



Porsche Centre, High Wycombe, Buckinghamshire

Workplace Travel Plan

Issue 1

On behalf of **Dealership Developments Ltd**

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1 Introduction and Objectives

1.1 Introduction and Background

- 1.1.1 Stantec have been appointed by Dealership Developments Ltd to provide a Workplace Travel Plan to support two car showrooms on the site of the former High Wycombe Leisure Centre – to be occupied as Porsche and Bentley – but referred to as the “Porsche Centre” as a single workplace.
- 1.1.2 The site is located to the east of M40 Junction 4, approximately 2km to the west of High Wycombe Town Centre, and to the north of the redeveloped Wycombe Leisure Centre.
- 1.1.3 This Workplace Travel Plan has been prepared to support a full planning application for the Porsche Centre.

1.2 Objectives

- 1.2.1 The aims and objectives of this Travel Plan are:
- To reduce the reliance on private car usage for trips associated with the proposed redevelopment;
 - To manage travel demand through the implementation of proactive behavioural change measures aimed at encouraging the use of the most sustainable mode of travel;
 - To reduce carbon emissions associated with the buildings;
 - To build upon good urban design principles that maximise the permeability of the proposed development to promote walking, cycling and public transport use; and
 - To promote healthy lifestyles.

1.3 Status of the Travel Plan

- 1.3.1 It is recognised that Travel Plans prepared in advance of the occupation of a site can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has been occupied, then the users must have the opportunity to develop the Travel Plan to reflect their specific needs.
- 1.3.2 This Travel Plan is therefore a first issue of a working document that will be regularly reviewed and updated as part of a commitment to ensuring that the traffic impact from the proposed redevelopment is minimised.
- 1.3.3 Following the Introduction, this Travel Plan has the following structure:
- A review of the existing site conditions, and transport and movement conditions (Section 2);
 - Summary of the development proposals (Section 3);
 - Details of the Travel Plan measures and marketing (Section 4);
 - Details of the Travel Plan governance (Section 5); and
 - Details of the Travel Plan targets, monitoring and review (Section 6).

2 Existing Conditions and Accessibility

2.1 Introduction

2.1.1 This section provides an assessment of the existing conditions in the vicinity of the proposed redevelopment from a transport perspective.

2.2 Existing Pedestrian and Cycle Facilities

Pedestrian and Cycling Facilities

2.2.1 The internal spine road through the wider outline scheme for Wycombe Sports Centre provides safe and convenient routes between the different hubs, including to the Park and Ride (P&R) site.

2.2.2 Toucan crossing facilities are located to the north of the site enabling pedestrians and cyclists to cross to the footway / cycleway in the northern verge of the A404. This footway / cycleway provides accessibility to the residential areas of High Wycombe, as well as top / from the Town Centre.

2.2.3 There are two Public Rights of Way (PRoW) in the vicinity of the site:

- Footpath HWU/72/3 leads to High Wycombe town centre. It is approximately 450m north west of the site and is accessed via the A404 and Marlow Road; and
- Footpath HWU/73/1 is an alleyway connecting the residential area to the north of the site to Daws Hill Lane and Rookery Wood.

2.2.4 BC's local PRoW map is presented in **Appendix A**.

2.2.5 In addition, a Local Cycling and Walking Infrastructure Plan¹ is being developed for High Wycombe to enable a strategic, long term approach to improving walking and cycling networks in and around the town and nearby settlements.

2.2.6 Overall, the above connections provide good opportunities for walking and cycling to and from the site.

2.3 Existing Public Transport Network

Bus Facilities

2.3.1 The High Wycombe Coachway P&R interchange facility is located to the south-west of the Site – with the stops within 300m from the site access of the car showroom site. This provides an inter-urban regional link, including routes to the centre of High Wycombe and London.

2.3.2 Due to the P&R nature of the interchange, the 8 and X8, which form part of the P&R service, frequently route through the Coachway stop, providing links to the local railway, bus station, hospital and Cressex Business Park. The Coachway is also served by regional buses 158 and 800 to Marlow and Reading, respectively. These buses provide a combined service frequency to High Wycombe every 10 minutes.

¹ Buckinghamshire Council, New Walking and Cycling Routes. Available at:
<https://www.buckscc.gov.uk/services/transport-and-roads/cycling-and-walking/new-walking-and-cycling-routes/>

2.3.3 These buses provide a service to High Wycombe town centre every 20 minutes. These are summarised in **Table 2.1**.

Table 2.1: Existing bus services in the vicinity of the site.

