



**Proposed Residential
Development At Chapel Gate,
Laindon Link, Basildon**

Travel Plan Framework

on behalf of

Sempra Homes Ltd

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INTERMODAL TRANSPORTATION

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IT2178



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1 INTRODUCTION

- 1.1 Intermodal Transportation Ltd (ITL), an independent consultancy specialising in highway engineering and transportation planning, have been appointed by Sempra Home Limited to produce a Travel Plan Framework (TPF) to set out the principles of the Travel Plan (TP) that would be implemented at a residential development proposed on land to the south of Laindon Link, Basildon, Essex.
- 1.2 In preparing this document the Consultants have utilised their previous experience in preparing Travel Plans.
- 1.3 The development proposal would involve the provision of 233 residential dwellings on the site which is currently a disused car park with an area of 2.38 hectares located to the south-west of Basildon town centre.
- 1.4 The aims of this TPF are listed below:
- Inform residents about sustainable choices and make residents at the site aware of the desirability to reduce travel by single occupancy private car trips.
 - To facilitate reduced vehicle mileage associated with travel.
- 1.5 This TPF has been produced to encourage residents at the site to reduce their reliance on the use of the private car. It is anticipated that this would have the following benefits:
- Improve travel choice options to all.
 - Reduce congestion and pollution caused by cars and the impact this has on people's health and on the environment.
 - Improve the health and fitness of those who walk or cycle rather than use the car. (According to the Health Education Authority cycling or walking briskly for half an hour a day can halve the risk of heart disease).
 - It may result in cost savings for residents who car-share, walk or cycle.
 - Enhance social inclusion and sense of community.
 - Improving accessibility by modes other than the car would make the site more accessible to people without a car.
- 1.6 As well as the aforementioned benefits, the Travel Plan can be seen as providing benefits for the local community and the environment. These benefits are summarised as follows:
- The environment generally can benefit from reduced pollution improving the local air quality, less noise and dirt, and the reduced impact of national and global environmental problems such as global warming.
 - Reduce congestion on the local road network.
 - Improved personal and road safety in the local road network.



- 1.7 It is proposed that a nominated representative would take on the responsibility to manage the Travel Plan for five years following occupation of the first unit at the site. Thereafter responsibility for managing the plan would rest with a nominated resident or Travel Plan Steering Group.
- 1.8 The Travel Plan is an evolving document that will change over time to reflect the changing characteristics of the site in relation to resident turnover, which will ultimately result in ever changing travel habits. The key to the success and implementation of a Travel Plan is to ensure that residents are consulted and involved at all stages.



2 SITE AUDIT

Site Location

- 2.1 The site is located within the town of Basildon in the administrative area of Basildon Council, Essex. The entire site covers an area of 2.38 hectares and is located adjacent to the south-west corner of the centre of Basildon, which lies on the opposite (eastern) side of the important A176 Nether Mayne.
- 2.2 Drawing IT2178/TA/01 shows the site location in the local and wider context. The site is bounded to the north by Laindon Link and to the east by Nether Mayne (A176). To the south of the site there is the main railway line from Basildon to London Fenchurch Street. To the west the site narrows and is bounded by small area of green public open space.

Local Road Network

- 2.3 Laindon Link, which is part of the B1007 road, runs adjacent to the site's northern boundary. Laindon Link runs in an east to west alignment and is subject to a 40mph speed limit. A shared footway / cycleway exists along the northern side of the carriageway along Laindon Link although along the southern side, adjacent to the development site there is a grassed verge. The cycleway (part of National Cycle Route 13) runs from Laindon and gives access into Basildon town centre via an underpass into the centre of the A176 roundabout, located just beyond the northeast corner of the development site. The shared footway / cycleway runs from the centre of the roundabout in a north-easterly direction towards the centre of Basildon. There is additionally a south-western connection which runs along the eastern boundary of the site and passes under the railway line.
- 2.4 To the northeast of the site, Laindon Link forms a roundabout junction with the A176 Nether Mayne and Roundacre (called Southernhay to the east of the access to Basildon railway station). The A176, is subject to a 30mph speed limit and is approximately 10m wide with four traffic lanes under the adjacent railway bridge. There are supporting footways on both sides of the vehicular carriageway that vary in width from approximately 2m to 4m, the narrowest sections being under the railway bridge. Both facilities cater for shared pedestrian and cycle use, except for the short section along the eastern side of the carriageway between the roundabout and the railway bridge, which is for pedestrian use only.
- 2.5 Roundacre / Southernhay is subject to a 30mph speed limit and runs in an easterly direction from the roundabout, passing around the south side of Basildon town centre and turning



northwards at the eastern edge of the town centre to connect with Broad Mayne, which runs east to west along the north side of the town centre.

