

P e l l F r i s c h m a n n

Ampney Park, Cirencester

Travel Plan

June 2023

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Report Ref.	105127-PEF-XX-XX-RP-TR-000002					
File Path	P:\1051--\105127 - Ampney Park, Cirencester\01 - WIP\Documents\Reports\Travel Plan June 2023\TP Text\105127-PEF-XX-XX-RP-TR-000002 D03 Issued .docx					
Rev	Suit	Description	Date	Originator	Checker	Approver
D01	S3	First Submission	16-06-2023	PW/EH	PW	LC
D02	S3	Draft Document	16-06-2023	PW/EH	PW	LC
D03	S3	Final Submission	28-06-2023	PW/EH	PW	LC
D04	S3	Updated Final Submission	22.09.2023	PE/EH	PW	LC
Ref. reference. Rev revision. Suit suitability.						

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Appendix A - Proposed site layout

1. Introduction

1.1. Summary

- 1.1.1. Pell Frischmann has been commissioned by Ampney Park Ltd to prepare a Transport Statement (TS) to support a planning application for a venue and function building, at Ampney Park, Cirencester (the Site). The proposals include short-term accommodation and a change of use from Residential to Sui Generis. The full development description is as follows:

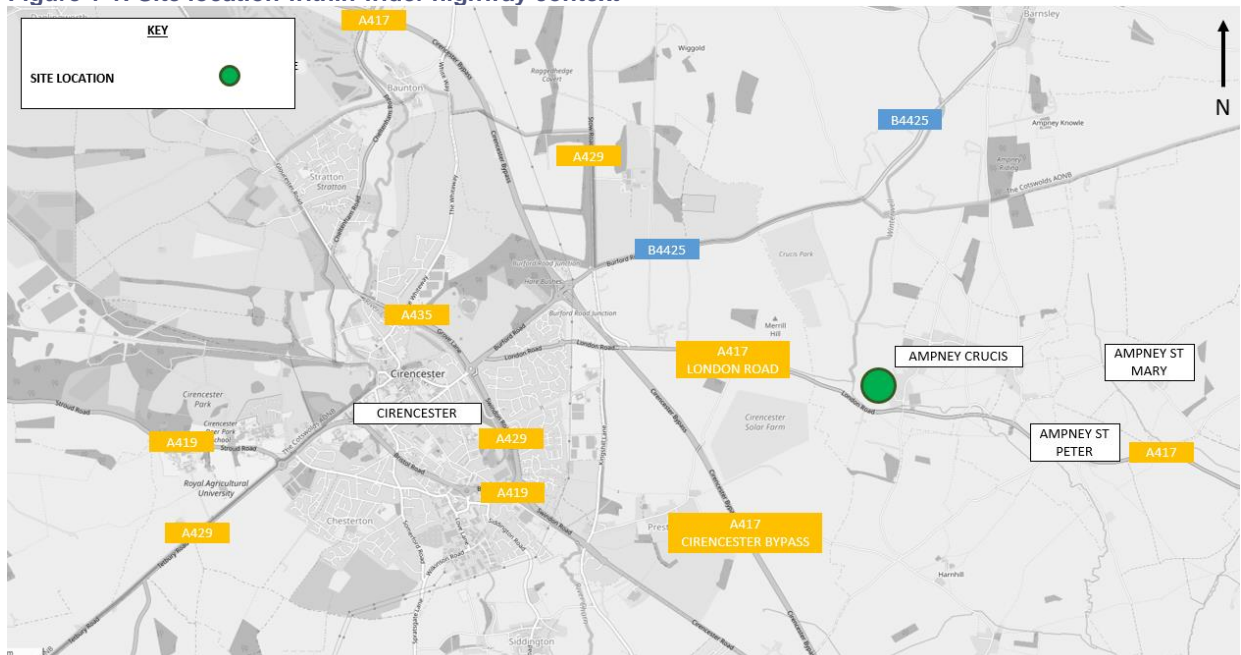
Change of use of primary existing residential and ancillary buildings, demolition of some modern buildings and structures, and erection of new buildings together with access, parking and landscape works, all in association with the proposed new use of the Site as a venue and function location including accommodation and associated facilities (sui generis mix of uses).

- 1.1.2. The planning authority for the Site is Cotswold District Council (CDC), and the Local Highway Authority is Gloucestershire County Council (GCC).