Service	Operator	Route	Daytime Frequency	
			Monday – Friday	Saturday and Sunday
8 / X8	Carousel	<p>8: Coachway – Cressex Business Park – Wycombe Hospital – Railway Station – Bus Station – Cressex Business Park – Coachway</p> <p>X8: Coachway – Direct via Marlow Hill – Railway Station – Bus Station (and return)</p>	Every 20-30 minutes from 0615 to 2157	Every 20 minutes between 0805 to 2157 on Saturdays (8 only)
158	Red Eagle	Marlow – Marlow Bottom – High Wycombe	Outbound: 1039, inbound: 1131 and 1315 (Monday, Tuesday, Thursday, Friday)	No Saturday service
800	Arriva	High Wycombe – Marlow – Danesfield – Medmenham – Henley on Thames – Shiplake – Caversham – Reading	Twice hourly service between 0532 and 1407	Hourly from 0647 to 1841 (Saturday) and 0751 to 1851 (Sunday)
The Airline	Oxford Bus Company	<p>Oxford – High Wycombe – Heathrow</p> <p>Heathrow – High Wycombe – Oxford</p>	<p>Every other hour between 0515 and 2115</p> <p>Every other hour between 0633 and 2233</p>	

2.3.4 Timetables and route maps for these bus services are included in **Appendix B**.

2.3.5 Marlow Road to the north west also provides a number of bus services to the Town Centre and local residential areas, both to the urban area of High Wycombe, and the surrounding rural towns and villages.

Rail Facilities

2.3.6 The site is approximately 2.1 km walking / cycling distance from High Wycombe Railway Station. The station is accessible by public transport via Service 8 / X8 from the P&R Interchange, approximately 300m from the site.

2.4 Existing Facilities in the Vicinity of the Site

2.4.1 There are a number of local facilities within 400m of the site. **Appendix C** presents a visualisation of the surrounding facilities within a 400m buffer of the site. The buffer uses only the available footway / cycleways when being calculated.

2.4.2 To assess the potential for short car trips by staff members to the local facilities to be replaced by either walking or cycling, the accessibility of the site to the key amenities in **Table 2.2** has been reviewed. This is relevant for lunch breaks, and / or linked trips in the morning or evening peak hours to other local facilities.

2.4.3 For this assessment, walking and cycling distances to each facility from the site have been calculated.

2.4.4 These distances represent one-way trips and the distances were converted to approximate journey times using the assumptions outlined below:

- The Transport Research Laboratory in its “Review of Pedestrian Walking Speeds and Time Needed to Cross the Road” (2014) suggests that an average walking speed of 1.2m/s can be assumed; and
- The Local Transport Note 1/20 (2020) suggests 5.5m/s for cyclists.

Table 2.2: Accessibility to local facilities via walking and cycling

Ref	Facility	Approx. Distance from Site	Approx. Walking Time (mins)	Approx. Cycling Time (mins)
1	The Little Gym Handy Cross (children's gym / club)	70m	1	1
2	Wycombe Leisure Centre	125m	2	1
3	Waitrose	320m	4	1
4	Sushi Daily	320m	4	1

2.4.5 There is also a Shell and Esso garage, post office, newsagent and takeaways located approximately 650m away at the Marlow Road / Desborough Avenue mini roundabout (approximately a 9 minute walk and 2 minute cycle).

2.4.6 It should be noted that there are multiple amenities listed in paragraph 2.4.1 which are not listed in **Table 2.2** (such as GP surgery, community facilities, etc), however this is due to the site's location in a predominantly commercial area with modest levels of residential development within 500m. Staff members wanting to access these facilities will do so near their homes.

2.5 Summary

2.5.1 This section provides an assessment of the existing conditions in the vicinity of the proposed redevelopment from a transport perspective.

2.5.2 A summary of the key review findings is provided below:

- Existing Pedestrian and Cycle Facilities:
 - The site is well-served by existing pedestrian connections and they provide connections to existing public transport nodes and local residential / commercial areas.
- Existing Public Transport Network:
 - Services to the town centre are provided every 20 minutes from the P&R site; and
 - Marlow Road also provides a number of bus services to the town centre and local residential areas, both in the urban area of High Wycombe and the surrounding rural towns and villages.
- Existing Facilities:
 - There are a number of facilities in close proximity to the site including food outlets leisure facilities.