- 2.6 The A176 runs in a north south alignment through Basildon and it joins the A13 (trunk road) Stanford le Hope Bypass at its southern end. The southern junction consists a grade separated interchange with the A176, High Road and B1464 meeting at a 'dumbell' junction above the A13 with roundabouts to the north and south side of the main carriageway and an overbridge joining the two roundabouts.
- 2.7 To the north side of Basildon, and approximately 2km north of the development site, the A176 joins the A127 at another grade separated junction. The A127 and A13 join the M25 motorway at junctions 29 and 30 respectively, north of the Dartford crossing. Hence the site is well connected to the wider strategic road network.

Walking

- 2.8 The 2018 National Travel Survey indicates that 80% of journeys under one mile (1.6km) are undertaken on foot and as such this distance is considered as acceptable in order to provide an indication of the likely walk catchment for this development proposal. The development site is located adjacent to the western edge of Basildon town centre and therefore the facilities located within the town centre are all within the 1.6km catchment for the site. As such the range of facilities available within the walking catchment include shopping and restaurant opportunities, employment and leisure activities. Included within this walking catchment is the railway station and bus station which provide non-car travel opportunities beyond the town centre.
- 2.9 The site is directly connected to the footway and cycleway network within Basildon via the underpasses into the centre of the roundabout located just beyond the northeast corner of the site. The shared footway and cycleway runs from the centre of the roundabout in a north-easterly direction into Basildon town centre and westerly via the shared link along the northern side of Laindon Link. This route is part of the National Cycle Network (NCN) route 13. The connection located at the eastern end of the site also connects southwards, under the railway line, to the south connecting to Basildon University Hospital and the A13.
- 2.10 Table 2.1 summarises some of the local facilities that would be available to residents of the proposed development site within a reasonable walking distance, i.e. 1.6km. Distances are measured from the approximate centroid of the site area.



Table 2.1: Summary of Selected Local Facilities Within 1.6km from the Site

Facilities	Distance from site
Education	
Lee Chapel Primary School and Nursey	0.5km
St Anne Line Catholic infants and Junior school	0.4km
Woodlands School (11 – 16 year olds)	0.6km
Restaurant / Café / Pubs	
Moon on the Square Pub	0.4km
Comos Pizza and Kebab	0.5km
Retail / Post Office	
Westgate Shopping Centre	0.3km
Asda Supermarket	0.9km
Basildon Post Office	0.5km
Sport and Leisure	
Basildon Sporting Village	1.2km
Churches	
Holy Trinity Church	0.2km

2.11 From Table 2.1, it is clear to see that there are a large range of local facilities within an acceptable walking distance of the site and as such it can be seen that the site would be very accessible on foot with no need for car journeys to meet daily living needs.

Cycling

2.12 As stated in Paragraph 2.2 there is a shared cycleway / footway along the northern side of Lindon Link. This forms part of the National Cycle Network (NCN) traffic free route number 13 running from Stanford-le-Hope to Basildon. There is an existing wide network of cycle routes within Basildon providing off road facilities in many cases with a mix of lightly trafficked streets on which to make safe cycle journeys. The nearby facilities to the site include the underpass routes at the Nether Mayne roundabout' mentioned in section 2 of this TA, and there are signal controlled crossing facilities at the site access junction for NCN Route 13.

2.13 The generally recognised maximum typical cycling distance is 5km a majority of Basildon urban area is located within that distance of the site, including the employment and leisure facilities located to the north and east of the town centre.



Bus

- 2.14 Guidance generally indicates that walking distances to access bus services should lie between a desirable distance of 400m and acceptable distance of 800m. Furthermore, it is generally recognised that the maximum convenient walking distance in order to access urban bus services is around 500m. This walking distance to a bus stop has emerged from theoretical studies and has been supported by research undertaken for the National Travel Survey (NTS).
- 2.15 The nearest bus stop to the site is located on Laindon Link approximately 100m walking distance to the north-east of the site access with bus services 8, 8A and 9 calling at this stop. This bus stop is for eastbound travel towards Basildon bus station while for westbound services the bus stops in Great Knightley would need to be accessed. The bus stops on Great Knightley are situated around 60m to the north of the site access junction, which represents a walking distance of around 100m from the site, using the pedestrian crossing facilities at the junction. In addition, Basildon Bus Station is only 630m walking distance from the site where buses can be taken to a large range of destinations covering south-east Essex. A summary of the bus services operating at the bus stops closest to the site and Basildon bus station are shown below in Table 2.2.