1.2. Site Context

- 1.2.1. The development forms part of the Ampney Park Estate and is located to the north of the A417 London Road in Ampney Crucis, approximately 4.5km east of Cirencester. The Site location is identified in Figure 1-1.

Figure 1-1: Site location within wider highway context



Source: © OpenStreetMap contributors with Pell Frischmann annotations

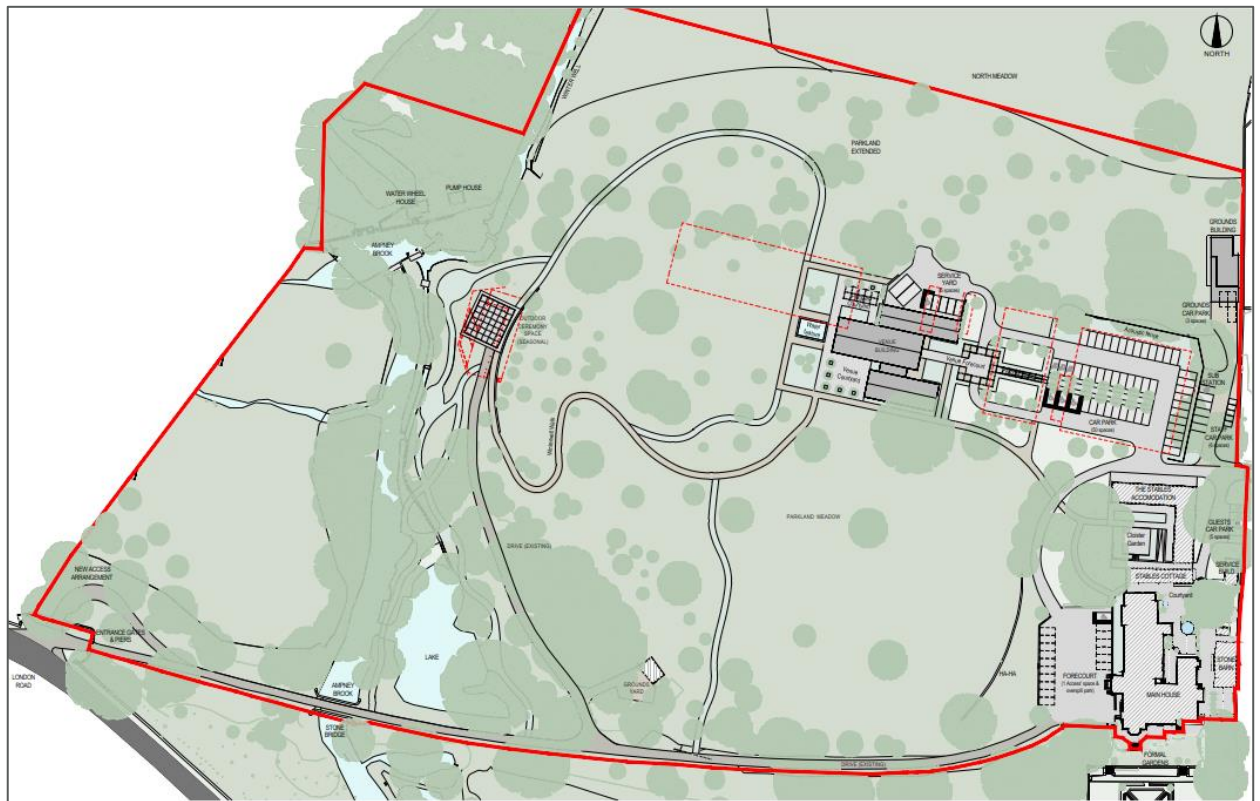
- 1.2.2. Ampney Park is a Grade II listed manor house, set in formal lakeside gardens and surrounded by parkland and wooded areas. There are two vehicle access points into the estate, a gated access on the A417 London Road, the main access, and a driveway connecting to Village Street to the east of the Site.

1.3. Development Summary

- 1.3.1. The scheme proposal is for an events venue, including weddings, and small-scale gatherings, incorporating guest accommodation.
- 1.3.2. The venue and gathering space will provide capacity to accommodate up to 150 guests. The guest accommodation will be offered for booking as part of an event and will allow up to a total of 28 guests to stay overnight. The Main House can accommodate up to 14 guests, the Stables; 12 guests and the Stone Barn; 2 guests. The accommodation can also be available for short term booking between key events.

