



Clarendon Centre Redevelopment

Framework Travel Plan

December 2020

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1 Introduction and Overview

1.1 Overview of the Development

- 1.1.1 Mott MacDonald has been commissioned by Clarendon LP GP Limited to prepare a Framework Travel Plan to support a planning application for the redevelopment of the Clarendon Centre in Oxford City Centre.
- 1.1.2 The Clarendon Centre is located within Oxford City Centre, bound by Frewin Court to the north, Cornmarket Street to the east, Queen Street to the south and retail units from New Inn Hall Street to the west. The existing Clarendon Centre consists of a mixture of city centre retail and offices.
- 1.1.3 The proposals include the redevelopment of the site to provide student accommodation, laboratory space, and office space with a reduced retail element. The proposals maintain the car-free nature of the site with the proposed student accommodation associated with Brasenose College, which is located close to the Clarendon Centre, making walking and cycling very convenient.

1.2 Overview of the Travel Plan

- 1.2.1 A Travel Plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, typically with an emphasis on reducing reliance on Single Occupancy Vehicle (SOV) journeys.
- 1.2.2 This Framework Travel Plan (henceforth referred to as a Travel Plan) sets out the objectives, preliminary targets, potential measures and monitoring strategy and will be updated once the site is occupied and initial baseline travel surveys have been conducted within 3 months of occupation. The resulting Full Travel Plan will then be created, monitored and updated on a bi-annual basis in Year 1, 3 and 5 of the Travel Plan.
- 1.2.3 A Travel Plan can bring several benefits to those working and living at the Clarendon Centre. Following the implementation of a successful Travel Plan at the site it is envisaged that the following benefits will be realised:
- **Staff:** minimised private car travel, improved awareness of opportunities for walking, cycling and public transport use, reduced travel costs and the encouragement of healthier lifestyles;
 - **Visitors and customers:** improved awareness of the opportunities for walking, cycling and using public transport to access the Clarendon Centre;
 - **Environment:** reduced congestion and potential reductions to levels of air and noise pollution; and
 - **Local Community:** reduced congestion and lower levels of demand on the local parking stock.
- 1.2.4 It should be recognised that the location of the Clarendon Centre, the physical design of the proposed redevelopment and the proximity of the site to local transport links and services will create all of the conditions to make sustainable travel choices a feasible and attractive option for all site users.

- 1.2.5 Following this introduction, the remainder of this report is structured under the following headings:
- **Section 2** – summarises the existing site information, transport facilities and services;
 - **Section 3** – outlines the development proposals;
 - **Section 4** - provides the aims, objectives and targets;
 - **Section 5** - outlines the measures proposed to achieve the objectives and targets;
 - **Section 6** - sets out the action plan and timescales for the implementation of the Travel Plan measures;
 - **Section 7** - describes the monitoring and review of the Travel Plan; and
 - **Section 8** – provides a summary and conclusion.

1.3 Policy Review

- 1.3.1 This Travel Plan has been developed in accordance with the relevant national and local policies and guidance, which are noted below.

National Planning Policy Framework (2019)

- 1.3.2 The National Planning Policy Framework (NPPF) states in Paragraph 111 that “*all developments that will generate significant amounts of movement should be required to provide a travel plan*”.
- 1.3.3 Chapter 9 ‘Promoting Sustainable Transport’ of the NPPF states that sustainable transport, including active travel modes and public transport usage, should be considered from the earliest possible stage in the development process to ensure that “*opportunities to promote walking, cycling and public transport use are identified and pursued*”.

- 1.3.4 It is considered that a robust Travel Plan will help maximise the opportunities for sustainable travel to/from the Clarendon Centre.

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

- 1.3.5 The National Planning Practice Guidance (NPPG) identifies that Travel Plans “*are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel*”.

- 1.3.6 This Travel Plan will demonstrate how sustainable travel to the Clarendon Centre could be encouraged to positively contribute to the transport environment of the local area.

Oxfordshire County Council Local Transport Plan (LTP4 2015-2031)

- 1.3.7 The Oxfordshire LTP4 sets out Oxfordshire County Council's (OCC) policy and strategy for developing the transport system in Oxfordshire to 2031.
- 1.3.8 The Oxfordshire LTP4 states that developers will have to submit a Travel Plan, which should include measures to increase walking and cycling provision to/from a new development, in line with the Transport Assessment and Travel Plan Policy Document discussed below.

Oxfordshire County Council – Transport Assessments and Travel Plans (2014)

- 1.3.9 The Transport Assessments and Travel Plans document forms part of the LTP4 and sets out the format and requirements for Transport Assessments and Travel Plans associated with new developments.
- 1.3.10 Appendix 7 of the guidance document lists the content that should be included in a Framework Travel Plan.
- 1.3.11 This Travel Plan has been created to align with this guidance document.

Oxford City Centre Movement and Public Realm Strategy

- 1.3.12 The Oxford City Centre Movement and Public Realm Strategy has been produced jointly by Oxford City Council and Oxfordshire County Council. The Strategy sets out how it intends to support the vision set out in the Oxford Local Plan 2036 looking ahead to promote a sustainable city centre that balances economic, social and environmental needs.
- 1.3.13 The principle aim of the study is to enable the local authorities to achieve a much-improved public realm and achieve more walking and cycling by adopting a revised transport management strategy.
- 1.3.14 This Travel Plan aims to increase the uptake of walking and cycling to/from the redeveloped Clarendon Centre.

Oxford Local Plan 2036 (adopted June 2020)

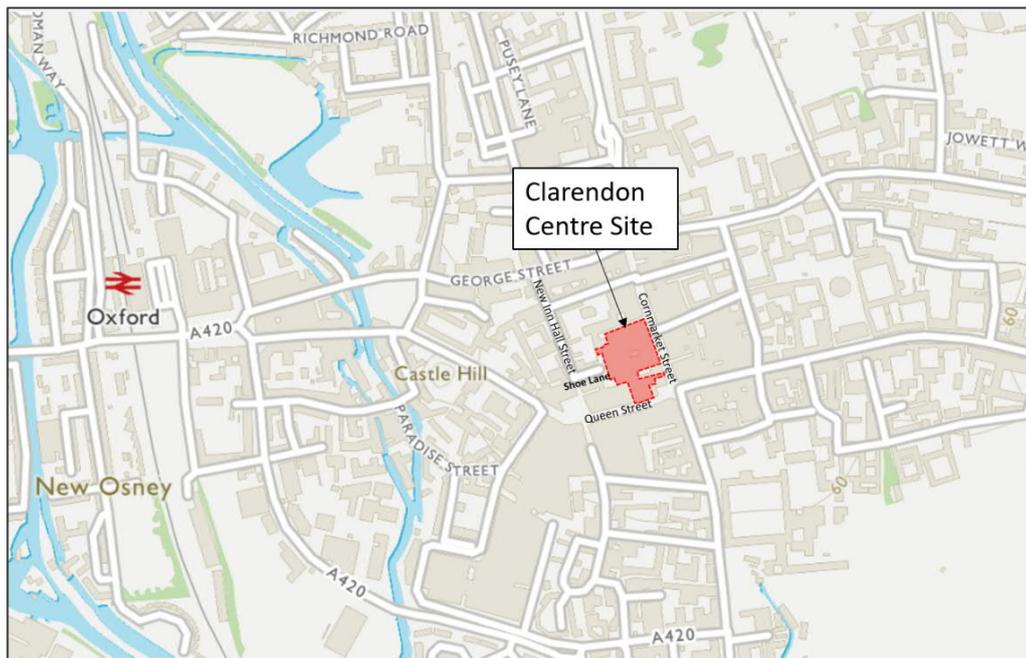
- 1.3.15 The Oxford Local Plan Policy M1 focuses on prioritising walking and cycling as sustainable modes of transport to/from new developments. Building on this, Policy M3 states that “*additional parking will not be allowed in the event of redevelopment and the reduction of parking is encouraged. Any new developments for B1 use in the city centre and district centres do not require any parking provision except operational need, because the centres have good access to public transport and cycling and walking routes.*”
- 1.3.16 Policy M2 – Assessing and Managing Development states that a Travel Plan, which has clear objectives, targets and a monitoring and review procedure can support the sustainable travel outcomes of a new development.
- 1.3.17 This Travel Plan will highlight the car-free nature of the redevelopment of the Clarendon Centre and demonstrate how the redevelopment supports the sustainable travel environment of the city centre.