3 Redevelopment Proposals and Access Strategy

3.1 Redevelopment Proposals

- 3.1.1 A full planning application is being submitted for the construction of two car showrooms, associated parking, and a service and repair compound, to be occupied by Porsche and Bentley – who form part of the VW Audi Group. The Site Plan for the scheme is contained in **Appendix D**.
- 3.1.2 The site is currently used as a short-term van storage facility.

3.2 Access Proposals

- 3.2.1 Access to the site is proposed via a fourth arm of the Handy Cross mini-roundabout access. A fourth arm has been implemented and is currently used to access the short-term van storage facility, and this fourth arm was previously proposed as an access point to serve the proposed B1 office scheme.
- 3.2.2 Handy Cross mini-roundabout provides links to the wider outline site, which now includes Wycombe Leisure Centre, a supermarket, a hotel, and a P&R facility. To the north-west, Handy Cross mini-roundabout provides a connection to the A404 which connects with M40 Junction 4 to the south and High Wycombe Town Centre to the north.
- 3.2.3 To support the showroom proposals, the fourth arm of Handy Cross mini-roundabout will be amended as shown on the Site Plan in **Appendix D** – with the access proposed to come off the roundabout in a south west direction, in comparison to the western direction in the outline scheme, and that constructed to date. The access road then provides separate access points to the Bentley dealership to the north, Porsche dealership to the west, and additional car parking to the south.
- 3.2.4 The access will include an informal crossing point for pedestrians crossing this fourth arm of the mini-roundabout.

3.3 Parking

Car Parking

- 3.3.1 A summary of the proposed spaces for the Site is provided in **Table 3.1** below, with reference to the Buckinghamshire Council's parking standards².

Table 3.1 – Summary of Proposed Vehicle Parking Provision

BC Parking Standards	BC Suggested Provision (Minimum) – 6,082 m ² GIA	Proposed Provision
B1/B2. Motorist centre/car servicing – 1 space per 53 sqm	115	267

- 3.3.2 Overall, the site complies with the Buckinghamshire Council's parking standards - which will minimise the risk of off-site parking. It is noted that this provision encompasses all aspects of parking on-site as follows:

² Buckinghamshire countywide parking guidance, September 2015. Available at: <https://www.wycombe.gov.uk/pages/Planning-and-building-control/Planning-policy/SPDs-and-guidance.aspx>

- Customer Parking – 49 Spaces;
- Services Parking – 68 Spaces;
- Demo Parking – 12 spaces;
- Vehicle Storage – 36 spaces;
- Staff Parking – 62 spaces;
- Courtesy Cars – 6 Spaces; and
- Display Parking – 32 Spaces.

3.3.3 Two disabled bays within each of the Porsche and Bentley car parks will be provided. This forms 8% of customer parking on-site, which complies with the Buckinghamshire Council's parking standards. Additional disabled bays for staff will be reviewed upon employment.

3.3.4 10 spaces are allocated as electric vehicle charging spaces (two of which will be 320kW rapid chargers).

3.3.5 The layout of the proposed parking provision is shown on the Site Plan in **Appendix D**.

Cycle Parking

3.3.6 A summary of the proposed cycle spaces for the Site is provided in **Table 3.2** below, with reference to the Buckinghamshire Council's parking standards.

3.3.7 A.1 Retail has been deemed most appropriate for the proposed redevelopment, based on the land uses in the guidance.

Table 3.2 – Summary of Proposed Cycle Parking Provision

BC Parking Standards	BC Suggested Provision (Minimum) – 6,082 m ² GIA	Proposed Provision
A1. Retail – 1 space per 205 sqm	25	20

3.3.8 It is noted that the proposed provision is lower than the recommended minimum, however 20 spaces accommodates for 35% of the total staff (52) that are expected to be on site at any one time.

3.3.9 As such, this is deemed to be sufficient provision. Demand will however be reviewed and further cycle spaces provided if required.

4 Travel Plan Measures and Promotional Strategy

4.1 Introduction

4.1.1 This section sets out the measures which will be implemented to encourage sustainable transport modes. Funding of all the measures proposed for walking, cycling, car sharing, and public transport will be covered by Porsche / Bentley.

4.2 Measures to Reduce the Need to Travel

4.2.1 The following measures will be implemented:

- Provision of on-site kitchen for employees;
- Lounge area for customers;
- On-site shop and sales brochures for customers;
- Large parts storage area to reduce frequency of deliveries; and
- Provision of high specification communication facilities.

