness policies for staff

- Any additional travel issues, e.g. recruitment and staff retention difficulties, illegal parking near site.

Explain the benefits of the Travel Plan and identify the audience to which the Plan's objectives and measures will be promoted.

A.3 Scope of Travel Plan

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

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

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

- Commuter journeys (how many people are travelling to the site?) Are journeys during peak hours or do they incorporate shift patterns?)
- Are any future developments likely to increase traffic levels? What is the likelihood of further expansion?
- General travel to and from site, for example residents
- Business travel (how much travel will be generated during the working day to and from the site?) What time of day does business travel take place?)
- Customer access (what are expected visitor/customer numbers? What provisions are there for visitors to the site? What time of day do visitors arrive and leave from the site?)
- Deliveries (what provision has been made for deliveries? What provision has been made for waste removal? What time of day will deliveries take place at the site?)
- Fleet management (will there be a fleet of company vehicles? What is the provision for these vehicles? Is there provision for driver training?)

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

A.4 Travel Survey

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

It is recommended that the surveys are carried out using the ModeshiftSTARS platform available through Buckinghamshire Council. This facility provides a choice of questionnaires from detailed to snapshot (short and simple). For new developments a detailed survey must be undertaken within three months of occupation to provide accurate baseline data. The snapshot survey can then be used for annual monitoring reports. The data is entered online and will provide a means for year on year monitoring of travel behaviour.

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

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

Explain how the survey was collected, including:

- Number and scope of people surveyed
- Method of data collection and survey return rate

How people currently travel to the site:

- Show the number and percentage of people travelling by each mode

This data will show 'single occupancy' vehicle user numbers which will act as a major factor in target setting.

How people would prefer to travel to the site:

- Show the number and percentage of people choosing each preferred travel mode
- Show what would encourage people to use sustainable modes of travel

This data will give a clear idea of potential modal shift objectives and targets. It will highlight where improvements can be made in order to facilitate sustainable travel.

The above numbers of people who currently travel to the site or would prefer to travel to the site should be recorded as percentages so that year-on-year comparisons can be made when undertaking annual Travel Plan reviews.

Home location of staff:

Show the results data on a map if possible – ideally in a postcode plot format. This will help to highlight potential for influencing travel behaviour and which modes of travel will be most suitable for promotion.

Business Travel:

- Show current business travel data and establish possible changes to current policies

Provide a written analysis of survey, including:

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

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

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

A.5 Aims and Objectives

A.5.1 Aims

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

A.5.2 Examples of typical objectives

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

A.5.3 Related positive effects of reducing vehicle traffic from a development

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

A.5.4 Detail of the overall aim

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

A.6 Targets

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

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

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

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

Table 3: Example Targets and Indicators

Objective 1: Reduce single-occupancy vehicle movements to and from site				
Targets	Indicators	Timescale		
		mm/yyyy	mm/yyyy	mm/yyyy
Percentage of employees driving to work will not exceed X	% of employee trips made by walking	14.0%	17.0%	20.0%
Number of weekday vehicle trips generated by the site when fully occupied will not exceed X	% of employee trips made by cycling	11.0%	14.0%	18.0%
	% of employee trips made by bus	...%	...%	...%
Reduction in local peak hour travel	% of employee trips made by train	...%	...%	...%
	% of employee trips made by ‘car as passenger’	...%	...%	...%
	% of employee trips eliminated by teleworking	...%	...%	...%

	Number of freight vehicle trips per day	...%	...%	...%
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Some targets will be non-quantifiable, e.g. setting up a car club by a particular time, but will still relate to the overall outcome of reducing car trips.

A.7 Ownership

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

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

A.7.1 Travel Plan Co-ordinator Responsibilities

Give details of the appointment of a Travel Plan Co-ordinator, including:

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

A.7.2 Travel Plan Management

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

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

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

A.8 Measures

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

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

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

A.8.1 Example Measures

The table below illustrates examples of Travel Plan measures:

Table 4: Examples Measures

Strategy	Examples of measures to be considered (as appropriate)
Site Design	<ul style="list-style-type: none"> • Pedestrian and cycle friendly infrastructure – e.g. safe crossings, speed limits, good lighting, pedestrian signing, links to the wider walking and cycling network • Conveniently located bus waiting and drop off points • Parking restrictions or car-free site (with disabled parking) • Dedicated, conveniently located car club/pool club parking • Conveniently located and secure and lit cycle storage • Changing facilities for cyclists, including showers and lockers • Conveniently located car share spaces • Electric charge points for electric cars
Improvements to off-site infrastructure	<ul style="list-style-type: none"> • Improvements to local walking network, including links to bus and rail services – e.g. safer crossing points, pavement widening, better lighting • Improvements to wider cycle network • Improvements to bus and rail infrastructure serving the site
Reducing the need to travel	<ul style="list-style-type: none"> • Local recruitment strategy and incentives for staff to relocate closer to work • Policy to enable regular homeworking • Homeworking facilities – laptops, remote access to IT • High speed broadband • Video-conferencing/audio-conferencing facilities • On-site services for employees, e.g. café, crèche, shop
Initiatives to support walking	<ul style="list-style-type: none"> • Distribution of maps showing safe local walking routes • Promotional events and literature to encourage walking • On-site security patrols to help people feel safe
Initiatives to support cycling	<ul style="list-style-type: none"> • Distribution of maps showing safe local cycling routes • Promotional events and literature to encourage cycling • Pool bikes • Cycle mileage allowance • Bicycle User Groups • Free or reduced price bikes and equipment for staff • Cycle training offered to inexperienced cyclists
Development of bus and rail	<ul style="list-style-type: none"> • Promotion of public transport with service information and advice • New or improved or subsidised services • Improvements to the waiting environment – lit, covered seats etc • Staff discounts and special offers for day and season tickets

	<ul style="list-style-type: none"> • Salary sacrifice schemes for season tickets for businesses • Provision of real time information at bus stops / rail stations • Provision of real time information for home use in residential developments
Support for car-sharing	<ul style="list-style-type: none"> • Promotion of Bucks Car Share highlighting the benefits • Car share matching service for travel to work • Car share promotion, including launch event with opportunities for finding a match • Preferential parking for car sharers • Incentives for regular car sharers, e.g. free car washes • Provision of (fuel efficient) pool vehicles for journeys in the course of work
Parking management	<ul style="list-style-type: none"> • Limited parking allocation on site • On-street parking controls in the vicinity of the site • Needs-based parking allocation scheme • Parking charges, with revenue ring-fenced to pay for sustainable travel measures
Freight and deliveries	<ul style="list-style-type: none"> • Policy of using local suppliers where possible • Co-operation with other site users on common purchasing and recycling policies to reduce vehicle movements
Promotion and communications	<ul style="list-style-type: none"> • Personal travel advice offered to employees • Incentives for use of sustainable transport • Inclusion of sustainable travel information and incentives in induction packages • Sustainable travel directions for all visitors • Publication of Travel Plan and travel information of organisation’s website (ensure information is provided for both staff and visitors/customers) • Prominent notice board which is regularly updated with posters, competitions, fliers, events and road shows to promote sustainable travel options • Promotion for specific initiatives and events • Engage staff and visitors with national campaigns e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week

A.9 Marketing and Promotion

A.9.1 Marketing and Promotion Strategy

The success of the Travel Plan will depend on the ability to market and promote the benefits of sustainable travel choices to new and existing staff. The following must be included within the marketing and promotion strategy:

- There must be a range of communication tools and promotional techniques that will be used from the outset of the development and used on an on-going or phased campaign basis
- A clear timetable showing responsibility, cost and funding must be provided
- Raising awareness of sustainable travel options and the associated benefits to staff and visitors, e.g. health benefits, cost savings
- Promotion of individual Travel Plan measures and initiatives to staff and visitors, or residents e.g. car share database, staff travel discounts
- Dissemination of sustainable travel information to staff and visitors, or residents e.g. bus and rail services timetables, cycle route maps. (Ideally all sustainable travel choices to be included on the same leaflet/publication)

A.9.2 Example Communication Tools

Listed below are examples of communication tools and promotional techniques. This list is designed to give examples and is not exhaustive. Only methods appropriate for the site should be included.

Table 5: Example Communication Tools

Medium	Communication Tool
Printed materials	<ul style="list-style-type: none"> • Site/company travel newsletter • Travel Plan notice boards • Poster campaigns • Staff / visitor / resident travel welcome packs • Summary of incentives for staff / residents • Press releases
Electronic media	<ul style="list-style-type: none"> • Travel Plan website • Travel information page on company / organisation website • E-mail bulletins to staff / regular visitors / online ticket purchasers
Activities	<ul style="list-style-type: none"> • Initiative launch events • Events supporting national campaigns, e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week • Travel road-shows • Personalised travel planning • Travel Plan news disseminated in staff meetings • Media launches • Competitions

A.10 Monitoring and Review

A.10.1 Annual Review

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

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

A.10.2 What to Include in an Annual Review

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

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

Describe how the Travel Plan will be reviewed, including:

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

A.10.3 Revisions, Issues and Remedial Actions

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

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

Detail the appropriate remedial actions that will be taken if the Annual Review report shows that the Travel Plan targets have not been achieved, e.g. further funding allocated to provide support to the Travel Plan Co-ordinator.

A.11 Action Plan and Budget

A detailed Action Plan should be designed as a programme for the implementation of the measures proposed in the Travel Plan.