2 Existing Transport Conditions

2.1 Site Location

- 2.1.1 The application site is located within Oxford City Centre and is referred to as the Clarendon Centre for the purposes of this Travel Plan. The Clarendon Centre is bound by Frewin Court to the north, Cornmarket Street to the east, Queen Street to the south and retail units from New Inn Hall Street to the west. The site location is shown in Figure 2.1.
- 2.1.2 The Clarendon Centre currently consists of approximately thirty retail units/kiosks, of which around 30% are currently vacant and an element of office space.

Figure 2.1: Clarendon Centre Site Location Plan



Source: Mott MacDonald

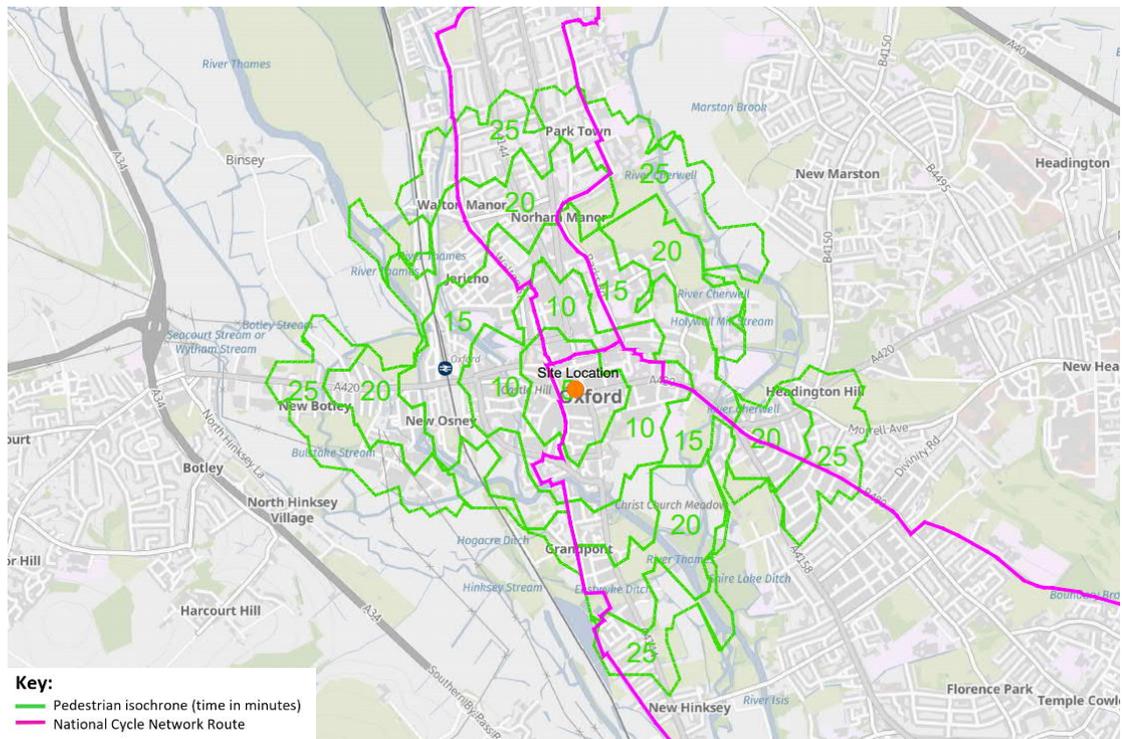
2.2 Walking and Cycling

Walking

- 2.2.1 The existing Clarendon Centre site is bounded to the east by Cornmarket Street which is fully pedestrianised between 10am and 6pm and Queen Street to the south which is lightly trafficked with buses only between 10am and 6pm. The city centre environment surrounding the Clarendon Centre is therefore well suited to pedestrian movement.
- 2.2.2 The Oxford City Centre Movement and Public Realm Strategy seeks to improve this environment further by introducing further traffic management vehicle restrictions and reviewing the desirable cycle routes through the city centre.
- 2.2.3 **Figure 2.2** shows the pedestrian isochrones relative to the site in 5-minute walk time increments, based on a standard average walking speed of 4.8 kph. This shows that the Oxford

Railway Station is only just over 10-minute walk away from the site and that the rest of the town centre and related services are accessible within a 5 to 10-minute walk of the site. The site is therefore very well situated to offer a full range of transport options and utilise walking as part of a multi-modal transport trip to avoid the need to travel to the site by car. A number of residential areas are also accessible within the isochrones shown.

Figure 2.2: Pedestrian isochrones (in minutes walking time) from the site

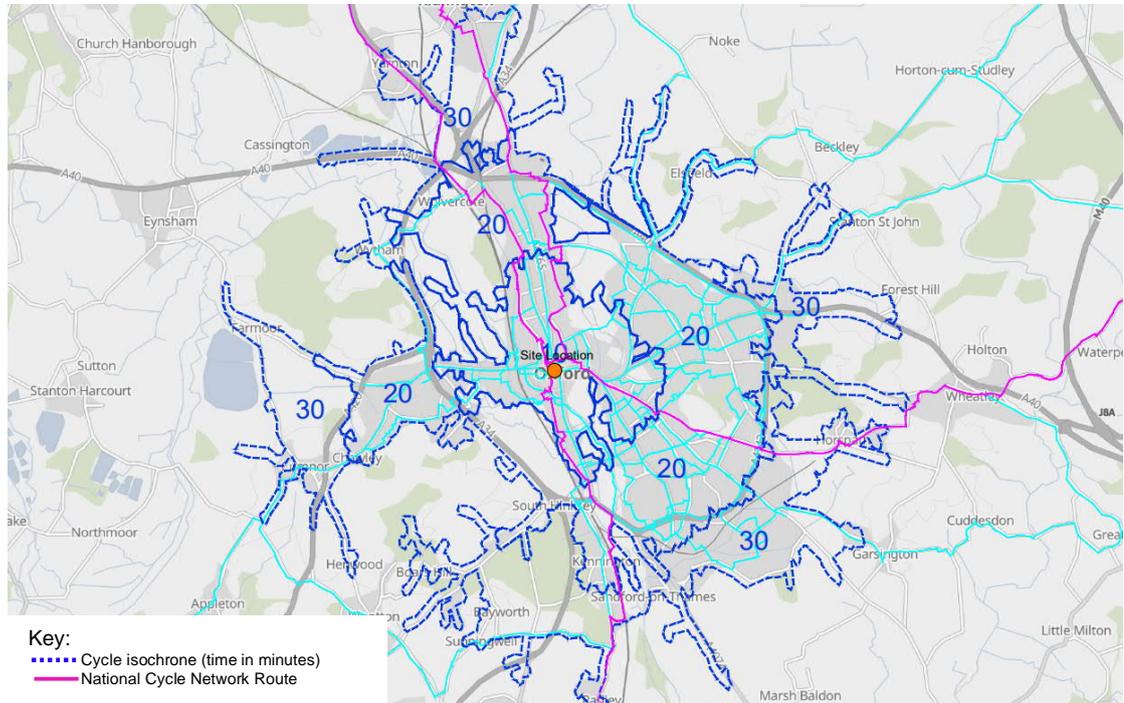


Notes: Based on standard average walking speed of 4.8kph
 Source: Mott MacDonald, 421053-MMD-00-XX-SK-D-006

Cycling

- 2.2.4 The site is also well served by cycle facilities with cycle routes available on Cornmarket Street and Queen Street before 10am and after 6pm. The National Cycle Route (NCN) 5 provides a north-south route through the city centre and runs down New Inn Hall Street which is easily accessible via Shoe Lane. An east west route through the city centre is provided via NCN routes 51/57 via Broad Street. This east west route can be accessed via New Inn Hall Street.
- 2.2.5 Figure 2.3 shows the site in relation to the local cycle network.