Table 2.2: Bus Services Operating Within the Vicinity of the Site

Bus Number	Route Summary	Monday to Friday		Saturday or Sunday	
		Operating Times	Frequency	Operating Times	Frequency
5/5A/5B	Basildon–Fobbing–Stanford le Hope–Grays	05:45–23:00	30 min	06:15–23:00 (Sat) 21:15–23:00 (Sun)	30 min 30 min
8, 8A	Pitsea–Laindon	05:30–22:00	10 minutes	07:04–22:42 (Sat) 08:24–20:44 (Sun)	30 min 30 min
9	Basildon Station–Brentwood	06:00–21:00	30 min	06:20–18:34 (Sat)	30 min
10	Shotgate–Wickford–Brock Hill–Crays Hill–Basildon Hospital	07:50–17:42	2 hours	07:50–17:42	2 hours
11	Basildon–Fobbing–Grays–South Ockendon–Purfleet	07:45–19:05	2 hours	No Service	No Service
21	Basildon–Pitsea–North Benfleet	07:36–17:36	1 hour	09:45–16:45 (Sat)	1 hour



94/94A/ 94B	Basildon–Wickford–Woodham Ferrers	07:23–19:05	1 hour	08:57–17:55 (Sat)	2 hours
100	Chelmsford–Billericay–Basildon– Stanford le Hope–Grays–South Ockendon	05:55–23:15	20 min	06:29–22:00 (Sat) 08:30–20:00 (Sun)	20 min 30 min
104	Basildon–Laindon–Gt Berry	09:25 – 13:15	1 hour	No Service	No Service
256	Basildon – Laindon – Billericay	09:00 – 13:41	2 buses	09:00 – 13:41 (Sat)	2 buses
374	Basildon–Stanford le Hope– East Tilbury–Grays	07:20–17:50	1.5 hours	No Service	No Service
Z4	Pitsea–Basildon–Stanford le Hope– Tilbury	06:20–18:00	4 Buses	06:20–18:00	4 Buses

2.16 It is therefore concluded that the development would be very well located with respect to its position relative to the nearest bus stops and Basildon Bus station, which are served by frequent services.

Train

2.17 The generally recognised maximum convenient walking distance in order to access heavy rail / underground rail services is 1km. Basildon railway station is located approximately 500m walking distance to the south east of the site. C2C operate train services at Basildon Railway Station, providing access to nearby towns on the line between London Fenchurch Street station and Shoeburyness via Southend Central. A summary of the rail services available from Basildon railway station to London are shown below in Table 2.3.

Table 2.3: Summary of Train Services Operating at Basildon Railway Station

Route	Operational Times		Frequency (mins)	
	Mon-Fri	Sat	Mon-Fri	Sat
Basildon - London Fenchurch Street	04.43-23.55	04.53-23.58	4 per hour	4 per hour
London Fenchurch Street - Basildon	05.00-00.34	05.00-00.41	4 per hour	4 per hour



Summary

- 2.18 In the light of the above, it is concluded that the development site is very accessible and that residents of the proposed development would definitely not need access to a private car in order to undertake everyday work, education, shopping and leisure trips. The site offers very good access to public transport links, accessible education, retail and leisure facilities within a short walk or a short cycle ride using mainly traffic free routes. The site is located within walking distance of several bus services to nearby towns and places of work and leisure.
- 2.19 In summary, the development proposal would be located within walking distance of bus services that access the town and rail station. In addition, the site would also be well placed to encourage trips on foot and by cycle to local employment, educational, retail, community and leisure facilities.
- 2.20 Based on the accessibility profile of the site, it can be stated that the site would offer residents at the development scope to access local facilities such as educational and retail facilities without the need to use a private car.



3 EXISTING TRAVEL SITUATION

- 3.1 Base data is essential to formulate and mould any travel plan. The baseline travel survey would be undertaken when the development is at least 75% occupied. The 75% occupation rate is also recommended in the Department for Transport residential travel plan document. It is therefore proposed that the questionnaire should be first circulated once 75% of the residential units are occupied or one year following first occupation, whichever is the earliest.
- 3.2 However, for indicative purposes, at this stage, provisional baseline modal split data has been obtained from the Office for National Statistics (ONS) Method of Travel to Work survey undertaken as part of the 2011 Census (Nomis: WP7103EW). In the Nomis database, *Basildon E02004440*, which includes the area that the site is located in, was selected as the *place of residence*.
- 3.3 Table 3.1 below shows the modal split obtained from census data. The baseline modal split would be updated following the travel survey.