4.3 Measures to Promote Walking

4.3.1 The following measures will be implemented at the proposed redevelopment to encourage walking:

- Walking maps will be provided to employees in Travel Information Packs and placed on staff notice boards;
- Health and financial benefits of walking will be promoted to members of staff on the notice boards; and
- Promotion of local and national 'walk to work' initiatives, and the offer of incentives to members of staff who walk to work.

4.4 Measures to Promote and Encourage Cycling

4.4.1 The following measures will be promoted on-site to encourage travel by bicycle:

- Secure and convenient cycle parking will be provided at the proposed redevelopment, 20 cycle spaces in total;
- Cycling maps to be provided to employees within the Travel Information Packs, as well as being placed on staff notice boards;
- Information on BC's 'Cycle Bucks³' website to be made available to staff via the staff notice boards and Travel Information Packs. BCs website includes maps and links which contains a wealth of information for cyclists in and around High Wycombe including local cycle routes, schemes, and training;

³ Buckinghamshire Council (2021) Cycle Bucks. Available at: <https://www.buckscc.gov.uk/services/transport-and-roads/cycling-and-walking/cycle-bucks/>

- Health and financial benefits of cycling to be promoted to members of staff via materials shown on the staff notice boards;
- Promotion of local and national 'cycle to work' initiatives; and
- Provide basic cycle maintenance equipment in the staffroom for members of staff to use.

4.5 Motorcycles / Moped Measures

- 4.5.1 Motorcycles and mopeds take up minimal space and have lower running costs than private cars. Nine motorcycle spaces will be provided. Usage of the spaces will be monitored by the Travel Plan Coordinator (TPC), and storage capacity amended if required.

4.6 Measures to Promote and Encourage Public Transport Use

- 4.6.1 The following measures would be promoted to encourage public transport as a mode choice for the employees at the proposed redevelopment:
- Provision of promotions and advertising of the public transport services in the Travel Information Packs; and
 - Up-to-date bus maps and timetables to be displayed on staff notice boards.

4.7 Measures to Promote Car Sharing

- 4.7.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives.
- 4.7.2 'Liftshare' (www.liftshare.com) will be promoted to all employees which is the UK's largest online car sharing community and is free to register. Information on Liftshare will be contained within the Travel Information Packs and also on the staff notice boards.

4.8 Marketing and Promotion of Travel Plan Measures

- 4.8.1 An important component of the Travel Plan strategy is to ensure that employees at the proposed redevelopment are aware of the sustainable travel options available to them. The main responsibility of marketing and promotion of the measures will lie with the TPC (discussed in more detail in **Section 5**).
- 4.8.2 The following marketing techniques will be used to promote Sustainable Travel Modes amongst employees at the proposed redevelopment:
- Produce and distribute promotional material on fuel-efficient driving, car sharing, walking, cycling, public transport and flexible working as part of the Travel Information Pack;
 - Provide up-to-date travel information on staff notice boards; and
 - Provide information on health and financial benefits of walking, cycling and flexible working.
- 4.8.3 A list of a number of useful sustainable travel websites has been provided in **Appendix E**.

5 Travel Plan Governance

5.1 Introduction

5.1.1 The key to the implementation of the Travel Plan is the nomination of a TPC who will act as a “champion” for the Travel Plan. The appointed TPC will be primarily responsible for the management and implementation of the Travel Plan.

5.2 Travel Plan Coordinator

5.2.1 The details of the TPC will be confirmed to the Local Authority. This appointment will be an internal role within Porsche / Bentley.

5.2.2 The TPC will act as the focal point for liaison on travel issues for new employees. Once the TPC is appointed, the details of the named person will be relayed to the Local Authority.

5.3 Roles and Responsibilities

5.3.1 The main responsibilities of the TPC role are set out below but would be reviewed on a regular basis:

- Liaising with Local Authority to agree the interim and long-term mode share targets set out within the Travel Plan;
- Disseminating Travel Information Packs to the new employees containing sustainable travel information;
- Offering travel induction sessions to employees to discuss their personal travel options;
- Collating travel information from employees on an annual basis to gather information regarding travel patterns to inform the monitoring of the Travel Plan and forwarding this to the Local Authority;
- Managing the Travel Plan document. This involves keeping it up-to-date and communicating and agreeing any updates to the Travel Plan with the Local Authority; and
- Overseeing the implementation of the Travel Plan and representing the ‘human face’ of the plan.