Figure 2.3: Cycle isochrones (minutes cycle time) from the site



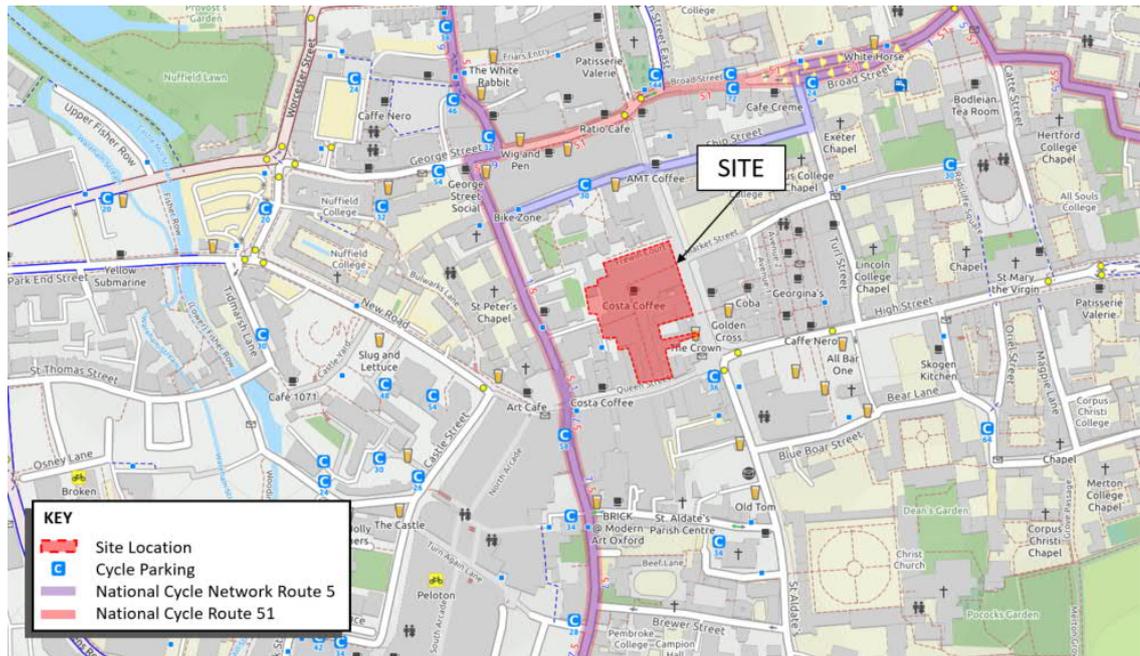
Source: Mott MacDonald, 421053-MMD-00-XX-SK-D-0005

- 2.2.6 Figure 2.3 shows the cycle isochrones accessible within 30 minutes cycle ride of the site (in 10 minute bands) in relation to the local cycle network. The isochrones are based on an average cycle speed of 15 kph.
- 2.2.7 The 20 minute cycling distance band covers most of north and west Oxford and a large portion of south and east Oxford.
- 2.2.8 The Department for Transport’s (DfT) Local Transport Note 2/09 ‘Cycle Infrastructure Design’ notes that for commuter journeys, cycling distances of up to 5 miles [8km] are not uncommon and Local Transport Note 1/20 states that journeys up to 5 miles [8 km] in length are an achievable distance to cycle for most people.
- 2.2.9 Two of Oxford’s Park and Ride sites are included within a 5km (20 minute) cycling distance; Seacourt Park & Ride (794 spaces) which is to the west of Oxford City Centre and Redbridge Park & Ride (1,412 spaces) which is to the south of Oxford City Centre and the other three Park and Ride sites are within 8km of the Clarendon Centre – demonstrating that Park & Cycle style trips are a potential mode of travel for some staff trips to the site.

Cycle Parking

- 2.2.10 The Clarendon Centre currently has a small amount of dedicated cycle parking within a cycle shelter located close to the servicing area. This provision consists of 25 cycle parking spaces (available to public) and 29 cycle spaces for the office use. There are also a large number of cycle parking stands (which typically provide 2 cycle parking spaces per stand) within close proximity of the site as illustrated in Figure 2.4.

Figure 2.4: Cycle parking accessible to the development site



Source: OpenStreetMap.org with MM annotations

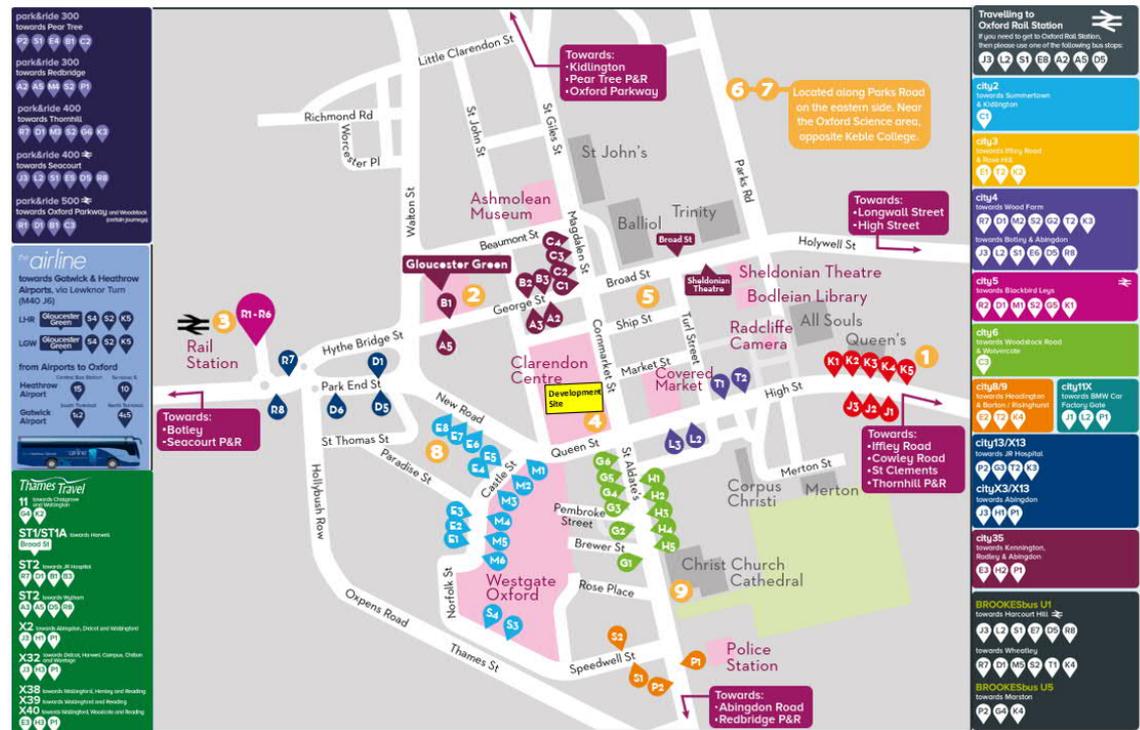
2.3 Public Transport

- 2.3.1 The following section of the Travel Plan reviews the current accessibility of the site via public transport.

Bus Network

- 2.3.2 Figure 2.5 shows the site in relation to the numerous bus stops and bus routes that serve Oxford which are principally operated by The Oxford Bus Company, Stagecoach and Thames Travel. The bus services can be grouped into three broad categories; local city buses covering the surrounding districts, express services covering a wider geographic area including Reading, London and airports, and Park and Ride bus services.

Figure 2.5: Bus stop locations relative to the site



Source: Go Ahead, https://assets.goaheadbus.com/media/cms_page_media/2915/OBC_TransportMap_October2020-2.pdf

2.3.3

Table 2.1 shows the bus services and peak hour frequencies available from the bus stops within a 640-metre¹ radius of the site.

¹ The measurement used within Public Transport Accessible Level assessments to determine how far people will walk to a bus stop.