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

A.11.1 Action Plan Template

This is a suggested action plan template with some examples of the type of information you may include.

All tasks in the Travel Plan document should be included in the Action Plan to ensure that nothing is overlooked by the Travel Plan Co-ordinator. It is helpful to organise the table by objectives. This will ensure that each objective has tasks and SMART Targets.

Table 6: Example Action Plan

Objective 1: Reduce single occupancy vehicle use					
Target	Action/Initiative	Tasks	Responsibility	Timescale	Cost and Funding Source
Increase % of people using Public Transport	Notice board with timetables	Install notice board	Site Caretaker	Pre occupation	£80 - £150 Developer funding
	Staff induction pack with alternative travel choices	Prepare packs with bus and train timetables	TP Coordinator	Pre Occupation	
Increase % people using bikes	Cycle Training Schemes	Book Trainers	Travel Plan Coordinator		
	Installation of lockers				
	Showers Installation maintenance				
Monitoring and Review					
	Initial Survey	Input ModeshiftSTARS data		Pre-occupation/at three months (provide actual date)	
	Annual Survey	Send out questionnaires and input data on ModeshiftSTARS		One year after occupation and every year ongoing	
	Annual Report	Write report and forward to		One year after occupation	

		Sustainable Travel Team BCC		and every year ongoing	
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A.11.2 Implementation of Measures

The Action Plan must outline the implementation of the proposed Travel Plan measures, including:

- Person or group responsible for each task
- Regularity / duration of each task
- Timescale for completion of each task
- Detail the major associated costs and financial implications of the implementation and delivery of the Travel Plan, (ideally present costs in a table format so that relevant information may be easily extracted)
- State the overall expected expenditure based on the resources required to implement the proposed measures
- Detail the sources of finance for the delivery of the Travel Plan. Sources of funding may include:
 - Facilities budget
 - Human resources budget
 - Grant from a public body
- State whether any income is expected to be generated from the actions of the Travel Plan and explain how any generated income will be spent
- State that the fees for the ongoing support for the Travel Plan from Buckinghamshire Council are £1,000 per annum for five years

A.12 Checklist

The following checklist should be used to ensure that each section of the Travel Plan has been completed according to the template. It is essential that all sections are fully completed prior to submission of the Travel Plan for assessment by Buckinghamshire Council.

Table A-5: Travel Plan Template Checklist

Travel Plan Template Checklist		Tick
1	Introduction – description of development site and company, current travel provisions, location map, reasons for producing the Travel Plan.	
2	Scope of the Travel Plan – identifying the travel elements and trip generation of the activities of the organisation/company.	
3	Travel survey – how the travel survey was collected, how people currently travel and how they would prefer to travel to the site, home location postcode plot and written analysis of results.	
4	Aim and Objectives – high level aims of the Travel Plan and how the outcomes are locally beneficial, appropriate and relevant.	
5	Measures – detailed package of specific and site-relevant actions intended to achieve the targets and objectives. Clear responsibility, cost, funding and time scale	
6	Ownership – details of project management responsibility, Travel Plan Co-ordinator arrangements, steering/working groups and appropriate partner individuals or organisations.	
7	Targets – SMART targets with appropriate timescales linked to specific Travel Plan objectives (preferably listed in table format for easy reference).	
8	Marketing and Promotion – how the Travel Plan objectives and measures will be communicated and promoted to site occupiers and users.	
9	Monitoring and Review – arrangements for the on-going monitoring of targets and commitment to an annual review of the Travel Plan.	
10	Action Plan and Budget – programme for the implementation of Travel Plan measures, financial implications of the Travel Plan, predicted overall expenditure and list of finance sources. Presented in a table with clear responsibility, timescale, and cost and funding source. A clear commitment should be made to paying £1,000 annually to support and monitor developer travel plans.	

A.13 Travel Plan Appendices

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

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

A.13.1 Information to include in the appendices

Introduction

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

Travel survey section

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

Ownership section

- Timetable of the development proposal
- Contact details for Travel Plan Co-ordinator
- Contact details of partner organisations

A.14 Modeshift STARS

Site Introduction Aims & Objectives Working Group Travel & Transport Infrastructure
Travel & Transport Policies Residential Accreditation

Site

Parent Site

Type of Site Residential

Site URN

Site Name

Street

Suburb / Area

Town / City

District

County Buckinghamshire

Postcode

Telephone Number

List of Users

Travel Plan Coordinator

How is Travel Plan Coordinator Post Funded? Developer

Parent Site

Local Authority Buckinghamshire

Website

Define a Survey

Survey Definition

Template Survey

Survey Name

Summary of this Survey

Date to Publish Expiry Date

Message on Submission

Save Cancel