5.4 Ownership, Duration and Handover

5.4.1 The ownership and responsibility of this Workplace Travel Plan will lie with Porsche / Bentley for the duration of occupation of the buildings.

6 Targets, Monitoring and Review

6.1 Mode Shift Targets

- 6.1.1 The main objective of the Travel Plan is to reduce the number of private car trips associated with trips to / from the proposed redevelopment.
- 6.1.2 In absence of any guidance on mode share targets from BC, a target 10% mode shift reduction for car trips has been applied. This mode share target is considered appropriate for the context of a car dealership.
- 6.1.3 The base mode share for the Middle Super Output Area (MSOA) of Wycombe 015, covering the central southern area of High Wycombe where the site is located, taken from the 2011 Census, is summarised in **Table 6.1**.

Table 6.1 – 2011 Census Mode Share – Wycombe 015

Method of Travel to Work	Mode Share – Wycombe 015
Car Driver	65%
Car Passenger	6%
Bus / Minibus / Coach	6%
Walking	1%
Cycling	21%
Motorcycle / Scooter	1%
Total	100%

- 6.1.4 With reference to the car driver and car passenger mode share, the base mode share of Single Occupancy Vehicles (S.O.V) is calculated as 59% (65% - 6%). Given the location of this site, in the context of the type of employment located here and the local infrastructure supporting sustainable modes of transport – this base mode share is considered accurate.
- 6.1.5 There are expected to be 58 staff across the Porsche and Bentley sites (26 and 32 respectively). Therefore, the base mode share indicates that 38 of these are likely to arrive by car, and 35 by S.O.V.
- 6.1.6 Applying a 10% mode shift away from car trips, this would set a target of 6 staff members to move to a more sustainable mode of transport. Specific targets are set out below, noting these figures are for all employees, rather than just those travelling in the AM (0800-0900) and PM (1700-1800) peak hours:
- 2 staff members moving to car sharing – this is considered appropriate and achievable due to national car sharing initiatives that will be promoted to staff;
 - 2 staff moving to cycling – this is considered appropriate based on the cycle parking provisions on the proposed site; and
 - 2 staff members moving to public transport or walking – this is considered appropriate and achievable due to the close proximity of bus infrastructure with regular services and the wide variety of pedestrian amenities nearby.
- 6.1.7 These targets will be reviewed accordingly, in line with the monitoring strategy below.

6.2 Monitoring and Review

- 6.2.1 Monitoring of travel patterns against the Travel Plan target will be undertaken by the TPC. The TPC will review the Workplace Travel Plan on an annual basis to obtain the following information:
- The number of staff working at the proposed development;
 - The respective locations that the staff are travelling from;
 - The operating hours of the business; and
 - The mode of travel used by staff to travel to the proposed development.
- 6.2.2 Using information collected from the monitoring exercise, the TPC will monitor the estimated number of car driver trips generated by the proposed redevelopment against the travel plan mode shift target. This review process will be undertaken on an annual basis for a period of five years after full occupation.

6.3 Implementation and Programme

- 6.3.1 **Table 6.2** outlines an implementation and programme of the travel plan strategy for the proposed redevelopment.

Table 6.2 – Summary of programme and implementation of the Travel Plan

Phase	Programme	Approximate Timescales	Responsibility
Construction / Pre-Occupation Phase	Submit the Travel Plan to BC for approval before first occupation.	Prior to Occupation	Porsche / Bentley
	Ensure all initial Travel Plan measures are in place, such as the production of the Travel Information Pack containing up-to-date travel information and others	Prior to Occupation	
Initial Occupation and continued construction	Issue Travel Information Leaflets to new employees.	During Occupation	TPC
Full Occupation	First review of on-site travel patterns through liaison with the development and monitoring of progress towards 10% mode shift target.	After 6 months of full Occupation	TPC
	Continue monitoring and review progress towards mode shift targets	To be agreed with BC	TPC

6.3.2 This programme and the timescales outlined in **Table 6.2** may change subject to the development programme.

Appendix A **Buckinghamshire Public Right of Way** **Map**

Appendix B **Bus Timetables and Route Maps**

Appendix C **Local Facilities**

Appendix D **Site Plan**

Appendix E Useful Websites and Information

- <http://www.sustrans.org.uk/>
- <http://www.traveline.info/>
- <https://liftshare.com/uk>
- <https://prow.buckscc.gov.uk/standardmap.aspx>
- <http://www.wycombeparkandride.com/times/>