Table 2.1: Bus Services Accessible from the Clarendon Centre

Bus Route	Between		Peak hour frequency
1	Oxford Rail Station	Blackbird Leys	Every 10 mins
2/2A/2B	Oxford City Centre	Kidlington	9 services every 20 mins
3	Oxford City Centre	Rose Hill	Every 10 mins
3A	Oxford City Centre	Oxford Science Park	Every 30 mins
4	Oxford City Centre	Abingdon	Every 60 mins
4A	Oxford City Centre	Botley	Every 30 mins
4B	Oxford City Centre	Cumnor	Every 60 mins
5	Oxford Rail Station	Blackbird Leys	Every 10 mins
8	Oxford City Centre	Barton	Every 7-8 mins
9	Oxford City Centre	Risinghurst	Every 30 mins
10	Oxford City Centre	John Radcliffe Hospital	Every 10 mins
11	Oxford City Centre	Watlington	Every 60 to 90 mins 07:00 or after 09:00
11X	Oxford City Centre	Cowley	Every 18 to 20 mins
12	Oxford City Centre	Greater Leys	Every 30 mins
15	Oxford City Centre	Wood Farm	Every 15 mins
35	Wolvercote	Abingdon	Every 20 mins
63	Oxford City Centre	Southmoor	Hourly in peaks
275	Oxford City Centre	High Wycombe	Hourly in peaks
280 Sapphire	Oxford Rail Station	Aylesbury	Every 20 mins
S1 Gold	Oxford City Centre	Carterton	Every 12 mins
S5 Gold	Oxford City Centre	Bicester	Every 15 to 20 mins
S6 Gold	Oxford City Centre	Swindon	Every 30 mins
S9	Oxford City Centre	Wantage	Every 60 mins
ST2	Oxford City Centre	Wytham	hourly
U1	Oxford City Centre	Harcourt Hill Campus	Every 20 mins
U5 Brookesbus	Oxford City Centre	Cherwell Drive	Every 20 mins in PM starts 09:25 in AM
U6	Cowley	Harcourt Hill Campus	Every 20 mins
X2	Oxford City Centre	Wallingford	Every 60 mins
X8	Oxford City Centre	Aylesbury	1 per day in peak direction
X9	Oxford City Centre	High Wycombe	1 per hour in peaks
X13	Abingdon	John Radcliffe Hospital	Every 15 mins
P&R 400	Seacourt P&R	Thornhill P&R	Every 15 mins

Source: Go Ahead, Stagecoach, Oxford Bus Company, Thames Travel

2.3.4 Oxford is also served by a range of Night buses mirroring the day time routes for services N1, N8 and N10 and university routes NU1 and NU5.

2.3.5 There are also National Express coach services that run from the Oxford Bus station including services to London Heathrow, London Gatwick, Milton Keynes, Bedford and Cambridge.

- 2.5.2 Highway access to the site for servicing is provided from Shoe Lane which is accessed via New Inn Hall Street.
- 2.5.3 Shoe Lane is lightly trafficked and vehicle use is limited to servicing and deliveries and as a vehicle turnaround area, given that the southern end of New Inn Hall Street is restricted to through traffic by permanent bollards.
- 2.5.4 The site is bounded to the south by Queen Street which has restrictions on servicing and deliveries between before 10am and after 6pm. Outside of these times vehicle use of Queen Street is limited to Buses only.
- 2.5.5 Cornmarket Street also has restrictions on servicing and deliveries to before 10am and after 6pm. Outside of these time it is fully pedestrianised.

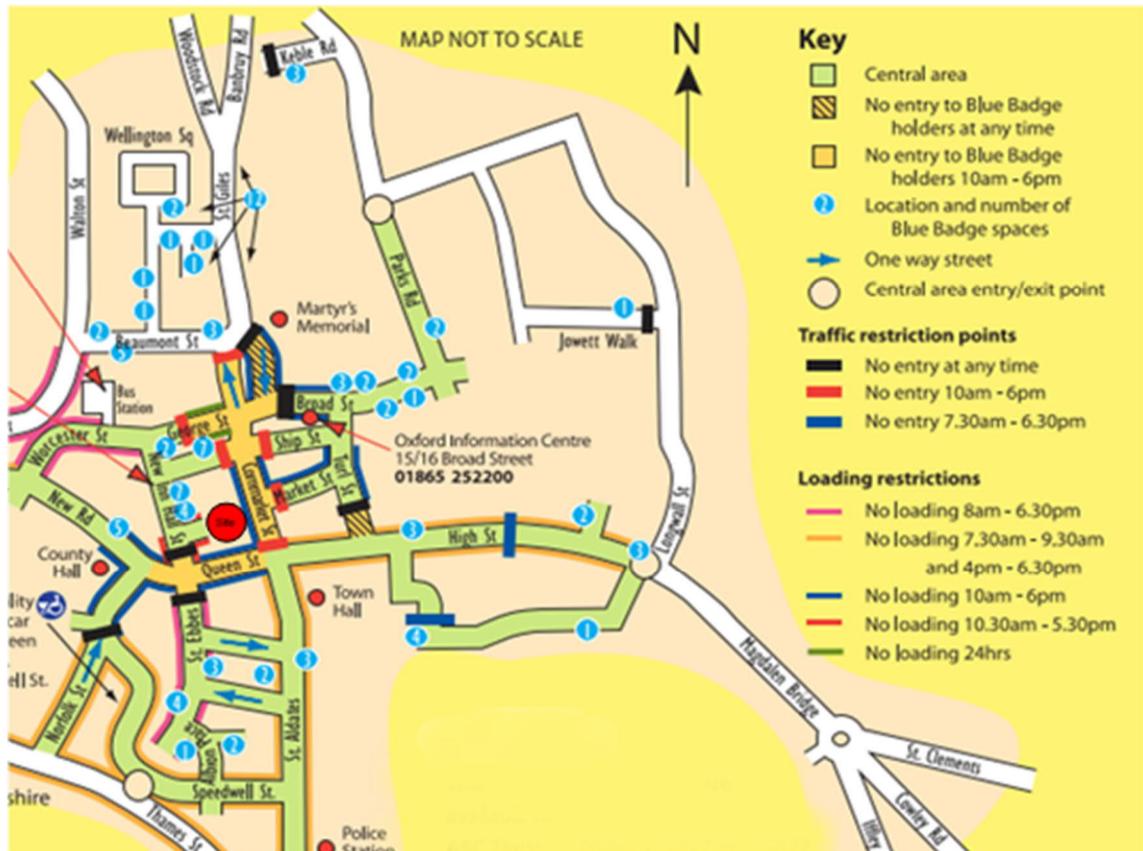
2.6 Car Parking

- 2.6.1 There are currently no car parking spaces associated with the Clarendon Centre however there are Designated Blue-Badge parking spaces available in the city centre and a number of local Pay and Display car parks and Pay and Display on-street parking bays.

Designated Blue-Badge Spaces

- 2.6.2 There are 90 on street designated Blue-Badge parking spaces located within Oxford City Centre, several of which are close to the site which would provide access for the mobility impaired if required.
- 2.6.3 Blue Badge holders are able to park for unlimited periods in on-street Pay and Display (without any charge) and residents' parking spaces. Parking is usually permitted for up to 3 hours on single or double yellow lines, but some restrictions do apply (i.e. loading areas, etc.)
- 2.6.4 Figure 2.7 shows the existing blue badge spaces in relation to the site, with 13 spaces available on New Inn Hall St and 7 blue badge spaces on St Michael's Street.

Figure 2.7: Location of Designated Blue-Badge Car Parking Spaces



Pay and Display Car Parking

2.6.5 There are a number of Pay and Display car parks located close to the Clarendon Centre that can provide car parking for staff and visitors at a cost if needed

- **Gloucester Green Car Park:** 105 spaces at a weekday cost of £4 / one hour, £6 / 2 hours, £9 / 3 hours with a maximum cap of £35 between 8 - 24 hours. Weekends are charged at £4.50 / one hour, £7.30 / 2 hours, £10 / 3 hours with a maximum cap of £35 between 8-24 hours.
- **Worcester Street Car Park:** 200 spaces at a weekday cost of £4 / one hour, £6 / 2 hours, £9 / 3 hours with a maximum cap of £35 between 8 – 24 hours. Weekends are charged at £4.50 / one hour, £7.30 / 2 hours, £10 / 3 hours with a maximum cap of £35 between 8-24 hours.
- **Westgate Oxford Car Park:** 1000 spaces at a cost of £3 / one hour, £4 / 2 hours, £5 / 3 hours with a maximum cap of £25 between 12 and 24 hours. Evenings and Overnight are capped at £3.50.

2.6.6 In addition to these car parks, there are short stay Pay and Display parking bays located within the city centre with charges applying. For these parking bays, parking for up to 1 hour is charged at £4.60 and up to 2 hours is £7.40.

3 Re-Development Proposals

3.1 Overview

- 3.1.1 The proposals involve the redevelopment of the Clarendon Centre site with new student accommodation, new laboratory space, increased office space and reduced retail.
- 3.1.2 The proposals also include the provision of a new square providing enhanced pedestrian amenity and permeability for the redevelopment proposals.
- 3.1.3 Table 3.1 shows the comparison of the existing and proposed land uses associated with the Clarendon Centre site.