- 1.3.3. A total of 70 formal on-site, car parking spaces and 5 motorcycles spaces will be provided for staff, contractors and guests.
- 1.3.4. Servicing will take place via the main site entrance on London Road, with waste collection and staff access being via the secondary driveway access on Village Street.
- 1.3.5. An extract of the proposed site layout is included in Figure 1-2 with the full site layout included in Appendix A. The areas defined in the plan by red dashed lines show those aspects of the site, including structures, that are to be removed as part of the development proposals.

Figure 1-2: Proposed site layout



Source: Simon Morray-Jones Chartered Architects & Designers Drawing PR001

1.4. Travel Plan Objectives

- 1.4.1. The aim of this Travel Plan is to seek to minimise the number of single occupancy staff car journeys made to and from the Site, to promote travel by sustainable modes of transport, and to manage the overall transport impacts of the Site.
- 1.4.2. The principal objectives of the Travel Plan are summarised below:
 - To improve awareness of transport options and reduce the impact of traffic on the local environment.
 - To increase the proportion of journeys to and from the proposed development by sustainable modes of transport.

1.5. Travel Plan Co-Ordinator

- 1.5.1. A Travel Plan Co-ordinator (TPC) will be appointed ahead of site occupation with the responsibility for implementing the 'soft' measures described in this Travel Plan and encouraging sustainable forms of travel. It is anticipated that the TPC role will be filled by a member of staff and they will be given adequate time per week to fulfil the role.

1.5.2. The TPC will be responsible for:

- Promoting and encouraging travel modes other than single occupancy car travel;
- Providing noticeboards in all staff rooms;
- Ensuring that all information relating to sustainable travel is displayed on staff noticeboards and is kept accurate and up to date;
- Promoting car sharing; and,
- Incorporating the needs of the less mobile in the plan.

1.6. Commitment to the Promotion of Sustainable Travel

1.6.1. The operators of Ampney Park confirm that the funding for all measures identified within this Travel Plan is available and will remain available during the life of the Travel Plan. The Travel Plan will be maintained for a period of 5 years from the date of the development coming into use as a wedding / events venue.

2. Site Context

2.1. Introduction

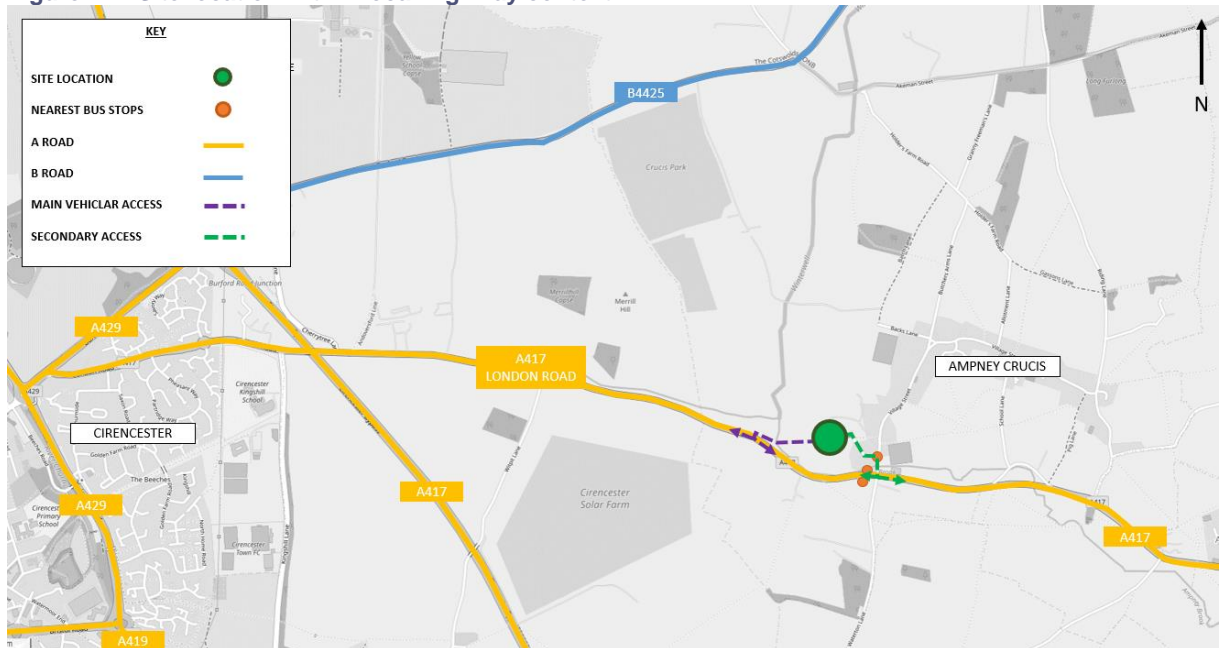
2.1.1. The following section of this report provides a summary of the Site, the local highway network and associated area context.