Table 3.1: Method of Travel To Work (Place of Residence *Basildon E02004440*)

Mode	Number of People	%
Car on their own	1575	51%
Car share	222	7%
Walk	592	19%
Cycle	91	3%
Public Transport	563	18%
Taxi	43	1%
Motorcycle	26	1%
Other method	4	0%
Total	3116	100%

- 3.4 The Census data shows that with 51% of journeys undertaken by car alone, the predominant mode of travel for journeys to work in the zone that the site is located in was single occupancy car trips. The next highest mode share was 19% for walking. On the basis of the provisional modal split shown above in Table 3.1, subject to the results of the baseline travel survey, it is considered that there may be scope to reduce the modal share for single occupancy car trips to / from the residential development and subsequently increase the mode shares for public transport and cycle use for trips to / from the residential scheme.



- 3.5 After the first travel survey is undertaken, further annual travel surveys would also be undertaken during the life of the travel plan. The travel survey would consist of a resident questionnaire and a car parking beat survey at the development. Throughout the life of the Travel Plan, the resident travel questionnaire would remain unchanged to provide consistent and comparative results during the life of the Travel Plan. The Travel Plan Co-ordinator would be responsible for distributing and collecting the resident questionnaire as well as co-ordinating the car parking beat surveys over the life span of the Travel Plan. The car parking beat survey would be undertaken by either the Travel Plan Co-ordinator or a specialist survey company and would span an 18 hour period and would identify the utilisation of the on-site car parking stock.
- 3.6 It is envisaged that, subject to agreement with ECC, the travel survey questionnaire would take the form of the draft contained at Appendix A of this document.
- 3.7 Through the circulation of the resident travel survey questionnaire and collection of this data, its subsequent analysis would assist in identifying the specific issues, if any, which will need to be addressed to encourage residents to use sustainable modes to travel to work. In addition, the results of the survey would allow the measures and strategy of the travel Plan to be refined to meet the individual travel needs of the development.
- 3.8 Summary information from the travel surveys would be produced by the Travel Plan Coordinator and provided to ECC in a standard form within two months of undertaking the site travel survey.



4 OBJECTIVES & TARGETS

Travel Plan Objectives

- 4.1 A TP is an important tool when implemented effectively as part of a comprehensive transport strategy to improving and managing access to a site. It is possible to achieve significant levels of modal shift away from the private car onto more sustainable modes of travel with a TP.
- 4.2 Although residential travel plans are becoming more commonplace as part of the planning application process, they are not as widely implemented throughout the UK as workplace or school travel plans. However, the Government and Local Authorities are now emphasising that residential travel plans are critical in supporting more sustainable forms of travel and reducing the overall need to travel.
- 4.3 The Travel Plan objectives are devised to support the residents at the development while working in partnership with the Council towards encouraging more sustainable travel arrangements. The key objectives of the TP are:
- To identify and understand the likely travel patterns for residents at the site;
 - To promote and encourage occupants at the development to use more sustainable transport modes in preference to the use of the private car, in particular single occupancy vehicles (SOV);
 - To promote integration between the development and local community.
 - To contribute positively to the sustainable operation of the site; and
 - To reduce car usage by residents in terms of the length and number of trips in their travel to and from the site.
- 4.4 The strategy of the TP is to reduce the impact of car use and to promote and improve the accessibility of the site by encouraging residents to make use of alternative modes of transport, in particular:
- Walking;
 - Cycling;
 - Public transport; and
 - Car sharing.
- 4.5 As well as the aforementioned benefits, the TP can be seen as providing benefits for the local community and the environment. These benefits are summarised as follows:
- The environment generally can benefit from reduced pollution improving the local air quality, less noise and dirt, and the reduced impact of national and global environmental problems such as global warming;



- Reduce congestion on the local road network; and
- Improved personal and road safety on the local road network.

Travel Plan Targets & Indicators

- 4.6 The overall aim of the TP is to achieve reduction in the mode share of single occupancy vehicle (SOV) trips generated by the development. Implicitly it would, therefore, aim to encourage an increase in the share of sustainable travel modes such as public transport, cycling and walking for shorter journeys.
- 4.7 The targets can only be set following the baseline travel survey, which would be undertaken no later than 3 months after the occupation of the residential development.

Table 4.1: Targets for Travel Plan

Target Description	Timescale				
	Baseline Survey	Year 2	Year 3	Year 4	Year 5
Reduction in the mode share for SOV trips to / from the site (%)					
Increase in the mode share for sustainable travel modes for journeys to / from the site (%)					

- 4.8 In addition to the above targets, the TP includes the action targets shown in Table 4.2 below.