Table 3.1: Existing and Proposed Land Use Areas associated with the Clarendon Centre

Land Use / Units	Gross Internal Area (m ²) / Bedrooms			Net Internal Area (m ²) / Bedrooms		
	Existing	Proposed	Net Difference	Existing	Proposed	Net Difference
Retail (A1/A3)	11,747	2,946	-8,801	9,931	2,159	-7,772
Offices	3,503	9,361	5,858	2,503	6,915	4,412
Student Accommodation	0	110	+110	0	110	+110
Labs R&D	0	4,542	+4,542	0	+2,948	+2,948
Total	15,250	16,849+ 110 beds	1,599+ 110 beds	12,434	12,022 + 110 beds	-412 + 110 beds

Note: Scheme areas still under review

- 3.1.4 Table 3.1 shows that the proposals will reduce the retail floor area on-site while providing increased office space and 4,542 m² of new Laboratory space (R&D) and 110 new bedrooms for student accommodation. The scheme proposals are illustrated in Figure 3.1.

Figure 3.1: Scheme Development Proposals



Source: MCA with MM annotations

3.1.5 Figure 3.1 shows that the proposals lead to a significantly improved pedestrian environment inside the site with the provision of a new square.

3.1.6 Given the reduced level of retail land use on the site after redevelopment and the fact that the replacement uses generally have lower levels of servicing demands means that servicing can be consolidated into one existing zone. This has the benefit of removing service vehicle movements crossing in front of the Shoe Lane pedestrian entrance. Servicing for the site could still occur via existing loading bays in Cornmarket Street and Queen Street subject to current loading restrictions.

3.2 Anticipated Level of Usage

3.2.1 Given the mixed land use of the proposals, the modal split and trip generation has been calculated for the different anticipated users of the site. The following section summarises the results of the trip generation calculations are included in full in the Transport Assessment associated with the redevelopment of the Clarendon Centre.

3.2.2 Table 3.2 presents the modal split of journey to work data for the Clarendon Centre. Note: Students are not included within this as the anticipated level of usage has been determined via TRICS.

Table 3.2: Summary of modal split of by land use

Land Use	Modal Split			
	Car	Walking	Cycling	Public Transport
Office Staff	28%	14%	20%	36%
Retail Staff	28%	14%	20%	36%
R&D Lab Staff	28%	14%	20%	36%

Source: Mott MacDonald

3.2.3 Car use (driving and being driven) accounts for 28% of trips to the area, public transport use (bus and rail) accounts for 36% of trips to the area, cycling accounts for 20% of trips and walking accounts for 14% of trips.

3.2.4 Table 3.3 and Table 3.4 state the anticipated number of users associated with each land use who will be travelling to/from the Clarendon Centre across the day and the estimated number of trips by mode for each peak period.

Table 3.3: Summary of anticipated level of usage by land use and net change in trips (2-way) from existing AM peak (0800-0900)

Land Use	Number of users	Estimated number of trips between 0800-0900			
		Car	Walking	Cycling	Public Transport
Office Staff	495	70	35	49	90
Retail Staff	96	7	3	5	8
R&D Lab Staff	52	8	4	5	9
Students	110	0	18	2	4
Total (Net change from existing)	753	84 (+23)	61 (+29)	61 (+18)	113 (+34)

Source: Mott MacDonald

Table 3.4: Summary of anticipated level of usage by land use PM peak

Land Use	Number of users	Estimated number of trips between 1700-1800			
		Car	Walking	Cycling	Public Transport
Office	495	70	35	49	90
Retail Staff	96	12	6	9	16
R&D Lab Staff	52	8	4	5	9
Students	110	0	23	3	5
Total (Net change from existing)	753	90 (+0)	68 (+23)	66 (+3)	120 (+5)

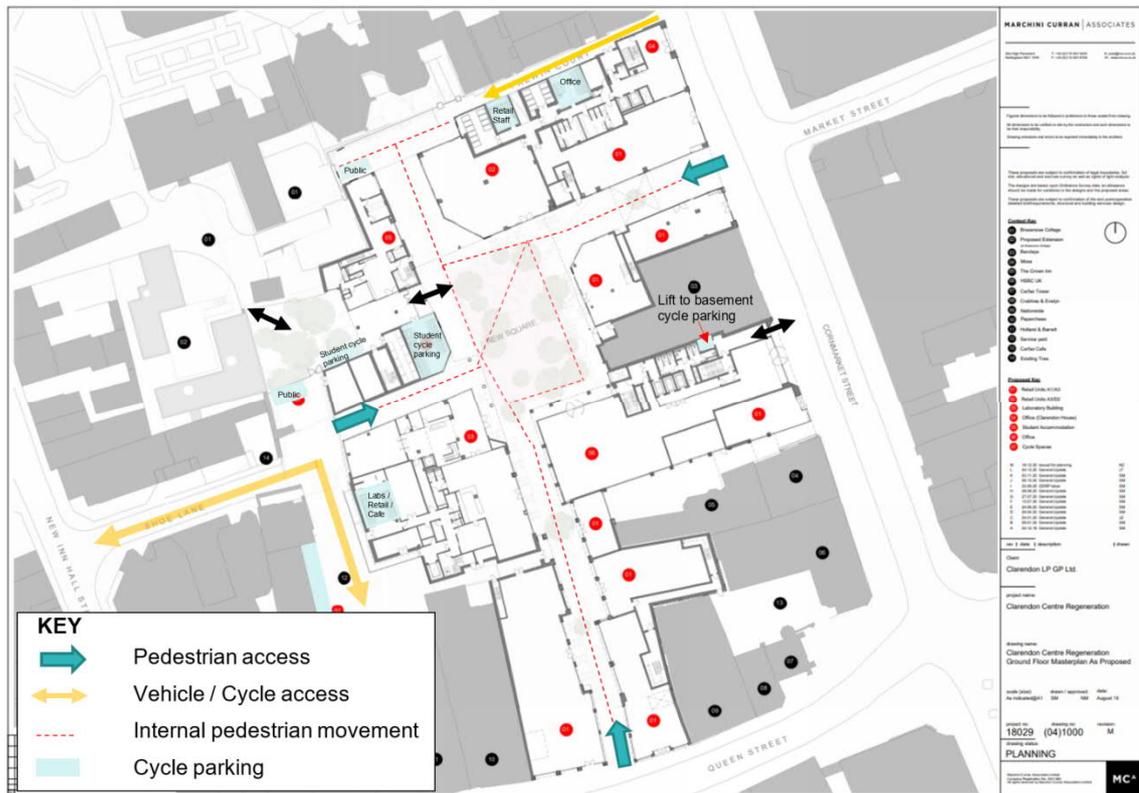
Source: Mott MacDonald

3.3 Proposed Parking and Access

3.3.1 Given the proximity of the Clarendon Centre to local public transport links and the permeable nature of the local streets for walking and cycling, it is not anticipated that a large number of staff and visitors would drive to the Clarendon Centre.

3.3.2 Therefore, there is no on-site vehicle parking associated with this re-development of the Clarendon Centre.

Figure 3.2: Access and key movements around the redeveloped Clarendon Centre



Source: MCA with MM annotations

Pedestrian and Cycle Access

- 3.3.3 Figure 3.2 shows that pedestrians can access the Clarendon Centre from three entrances; from Cornmarket Street, from Queen Street and from Shoe Lane. Students would also have secure access to Brasenose College.
- 3.3.4 The internal routes through the Clarendon Centre will be pedestrian only with cycle dismount signage included at entrance points. Cyclists will be able to access dedicated cycle parking from a number of access points.
- to the west of the site via Shoe Lane, serving Laboratory, retail, café, public and student cycle parking
 - to the east via Cornmarket Street and via Frewin Court servicing office, retail and public cycle parking
 - to the south via Queen Street (dismounted via Pedestrian access) providing alternative access to cycle parking areas

Vehicular Access

- 3.3.5 As stated above, there is no dedicated on-site car parking associated with this redevelopment of the Clarendon Centre, however vehicle access is maintained via Shoe Lane for servicing, which is discussed below.