2.2. Site Summary

2.2.1. The development site forms part of the Ampney Park Estate and is located to the north of the A417 London Road in Ampney Crucis, approximately 4.5km east of Cirencester.

2.2.2. Figure 1-1 illustrates the location of the Site within the wider context of Cirencester with Figure 2-1 providing the local highway context.

Figure 2-1: Site location within local highway context



Source: © OpenStreetMap contributors with Pell Frischmann annotations

2.3. Local Highway Network

2.3.1. The following paragraphs provide an explanation of the roads adjacent and near to the Site.

A417 London Road

2.3.2. The A417 London Road runs broadly east to west along the southern site boundary. It provides connection between Cirencester town centre to the west and the village of Poulton to the east. The carriageway is a two-way single carriageway road. The speed limit is 50mph along the Site boundary.

Village Street / Rear Access Road

2.3.3. The rear access road in to Ampney Park is located on the eastern boundary of the Site. The access is situated on Village Street approximately 80m north of the Village Street / A417 London Road priority junction.

2.3.4. Village Street is a 30mph road. The road width varies along its route but in proximity of the Site it is approximately 4.5m wide with no centreline road markings present. Approximately 200m north of the driveway access, toward the centre of Ampney Crucis, the road widens and includes footway provision on the western side of the carriageway and road markings are introduced.

A417 Dual Carriageway

2.3.5. The A417 dual carriageway, running broadly north to south approximately 3km to the west of the Site, can be accessed via the A417 London Road. This road forms a link between the M4 and M5 and provides a connection between Gloucester and Swindon. The national speed limit applies to this road.

2.4. Pedestrians and Cyclists

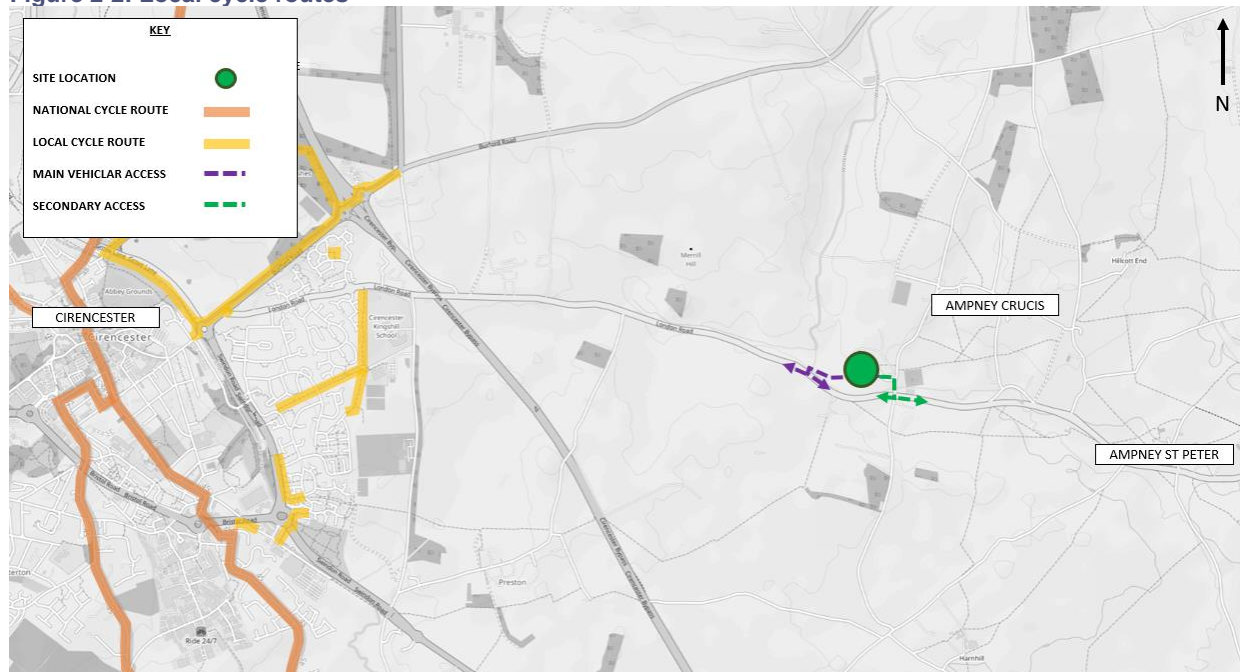
2.4.1. As is typical of many rural settlements, footway provision is limited. A footway is present on Village Street from the junction with the A417 London Road, and along it for approximately 35m up to the bridge crossing Ampney Brook. At this point footway provision pauses with it restarting approximately 200m north of the rear access driveway to Ampney Park. Pedestrians seeking access to the Site from the bus stops located on the A417, or if staying at The Crown of Crucis boutique hotel, are able to make use of the initial footway provision alongside the carriageway in combination with sharing the very lightly trafficked carriageway, for approximately 50m, before reaching the rear access driveway into the Site.