Table 4.2: Action Targets for Travel Plan

Target Description	Responsibility	Target
Ensure that all residents are aware of the Basildon page of the internet based car share scheme e.g. https://liftShare.com/	TPC	Within 3 months of occupation



5 TRAVEL PLAN STRATEGY

Management

- 5.1 It is proposed that the developer of the residential scheme, the Travel Plan Coordinator (TPC), would take on the responsibility to manage the commitments of the TP for the development up to five years following full occupation of the new facility. The details and contact information of the member assigned the TPC duties is set out below: -

Name:

Email:

Tel:

- 5.2 The TP at the development will have a five-year life and will be an evolving document that will change over time to reflect the changing characteristics of the site in relation to occupants of the development, which will ultimately result in ever changing travel habits.
- 5.3 The key to the success and implementation of a TP is to ensure that residents are consulted and involved at all stages and are provided with reasonable opportunities to use convenient more sustainable modes of travel.

Marketing

- 5.4 An assessment of the marketing and promotion measures that could be the most effective in contributing to the success of the TP objectives at the proposed development has been undertaken by the Consultants.
- 5.5 Measures of the Travel Plan identified in the next section, would be promoted and communicated throughout the development via a mixture of printed and electronic media. The following marketing and promotion strategies are listed below.

Travel Plan Welcome Pack

- 5.6 The sustainable nature of the site will be marketed from the outset. Sales staff will be fully briefed with the aims and objectives of the travel plan and will promote the travel plan through the sales phase. The marketing will be high visibility.
- 5.7 It is anticipated that the information provided within the Welcome Pack will include the following, however the final content will be agreed with ECC:-
- An overview of the Travel Plan Objectives, strategy and implementation.
 - Local public transport routes and timetables, including details of nearest bus stops, bus routes and rail stations, and website addresses.



- Recommended walking and cycling routes to /from the site, including information on walking buses / routes to school / shops and medical facilities. The health benefits of walking and cycling will also be highlighted.
- Information on car sharing schemes.
- Contact details for the Travel Plan Coordinator.

Car Share Scheme

5.8 Car Sharing schemes encourage individuals to share private vehicles for particular journeys such as commuting. The Travel Plan Coordinator could set up a formal Car Sharing database depending on resident participation levels. Information required would include those journeys which they would be prepared to share, for example journeys to work, and days of the week etc. The car share scheme would be discussed with residents during the Personal Travel Plan Service and promoted within any travel plan literature and the site specific community travel website.

Publicise Alternative Transport Modes

5.9 Publicising alternative transport modes through alternative methods of promotion and marketing as well as the 'welcome pack' will ensure that residents of the development are provided with a number of options in order to locate travel plan information. The alternative media sources would include:

- Newsletters (both paper and electronic if residents agree to accept them) will be produced every six months during the five year period of the Travel Plan.
- Notice boards will be updated as necessary.
- Posters will be displayed and updated every six months during the five year period of the Travel Plan.
- The community travel website will be up and running at the time of occupation of the first on-site unit and, where practical, will contain the information from the Travel Plan welcome pack and links to travel planning websites. The Travel Plan Co-ordinator will set up (with the assistance of specialist third parties if necessary) and maintain the website over the period of the Travel Plan.

Promote Activities

5.10 Promotional activities will be required in order to raise and maintain awareness by residents.



- 5.11 Activities could also be linked to local or national campaigns, such as 'bike to work' week. A regular newsletter subject to demand could also be circulated throughout the development which would include details on the progress of the travel plan.
- 5.12 The Travel Plan Coordinator would encourage feedback for both positive and negative comments from relevant parties. This could be achieved through the newsletter; the community Travel Plan website, the Travel Group Committee and through personal visits by the Travel Plan Coordinator. Feedback will aid in progressing the travel plan and in understanding what 'works' for the residents.
- 5.13 Information will be published and circulated to all residents through a variety of media. This will ensure that a larger proportion of residents have access to the information. For each 'event' the Travel Plan Coordinator will chose which form of media is a) the most suitable, b) possible, c) most likely to be successful in attracting attention and support and d) affordable.

Public Transport

- 5.14 In addition to providing local bus / rail timetables and route maps to the residents of the development within the welcome pack, the Travel Plan Coordinator would liaise with the local public transport providers to discuss the viability of discounted travel tickets for the residents.

Additional Discounted Services

- 5.15 In addition to discussions with public transport operators the Travel Plan Coordinator would open discussions with local cycle shops to the viability of discounts for the residents for purchases or repairs to cycles. Further to this, additional services such as organising cycle training and road safety courses could be organised depending on minimum participation numbers.