Cycle Parking and Access

3.3.6 The proposals include significantly increased cycle parking compared to the existing site.

3.3.7 Table 3.5 summarises the proposed cycle parking provision associated with the redevelopment scheme.

Table 3.5: Proposed Cycle Parking Provision

Land Use	Land Use Area (GIA m ²)	Cycle parking standard	Proposed Provision
Retail Use	2,946	1 space per 113 m ²	
A1	889 (GIA)	1 space per 113 m ²	10 spaces
A3	1159 (NIA)	1 space per 40 m ² (public)	30 spaces
Office Use	9,361	B1: 1 space per 90 m ² or 1 space per 5 staff	104 spaces
Student Accommodation	110	4 space per 4 student rooms	110 spaces
Laboratory Use	4,542	B1: 1 space per 90 m ² or 1 space per 5 staff	51 spaces
	-	-	305 spaces
Additional public cycle parking spaces			+32 spaces

3.3.8 In total there will be 305 cycle parking spaces associated with the redevelopment of the Clarendon Centre. The cycle parking will be sheltered and secure and will be conveniently located throughout the development to serve the different land uses on the site. Internal cycle stores will consist predominantly of double tiered cycle parking, but with 5% of the allocation being provided as Sheffield stands to ensure that the needs of all users are accommodated.

3.3.9 10% of the total cycle parking allocation is available to the public, with 16 Sheffield stands (32 cycle parking spaces) being provided. The public cycle parking spaces are in addition to the development parking, giving 337 new cycle parking spaces.

3.4 Servicing and Waste Management

3.4.1 The redevelopment proposals retain the main servicing facility currently located in the south of the site which is accessed via Shoe Lane.

4 Aims, Objectives and Targets

4.1 General

4.1.1 This section sets out the aims, objectives and targets specific to the proposed redevelopment of the Clarendon Centre.

4.1.2 The objectives of the Travel Plan are in accordance with the Oxford Local Plan's objectives and goals, which aim is *"to reduce the carbon footprint of new development as occupants of the new building are required to shift away from using the private car, thus reducing congestion and emissions across Oxford."*

4.2 Aim

4.2.1 The aim of this Travel Plan is therefore to support the travel needs of all potential site users, but specifically the retail/office/lab staff and student accommodation residents. The Travel Plan can encourage these site users to adopt healthy, sustainable travel choices in order to increase levels of walking, cycling and public transport usage in the wider Oxford City Centre area.

4.3 Objectives

4.3.1 Objectives are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus. The specific objectives that focus the Travel Plan are:

- To raise awareness of the sustainable modes available to all users of the Clarendon Centre development, including retail/office/lab staff and student residents.
- To promote healthy lifestyles and a sustainable, vibrant community within Oxford City Centre;
- To encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes;
- To reduce the amount of SOV trips to the Clarendon Centre site and the wider Oxford City Centre area.

4.4 Targets

4.4.1 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-bound.

4.4.2 Detailed Travel Plan targets will be set and agreed with the OCC Travel Planning Officer when the results of the initial travel surveys are available. The actual modal split for the site will be derived from the results of the initial travel surveys, to be carried out within 3 months of first occupation of the site.

4.4.3 The targets will aim to reduce the number of SOV journeys for a user's whole journey to the site and instead encourage an uptake of sustainable modes, including Park and Ride or Park and Cycle trips. An example of a target based on the mode share taken from the census data which is summarised in Table 3.2, could be to reduce the mode share of car users to 20% from the existing Census based 28% and instead increase the mode share of people walking and cycling

- 4.4.4 The format and timing of the travel survey will be agreed in advance with the OCC Travel Planning Officer and this will be the responsibility of the Travel Plan Co-ordinator (TPC). Further information on monitoring is outlined in **Section 6**.
- 4.4.5 The targets will also represent what is considered to be an achievable increase in sustainable travel as a result of the introduction of the Travel Plan, along with the proposed measures as outlined in **Section 7**.
- 4.4.6 The Travel Plan measures below aim to establish ways in which sustainable travel patterns can be embedded at the site.

5 Travel Plan Measures

5.1 Overview

- 5.1.1 The aim of the Travel Plan is to provide information and to increase awareness of the options for travel available to staff and residents; and to secure and promote incentives that encourage people to actively choose sustainable travel wherever practical.
- 5.1.2 The benefits of a well-managed Travel Plan will extend beyond site users and contribute to improvements to local air quality and reductions in noise, vibration, congestion and journey times.
- 5.1.3 Travel Plans can also play a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles, by encouraging an uptake in active modes of travel.
- 5.1.4 This Travel Plan is a site-wide travel plan, written to be applicable to all staff to the site, including for the retail, office and R&D laboratory uses and also the residents of the student accommodation.

5.2 Site Measures

- 5.2.1 The potential Travel Plan measures that could be implemented by the occupiers of the land uses at the Clarendon Centre are detailed below.

Travel Plan Co-ordinator

The responsibilities of implementation and monitoring of the Travel Plan will fall to an appointed Travel Plan Coordinator (TPC). All Travel Plans are dependent on a nominated individual being recruited and allocated the time and resources for successful implementation.

- 5.2.2 The redevelopment of the Clarendon Centre will result in a number of different land uses and tenants, thus there is potential for different TPCs associated with the different elements of the redeveloped Clarendon Centre.
- 5.2.3 A TPC will be appointed before occupation of the development to fulfil the role as set out within this document.

TPC Roles and Responsibilities

- 5.2.4 The TPC will act as the daily point of contact for Travel Plan related enquiries. The TPC will lead on the implementation of the measures proposed in this Travel Plan and will take a lead role in the monitoring process.
- 5.2.5 Key duties of the TPC include:
- Delivering Travel Plan initiatives across the site;
 - Carrying out regular monitoring and collating up to date travel pattern data;
 - Reviewing data such as the use of cycling facilities;
 - Organising regular meetings to discuss the Travel Plan and travel matters with the site occupiers and the OCC Travel Planning Team; and
 - Arranging for Travel Plan reviews in Year 1, 3, and 5 as is required by OCC.

5.2.6 It is anticipated that the amount of time spent by the TPC will vary according to the period of occupation, the organisation of travel planning activities and monitoring. It is not expected that the time dedicated will be uniform throughout the life of the Travel Plan.

5.2.7 The provision of ongoing support and management are critical, and the provision of information and guidance to support sustainable travel choices will be an important element of the site.

5.3 Welcome Packs

5.3.1 A Welcome Pack containing travel information for new employees and the residents of the student accommodation in advance of starting on site could be provided by the occupiers of the offices and the student accommodation provider. Providing this information in advance ensures that users become aware of the various modes of transport and existing services that are available to them at the earliest opportunity, which is likely to result in more sustainable travel patterns.

5.3.2 The packs could include the following information:

- Promoting the benefits of walking and cycling to personal health and finance, and the positive impact of sustainable travel on the environment;
- Provide staff with information on local walking and cycling routes, including a guide to local facilities within 2km (walking) and 5km (cycling) of the Clarendon Centre;
- Promotion of local cycle shops: information about the availability of local cycle shops, and any discounts or offers that may be available; and
- Information on third party car share schemes and links to websites.

5.4 Cycle Measures

5.4.1 Cycling is an efficient, cheap, healthy and non-polluting mode of transport. Oxford has the second highest mode-share of cyclists in the UK with people of all ages and groups participating in cycling.

5.4.2 Encouraging cycling can help to improve mobility, reduce traffic congestion and improve health of the user.

Cycle Shops

5.4.3 There are a variety of bicycle shops located in Oxford, the closest to the Clarendon Centre is Bike Zone.

5.4.4 The Clarendon Centre is located 200m from Bike Zone on Ship Street. Bike Zone offers new cycles, cycle accessories, cycle repairs and cycle hire.

Cycle Parking

5.4.5 The proposed cycle parking at the Clarendon Centre will comprise a total of 337 cycle spaces, comprising 40 spaces for retail use, 104 spaces for office use, 51 spaces for laboratory use and 110 spaces associated with the student accommodation with 32 cycle parking spaces available to the public.

5.4.6 A key issue for cyclists is the safe and convenient storage of cycles, and therefore signposting the cycle parking location to staff and residents of the Clarendon Centre aims to meet this and encourage greater use of this mode. It could be highlighted to staff prior to appointment and to

students prior to moving in that the site has cycle parking for use, so users can arrange to travel via cycle.

- 5.4.7 This cycle parking information could be provided within the welcome packs, to make them aware of the cycle parking available.

Changing Facilities

- 5.4.8 Shower and changing facilities are incorporated in the proposed plans for the office/lab/retail spaces. The student facilities have en-suite showers.

- 5.4.9 The provision of appropriate changing and storage facilities has the potential to further increase the attractiveness of cycling to users of the development.