2.4.2. No dedicated cycle routes are provided on adjacent roads to the Site. Local cycle routes are located intermittently to the west, the nearest being approximately 3km from the Site towards the centre of Cirencester, including sections on the A429 accessed via London Road A417.

2.4.3. National Cycle routes 45 and 48 are approximately 4.5km west of the Site. Route 45 connects Chester to Salisbury, and route 48 connects Cirencester to Northleach, Moreton-in-Marsh and Southam, with both routes crossing in the centre of Cirencester.

2.4.4. Cycle routes in proximity of the Site are identified on Figure 2-2.

Figure 2-2: Local cycle routes



Source: © OpenCycleMap contributors with Pell Frischmann annotations

2.5. Public Transport

2.5.1. The Site benefits from being in proximity to multiple bus stops, these being located along A417 London Road to the south of the Site, in proximity of the London Road / Village Street junction, and on Village Street to the east of it.

2.5.2. The closest bus stops to the Site are in proximity of the rear access at the Old Rectory. These being simple 'hail' stops with no fixed infrastructure. These stops are complimented by those provided on London Road of which the eastbound stop is located approximately 25m from the junction of London

Road with Village Street and the westbound stop approximately 80m from the same junction. Both stops include a post and flag arrangement and bus timetable information.

2.5.3. Pedestrian footways connect the bus stops to Ampney Crucis Road which in turn enable access on foot to the rear of the site. The stops are served by Stagecoach services 50, 76 and 77 which between them provide a regular daily service from Cirencester to Highsworth. Service 50 runs Monday to Friday and services 76 and 77 run Monday to Saturday. Each route provides up to six buses per day in each direction.

2.5.1. Table 2.1 below provides a summary of local bus services including frequency.

Table 2.1: Local bus services and routes

Bus Frequencies					
Service	Route	Mon - Fri			Sat
		First Bus	Frequency	Last Bus	
Crown of Crucis Stop					
50	Cirencester – Preston	0916	1 bus per hour	1516	N/A
76	Highworth & Lechlade to Fairford & Cirencester	0804	1 bus daily	1019	1049, 1428
77	Highworth & Lechlade to Fairford & Cirencester	0738,	1 bus per 2 -3 hours	1746	0828, 0856, 1145, 1328, 1718, 1745
The Old Rectory Stop					
50	Preston - Cirencester	0918	1 bus per hour	1518	N/A

2.5.4. Current bus timetable information for the services identified above can be accessed via the following links:

- <https://tiscon-maps-stagecoachbus.s3.amazonaws.com/Timetables/West/2021/7677290821.pdf>
- https://tiscon-maps-stagecoachbus.s3.amazonaws.com/Timetables/West/2022/50_Timetable_27_November_2022.pdf

2.5.5. In addition to the above 'real-time' bus service information can be access via the following links:

- <https://www.stagecoachbus.com/plan-a-journey>
- [https:// www.traveline.info](https://www.traveline.info)