Personalised Travel Plan Service

- 5.16 The Personalised Travel Plan Service scheme involves 'home visits' whereby the travel requirements of the homeowner are discussed and possible solutions are provided by the journey planner if the resident requests this. The scheme would aim to provide residents with information on sustainable travel modes that match their specific journeys requirements.
- 5.17 The scheme will be rolled out by the Travel Plan Coordinator who, if they were not a transportation professional, would be at liberty to consult with the applicant or successor in title's Highways and Transportation Consultants should they require any guidance. Awareness of the scheme will be via leaflet drops and/or emails which will then be followed



up by the Travel Plan Coordinator making personal visits to households which request the service. Any requests for a personalised travel plan service will be followed up within one month of the request.

5.18 At initial consultation, the resident should be asked to answer a number of key questions regarding their existing travel patterns.

5.19 The Travel Plan Co-ordinator will play a key role in implementing, monitoring and updating the Travel Plan in the five years following first occupation at the site. The Travel Plan Co-ordinator would ideally be a professional involved in the transportation planning field, however given that the role would not be full-time and the candidate would need to be locally based and flexible on working hours it may not be possible to secure such a candidate. If such a transportation professional cannot be employed the person appointed would be at liberty to consult with the appellant or successor in title's Highways and Transportation Consultants where necessary. In more detail the Travel Plan Coordinator's responsibilities will involve:-

- Welcome residents and promote the travel plan and environmental issues at the outset (sales staff will also be trained to market the Travel Plan).
- Promote the site initiatives to residents and local stakeholders.
- Help set up and manage a website specific to the development.
- Control marketing and publicity requirements.
- Co-ordinate the Travel Plan Steering Group meetings.
- Provide a personal travel planning service for residents;
- Highlight and put in place actions to resolve any problems, issues and target updates.
- Monitor and report on progress of initiatives and targets.

Travel Plan Steering Group or Committee

5.20 A Travel Plan Steering Group or Committee would be organised and managed by the Travel Plan Coordinator for 5 years following occupation of the first 50% of residential units on-site. Thereafter responsibility for managing the plan would rest with a nominated resident or the Travel Plan Steering Group. The Travel Plan Co-ordinator would, six months before the end of the Travel Plan period, actively support and engage residents or the Travel Plan Steering Group in relation to managing the Travel Plan post the five year period to assist with the transfer of responsibilities.



- 5.21 It would be the responsibility of the Travel Plan Coordinator to facilitate the Steering Group, publicise meeting dates, set agendas and encourage new residents to participate for 5 years following occupation of the first residential unit on-site.



6 TRAVEL PLAN MEASURES

6.1 It should be noted that there are numerous measures that work towards the aim of supporting more sustainable forms of travel and reducing the overall need to travel.

6.2 An assessment of the both 'hard' (i.e site design, infrastructure, etc) and 'soft' (i.e marketing, promotion, etc) measures that could be the most effective in contributing to the success of the Travel Plan objectives have been undertaken. There are a number of measures which will be implemented from the outset of the development through good design, including the provision of cycle parking facilities. In addition, the following measures have been identified for inclusion in the TP:

- Manage and finance the TP for a period of five years following occupation of the site.
- Assign the TPC duties to the developer.
 - The TPC will be a focal point for all TP queries / enquiries and will ensure the successful commencement of the TP process at the site.
- Promote alternative transport modes within the development
 - Promotional activities will be undertaken in order to raise and maintain awareness by residents;
 - The TPC will encourage feedback for both positive and negative comments from relevant parties. This will be achieved through newsletters, notices board and development website. Feedback will aid in progressing the TP and in understanding what 'works' for the residents.
- Promote an internet based car share scheme e.g <https://liftShare.com/>. Car Sharing schemes encourage individuals to share private vehicles for particular journeys such as commuting. As such, the TPC will promote the web-based scheme which is available to all individuals in the county.
- The Travel Plan Co-ordinator, will provide all new householders including re-occupations at the site with a Travel Plan welcome pack within one month of occupation over the five year period of the Travel Plan. The pack would contain information regarding available public transport services, available cycle routes, nearby facilities and sustainable travel initiatives at the site.
- The Travel Plan Co-ordinator will update as necessary information contained within the Travel Plan / Welcome Pack on annual basis for five years following the occupation of the first on-site unit.