Cycle Training

- 5.4.10 Cycle training can have a multitude of benefits including improving the confidence of cyclists and educating cyclists on the benefits of cycling for health and financial reasons.

- 5.4.11 Broken Spoke Bike Co-op provides cycle training for adult groups and individuals. The training programmes are flexible and range from basic cycle handling skills to teaching cyclists how to ride safely and confidently in traffic.

- 5.4.12 More information about the cycle training provided by Broken Spoke Bike Co-op is available on the following website: <http://bsbcoop.org/what-we-do/cycle-training/> and could be included in the Welcome Pack for staff and residents of the student accommodation.

Cycle Maps

- 5.4.13 OCC have a free local Oxford Cycle Map available online in PDF (<https://www2.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/roadsandtransport/oxfordcyclemap.pdf>). The map shows recommended on- and off-road routes and the many pleasant green spaces in the city. A copy of these maps could be included in the Welcome Pack for staff and residents of the student accommodation.

Cyclox

- 5.4.14 Cyclox is run by volunteers campaigning for the rights of cyclists and promoting cycling in and around Oxford. The Cyclox website provides cycling directions and a map showing the quickest walking and cycling routes around Oxford, visit <https://www.cyclox.org/index.php/2020/01/14/oxford-cycle-map/>. This information could be signposted in the Welcome Pack for staff and residents of the student accommodation.

5.5 Walking Measures

Walking Maps

- 5.5.1 Google Maps provides walking directions and distances. This can be accessed online or via a mobile app.

- 5.5.2 Printed copies of walking maps are available at the Tourist Information Centre in Oxford City Centre on Broad Street. A copy of these maps could be included in the Welcome Pack for staff and residents.

Walking for Health

- 5.5.3 Throughout Oxford there are many walks which are led by trained walk leaders. These walks are sociable, fun and supportive and are a great way to increase fitness, achieve a healthy weight, get some fresh air and enjoy peaceful, pleasant surroundings. To find a walk, visit the Walking For Health website at <https://www.walkingforhealth.org.uk/walkfinder/south-east/oxford-health-walks-0>. This information could be included in the Welcome Pack for staff and residents of the student accommodation.

5.6 Public Transport

- 5.6.1 One of the main objectives of the Travel Plan is to encourage sustainable travel patterns. A map showing all the train stations, bus stops and bus routes near the site could be supplied in the Welcome Pack for staff and residents of the Clarendon Centre.

5.7 Car Parking

- 5.7.1 The Clarendon Centre will have no dedicated car parking spaces on site, all site users will be encouraged to travel to the site by sustainable mode.
- 5.7.2 If staff, residents and visitors choose to drive to the site they will need to park in the various Park and Ride sites or one of the locally available Pay and Display Car Parks, however given the cost of parking it is assumed that this use will be limited.

5.8 Car Share

- 5.8.1 In order to reduce the number of single occupancy car trips, staff of the office/laboratory/retail units could be encouraged to car share, which reduces the number of single occupancy vehicles and can decrease the cost of car parking as the cost is split between car passengers.
- 5.8.2 Site users could be signposted to <https://liftshare.com/uk> which links people who could possibly car share to the same location.

5.9 Car Clubs

- 5.9.1 There are a number of car clubs in operation in Oxford. Participating in a car club removes the need to own a car and thus keep the number of SOV trips low. The following car clubs are in operation in Oxford:

Zipcar

- 5.9.2 Zipcar gives 24/7 pay-as-you-go access to 9 low-emission hybrid vehicles parked on streets across the city which can be accessed via an app.
- 5.9.3 The Clarendon Centre is within 1km of 3 Zipcars, all located proximate to Oxford Station.

Co-wheels Car Club

- 5.9.4 Co-wheels gives 24/7 pay-as-you-go access to 5 low-emission vehicles which are within 1km walk from The Clarendon Centre.
- 5.9.5 These Car Clubs could be signposted to residents of the student accommodation who wish to travel outside of Oxford City Centre.

5.10 Summary

- 5.10.1 The measures outlined above are provided in order to encourage mode shift towards walking, cycling and public transport use. The Travel Plan will also help to minimise the number of single occupancy car trips through promoting alternative modes of travel.
- 5.10.2 It should also be noted that the site is not providing any on site car parking and is located in the heart of the city centre in a very accessible location within many bus services available within a short walk, with the Oxford railway station less than a kilometre from the site. It is therefore likely that many trips could be made on foot, bicycle and public transport.

6 Monitoring Strategy

6.1 Overview

- 6.1.1 An important part of the Travel Plan is the continual monitoring and review of its effectiveness. It is essential that the Travel Plan is not a one-off event, but a continually evolving process.
- 6.1.2 Regular monitoring and reviewing will help to gauge progress towards targets and objectives, and, if necessary, enable the Travel Plan to be refined and adapted in order to improve its progression.

6.2 Targets

- 6.2.1 The success of the Travel Plan will be determined by whether it succeeds in meeting its stated targets.
- 6.2.2 Monitoring of these targets will enable the TPC to check whether the targets are being met.

6.3 Monitoring

- 6.3.1 For the Travel Plan to be fully successful, its effects need to be recorded and assessed over time. A methodology for the monitoring of the Travel Plan is detailed below.

Survey of Staff Travel Patterns

- 6.3.2 The staff modal split will be monitored over time. Monitoring surveys will be undertaken using either an in-person travel survey, or paper / on-line questionnaire version, the results of which will be reported to the OCC Transport Assessment Team.
- 6.3.3 OCC can provide a template for conducting travel surveys within 3 months of the occupation of site, which can be issued to the TPC for distribution to the staff to assess the main mode of travel of each staff member. The main mode of travel must be based on the mode which the respondent uses for the longest distance on any journey leg.
- 6.3.4 All persons who identify that they travel to the site by car will be asked to identify where they park their car e.g. local car park, park and ride or on-street, and will be asked to identify the specific location (car park name / street).
- 6.3.5 The mode of travel question is an essential requirement of the baseline travel survey. The mode categories listed above must be used in a bespoke survey. It is also recommended that additional information is collected including:
- Personal information such as home postcode and working hours;
 - Reasons for choice of travel mode;
 - Actual and preferred travel mode; and
 - Attitudinal information about measures likely to encourage a switch to sustainable alternatives.
- 6.3.6 Sufficient time and resources will be allocated to carry out the necessary surveys and the Client commits to arranging the monitoring surveys as and when necessary.

Survey of Student Travel Patterns

- 6.3.7 There will be 110 student rooms following the proposed redevelopment of the site. In line with policy students will not be allowed to bring cars in the city, unless exempted through mobility requirements.

6.4 Frequency & Reporting

Repeat Surveys

- 6.4.1 The baseline (Year 1) survey will be conducted within 3 months of full occupation of the site.
- 6.4.2 Further monitoring will take place in years 3 and 5 after Year 1 baseline monitoring, in order to assess changes.
- 6.4.3 The surveys will be analysed in order to establish the effectiveness of the Travel Plan in achieving the aims and targets stated within it and identify any required modifications.
- 6.4.4 The results of these Travel Plan monitoring surveys will be submitted to the OCC Travel Planning Team for review within one month of the survey completion and the travel plan updated if required.

Parking

- 6.4.5 The TPC will organise weekday and weekend spot count of cycle parking occupancy on Year 1, 3 and 5 to help monitor the demand for cycle parking at the site.

7 Delivering the Travel Plan

7.1 Action Plan

7.1.1 This section of the Travel Plan draws together the proposals for the Travel Plan implementation, monitoring and review. The actions that could be undertaken are summarised in the Action Plan tables, which indicate how the various elements of the Travel Plan will be organised.

7.1.2 The Travel Plan Implementation Action Plan provides details of the initiatives that form part of this Travel Plan, pre-occupation (Table 7.1) and upon and post-occupation (Table 7.2). Included is the name of those responsible for each action and the date it is due to be implemented.