- The Travel Plan Co-ordinator will publicise alternative transport modes in posters / newsletters / notice boards within the development and set up a site specific community travel website.
- The Travel Plan Co-ordinator will promote activities such as a Bicycle User Group (every six months), Bike to Work week (once per annum), etc during the five year period of the Travel Plan.
- Within the first two months of appointment the Travel Plan Co-ordinator will discuss with public transport operators the viability of discounted travel tickets for residents at the site.
- Within the first two months of appointment the Travel Plan Co-ordinator will investigate the potential for discounted services i.e bicycles, cycle training, cycle repairs, etc.
- The Travel Plan Co-ordinator will offer a Personal Travel Plan Service to new residents within three months of each resident moving in to their property.
- The Travel Plan Co-ordinator will, subject to participation and co-operation by third parties, endeavour to set up and organise a travel plan steering group / committee involving residents at the time of 50% occupation or 1 year after occupation of the first on-site unit, whichever is first.
- The Travel Plan Co-ordinator will periodically monitor the quality of the site's internal transport facilities such as footways, cycle parking and cycleways, to ensure these are maintained in a good safe condition. Any reported problems will be dealt with by a development management company that would be set up to manage the site's internal road and footways, which will remain private.
- The Travel Plan Co-ordinator will liaise with the on-site management company and would relay any issues in relation to car parking identified by the on-site management company to the residents at the planned Travel Plan steering group meetings.



7 MONITORING & REVIEW

- 7.1 Monitoring and reporting is necessary to ensure the continuous effectiveness of the Travel Plan. Monitoring travel surveys will be undertaken on an annual basis for the first 5 years following the baseline survey.
- 7.2 The Travel survey will consist of a questionnaire survey, which will either be distributed in hard copy format or set up as an interactive online travel survey. Throughout the life of the TP, the travel questionnaire will remain unchanged to provide consistent and comparative results. The questionnaire, amongst other issues, enables travel and distance data for trips to / from the site to be recorded as part of the monitoring process. An example travel questionnaire is contained at Appendix A of this report.
- 7.3 The results from the monitoring process will form the basis for discussions in TP review meetings with the Council. Monitoring reports will be prepared and submitted to the Council at the time of the monitoring intervals.
- 7.4 The reviews of the TP will be undertaken in order to establish the effectiveness of the TP in relation to meeting the targets and the impact of other sustainable transport developments that may have occurred in the area.



8 ACTION PLAN

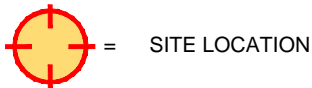
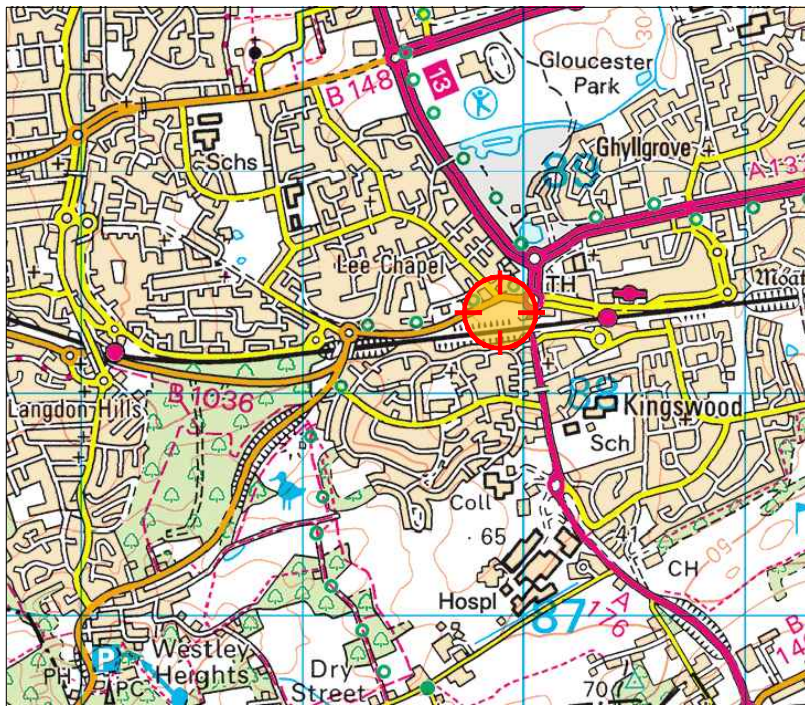
- 8.1 The measures identified in section 6 will continue over the life of the Travel Plan, i.e five years post first on-site occupation. Thereafter it will be the responsibility of a nominated resident or the Travel Plan Steering Group to implement the measures.
- 8.2 An indicative timescale for implementing the TP is shown below in Action Plan Table 7.1.

Table 8.1: Action Plan Timescale

Implementation Timescale	Measures	Responsibility
Pre-Construction	<ul style="list-style-type: none"> Production of Travel Plan 	ITL
Construction Phase (Prior to first occupation of units)	<ul style="list-style-type: none"> Off and on street parking management Secure cycle parking facilities Appointment of Travel Plan Coordinator Restrained car parking provision 	Developer
	<ul style="list-style-type: none"> Development of Welcome Pack Set up development specific website with community and travel info Discuss with local operators the viability of discounted travel tickets for residents Investigate the potential for discounted services i.e bicycles, cycle training, cycle repairs, etc. 	Developer
Marketing and Sale of units	<ul style="list-style-type: none"> Promotion of the Travel Plan Provision of Welcome Pack on sale agreement 	Sales Staff and Travel Plan Coordinator
50% occupation or first anniversary of occupation	<ul style="list-style-type: none"> Set up Travel Plan steering group / committee and organise first meeting 	Travel Plan Coordinator
First Occupation to 75% Occupation Level or first anniversary of occupation	<ul style="list-style-type: none"> Organising Personal Travel Plan visits to residents within three months of occupation Organise BUG meetings and cycle to work day Set up Community Website Update Travel Plan Pack when necessary 	Travel Plan Coordinator
75% Occupation / first anniversary of occupation and ongoing until life of Travel Plan	<ul style="list-style-type: none"> Organise travel surveys Undertaking and analysing results of Travel Survey Summary information on travel surveys provided to ECC Annual Reviews with ECC Continued organisation of Personal Travel Plan visits to residents within three months of occupation Continued organisation of Travel Plan Steering Group meetings and BUG meetings and cycle to work days Update Travel Plan Pack when necessary 	Travel Plan Coordinator



DRAWINGS



Drawing Title:
**SITE LOCATION IN THE
 LOCAL AND WIDER
 CONTEXT**

IT Project:
CAR PARK 14, BASILDON

Rev:
 -

Sheet 1 of 1

Rev	Description	Reviewer	Date
Client: SEMPRA HOMES LTD			
A4			

Drawn By: MK	Approved By: JB
Notes: Dimensions should not be scaled from this drawing. The contents of this drawing are confidential, should you receive this drawing in error please return it to Intermodal Transportation at the address printed.	

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Drawing No: IT2178/TPF/01	CAD File: IT2178_SK_01.dwg
Date: SEP 2020	Scale: NTS

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APPENDIX A

Travel Questionnaire



CHAPEL GATE, LAINDON LINK, BASILDON RESIDENTIAL DEVELOPMENT

RESIDENT TRAVEL SURVEY

The developer of this development has agreed with the Council to undertake a residential travel survey as part of a monitoring programme in relation to the occupation of the proposed residential development. Would you please therefore fill in the questionnaire below about how you usually travel. Please tick the appropriate box for each question and return the form to by Thank you for your co-operation.

Date today?

1. What is the main reason for you leaving your house on a weekday?

- Travelling to work
- Travelling to school, college or university
- Food Shopping
- Sports or leisure activities
- Other

2. How do you normally travel to the above?

- Walk
- Cycle
- Bus
- Train
- Car driver
- Car passenger
- Motorcycle
- Other (how?)

3. How far approximately do you normally travel for the above trip?

.....

4. Which of the following do you sometimes use instead of your usual travel method?

- No alternative
- Walk
- Cycle
- Bus
- Train
- Car driver
- Car passenger
- Motorcycle
- Other (how?)

5. How far approximately do you normally travel for the above trip?

.....

6. At what time of the day do you usually leave the house?

- During AM peak (0800 – 0900 Hours)
- During Inter-peak period (0900 – 1700 Hours)
- During PM peak (1700 – 1800 Hours)
- Other time of day (please specify)

7. At what time of the day do you usually return to the house?

- During AM peak (0800 – 0900 Hours)
- During Inter-peak period (0900 – 1700 Hours)
- During PM peak (1700 – 1800 Hours)
- Other time of day (please specify)

8. If you predominately use your car for travelling which of the following improvements might make you switch modes?

- More frequent bus services
- More direct bus services
- Better segregated cycle routes
- Better lit footpaths
- Other (please specify)

9. Gender?

Female Male

10. Do you have a disability that affects your travel arrangements?

Yes No

11. Do you work:

Part time Full time

Are there any particular comments you would like to make, or issues that need addressing, which relate to travel to or from the development? Any suggestions towards improving the current travel situation or specific problems would be appreciated.