Table 7.1: Action Plan: Pre-Occupation

Activity Objective	Mode	Measure	Task	When	By Whom
All	All	Travel Plan Coordinator(s)	Identify and appoint Travel Plan Coordinator(s) for the Clarendon Centre to carry forward all tasks within Action Plan. Ensure co-ordination site wide between the land users and the TPC.	Pre-Occupation	Client
Objective 1	All	New Starter Packs	Collate travel information (maps, timetables, routes and fares etc) for all sustainable modes of transport and put into Welcome Pack and distribute to all new starters and student residents before arrival at the site.	Pre-Occupation	TPC
Objective 2	Cycling	Cycle Provision	Provide cycle parking storage for 337 (including 32 public spaces) cycle parking spaces.	Pre-Occupation	Client
Objective 3	All	Notice Board	Provide notice boards for staff to the site and can be updated with travel information and events.	Pre-Occupation	Client

Table 7.2: Action Plan: Upon and Post-Occupation

Activity Objective	Mode	Measure	Task	When	By Whom
Objective 1	Cycling	Cycle Maps	Ensure all site users have access to free Cycling Maps for the local area.	Upon Occupation	TPC
Objective 2	Cycling	Cycle Training	Promote OCC's cycling information via the notice board for all staff at the site.	Upon Occupation	TPC
Objective 3	Public Transport	Public Transport information	Ensure all site users have access to public transport information and it is updated regularly.	Upon Occupation	TPC
Objective 4	Car	Car Share Scheme	Promote existing car club schemes such as Zipcar and Co-wheels. Include this information in Welcome Packs.	Upon Occupation	TPC
Objective 5	All	Steering Group, Baseline	Arrange regular meetings to discuss progress of Travel Plan. Undertake baseline monitoring activity and revise	Within 3 months of full	TPC

Activity Objective	Mode	Measure	Task	When	By Whom
		Monitoring and Travel Plan update	Travel Plan targets if necessary. A fully updated Travel Plan will then be submitted with results of the baseline survey, appropriate targets and remedial measures.	occupation of the Site	
Objective 6	All	Interim and final monitoring	Undertake interim and final monitoring as outlined in the monitoring strategy. Report the results to OCC. Revise Travel Plan targets in agreement with OCC if appropriate.	3 and 5 years post occupation from full occupation of the Site.	TPC

8 Summary and Conclusion

- 8.1.1 Mott MacDonald has been commissioned by Clarendon LP GP Limited to prepare a Framework Travel Plan to support to the planning application for the redevelopment of the Clarendon Centre in Oxford City Centre.
- 8.1.2 The Clarendon Centre is located within Oxford City Centre, bound by Frewin Court to the north, Cornmarket Street to the east, Queen Street to the south and retail units from New Inn Hall Street to the west.
- 8.1.3 The existing Clarendon Centre consists of a mixture of retail and office space. The proposals include the redevelopment of the site to provide student accommodation, laboratory space, and office space with a reduced retail element.
- 8.1.4 A Travel Plan Co-ordinator (TPC) will be appointed to manage the Travel Plan. A review of the Travel Plan objectives will take place within 3 months of full occupation of the site, once the initial travel surveys have been completed.
- 8.1.5 As demonstrated in Section 1.3, this Travel Plan has been developed in accordance with national, regional and local travel planning policies. In accordance with the relevant policy, the Travel Plan aims to demonstrate a commitment to creating a sustainable development, which promotes the use of walking, cycling and public transport and aims to reduce the reliance on the private car for journeys into Oxford City Centre.
- 8.1.6 No new car parking is proposed as part of the redevelopment of the Clarendon Centre. Any site users who wish to travel to the site by car will have to use one of the locally available Pay and Display car parks (long-stay) or Pay and Display bays (short-stay). As the charging rates outlined in Section 2.6 are considered relatively high, it is anticipated that this will discourage users to drive. There are a number of Designated Blue-Badge spaces located proximate to the Clarendon Centre which provide free on-street parking for passholders.
- 8.1.7 The redevelopment of the Clarendon Centre will provide 337 cycle parking spaces (including 32 public spaces) which are located throughout the development. These cycle parking spaces are conveniently located and secure which will encourage uptake of cycling trips to/from the site.
- 8.1.8 External car sharing platforms could be signposted to both staff and residents of the student accommodation in their respective Welcome Packs with the aim of minimising the number of SOV trips to and from the site. The Welcome Packs could also include information about local walking, cycling and public transport routes and services and the benefits of these modes for health and environmental purposes.
- 8.1.9 Baseline mode shares will be determined following travel surveys that will take place within 3 months of site occupation. The Travel Plan targets will need to be set considering these surveys and agreed with OCC. A package of Travel Plan measures will then be introduced to help achieve the Travel Plan targets. The measures are expected to include a Welcome Pack, cycle parking, information on car sharing and sustainable travel options including timetables.

Appendices

A. PTAL Assessment

Clarendon House PTAL Assessment

Reliability Factor Bus 2
 Rail 0.75

Mode	Stop	Route	Distance (M)	Frequency (VPH)	Walk time (mins)	Average weight time	Total access time	EDF	Weight	Accessibility Index
Bus	L2	1	225	6	2.8	7.0	9.8	3.1	0.5	1.5
Bus	C6	2/2A/2B	284	9	3.6	5.3	8.9	3.4	1	3.4
Bus	T2	3	310	6	3.9	7.0	10.9	2.8	0.5	1.4
Bus	T2	3A	310	2	3.9	17.0	20.9	1.4	0.5	0.7
Bus	E6	4	295	1	3.7	32.0	35.7	0.8	0.5	0.4
Bus	E6	4A	295	2	3.7	17.0	20.7	1.5	0.5	0.7
Bus	E6	4B	295	1	3.7	32.0	35.7	0.8	0.5	0.4
Bus	L2	5	225	6	2.8	7.0	9.8	3.1	0.5	1.5
Bus	T2	8	310	7	3.9	6.3	10.2	3.0	0.5	1.5
Bus	T2	9	310	2	3.9	17.0	20.9	1.4	0.5	0.7
Bus	G4	10	245	6	3.1	7.0	10.1	3.0	0.5	1.5
Bus	L3	11	189	1	2.4	32.0	34.4	0.9	0.5	0.4
Bus	L2	11X	225	3	2.8	12.0	14.8	2.0	0.5	1.0
Bus	G4	12	245	2	3.1	17.0	20.1	1.5	0.5	0.7
Bus	T2	15	310	4	3.9	9.5	13.4	2.2	0.5	1.1
Bus	E8	35	336	3	4.2	12.0	16.2	1.9	0.5	0.9
Bus	T1	275	293	1	3.7	32.0	35.7	0.8	0.5	0.4
Bus	T1	280	293	3	3.7	12.0	15.7	1.9	0.5	1.0
Bus	T3	S5	339	3	4.2	12.0	16.2	1.8	0.5	0.9
Bus	A3	ST2	304	1	3.8	32.0	35.8	0.8	0.5	0.4
Bus	E7	U1	311	3	3.9	12.0	15.9	1.9	0.5	0.9
Bus	P2	U5	615	3	7.7	12.0	19.7	1.5	0.5	0.8
Bus	E7	U6	311	3	3.9	12.0	15.9	1.9	0.5	0.9
Bus	H1	X2	287	1	3.6	32.0	35.6	0.8	0.5	0.4
Bus	H1	X13	287	4	3.6	9.5	13.1	2.3	0.5	1.1
Bus	G6	P&R 400	188	4	2.4	9.5	11.9	2.5	0.5	1.3
Coaches	OBS	212	455	1	5.7	32.0	37.7	0.8	0.5	0.4
Coaches	OBS	LGW	455	1	5.7	32.0	37.7	0.8	0.5	0.4
Coaches	OBS	LHR	455	1	5.7	32.0	37.7	0.8	0.5	0.4
Coaches	OBS	Oxford Tube	455	3	5.7	12.0	17.7	1.7	0.5	0.8
Coaches	OBS	X5	455	2	5.7	17.0	22.7	1.3	0.5	0.7
Buses	OBS	S1 Gold	455	5	5.7	8.0	13.7	2.2	0.5	1.1
Buses	OBS	S6 Gold	455	2	5.7	17.0	22.7	1.3	0.5	0.7
Buses	D1	S9 Gold	541	1	6.8	32.0	38.8	0.8	0.5	0.4
Buses	D1	63	541	1	6.8	32.0	38.8	0.8	0.5	0.4
Buses	D1	X9	541	1	6.8	32.0	38.8	0.8	0.5	0.4
Rail		Lon Pad	917	3	11.5	10.8	22.2	1.4	1	1.4
Rail		Lon Maryl	917	3	11.5	10.8	22.2	1.4	0.5	0.7
Rail		Cross Co	917	1	11.5	30.8	42.2	0.7	0.5	0.4

Total	
Accessibility	34.2
Index Score	
PTAL	6a