3. Measures and Actions

- 3.1.1. A range of measures and actions will be used to encourage car-sharing, cycling and where appropriate walking. Some measures are essential in meeting current standards - for example, the quantity of cycle and car parking provision. Other measures will be unique to the Site and as such the following sections are intended to give an overview of the potential measures that could be implemented by the TPC.
- 3.1.2. It should be noted that the measures outlined below take into consideration the rural nature of the Site, and hence a greater focus is placed on encouraging bus use, cycling and car sharing. It should also be noted that whilst this Travel Plan is focused on staff travel, sustainable travel information will be included on the venue website to enable both staff and guests to make informed travel decisions.
- 3.1.3. The measures developed on site to discourage the use of single occupancy vehicles will be largely based on the outcomes of an initial travel survey. Further details of the survey and monitoring of the Travel Plan are provided in the next section.

3.2. Measures to Encourage Cycling

- 3.2.1. Relevant measures to promote staff travel on foot or by bicycle include:
- Providing staff with information and advice regarding cycle routes to and from the Site;
 - Providing secure cycle parking; and,
 - Providing storage for clothing and personal effects of employees.

3.3. Measures to Encourage Public Transport Use

- 3.3.1. Relevant measures to promote staff travel by bus include:
- Production of an on-site display of public transport timetables;
 - Providing a map identifying the nearest local bus stops in relation to Ampney Park; and,
 - Advertising public transport websites including Traveline and Stagecoach.

3.4. Promoting Car Sharing

- 3.4.1. The scale of the development does not lend itself to developing its own car share scheme. However, the TPC will make available to staff full details of relevant car share schemes particularly <https://liftshare.com/uk/community/gloucestershire>.
- 3.4.2. Additionally, people who state on their travel survey response that they are interested in car sharing will be contacted by the TPC who will endeavour to match people depending on journey time and destination.

3.5. Staff Travel Pack

- 3.5.1. All new staff will receive a comprehensive travel pack prior to starting work at the Site. The main content of the Travel Pack will include:
- Cycling – information about the health benefits of cycling, travel times and a map of cycle routes across the area. Contact details of local and national cycling organisations such as Sustrans, and details of useful websites to visit such as <https://www.cyclescheme.co.uk/> will also be provided.
 - Car sharing – summarising the financial benefits of car sharing and details of services available.
 - Contact details of the TPC will be provided.

3.6. Promoting Sustainable Travel Events

- 3.6.1. The TPC will promote sustainable travel options and events. These events will be local and national events such as Bike Week, <https://www.cyclinguk.org/bikeweek>.

4. Targets

- 4.1.1. Baseline mode share figures from which mode share targets can be set, will be derived from staff surveys to be completed within three months of the development being brought into use.
- 4.1.2. To provide an indication of the likely modal share figures for the proposed development, travel to work information for the middle layer super output area E02004622: Cotswold 008 has been extracted from the 2011 Census data. This information is summarised in Table 4.1.

Table 4.1: Initial Modal Share

Mode	Mode Split Percentage (%)	Reapportioned mode split percentage (%)
Bus, minibus or coach	1%	1
Taxi	0%	0
Motorcycle, scooter or moped	1%	1
Driving a car or van	72%	86
Passenger in a car or van	6%	7
Bicycle	4%	5
On foot	16%	0
Other method of travel to work	0%	0
Total	100%	100%

- 4.1.3. The table above shows that 72% of people travelling to work in the area do so by car. The number of people walking to work is high at 16% as the census area includes Chesterton (south of Cirencester). It is expected that the actual pedestrian percentage for the development will be much lower and consequently the car driver modal share higher. Accounting for this the walking mode share has been reapportioned across the other modes to provide a more suitable base line.
- 4.1.4. It should be noted that public transport provision locally is limited to the bus and therefore the census mode share data excludes train travel information. The data also excludes the category 'work mainly at or from home' given it is not relevant to the scheme proposed.

5. Implementation, Monitoring and Review

5.1. Introduction

5.1.1. This chapter sets out the implementation, monitoring and review process of the Travel Plan.

5.2. Implementation

5.2.1. A key aspect of the Travel Plan is the provision of information for site users. It will be the responsibility of the TPC to ensure that the strategy and proposed measures are implemented. It will also be the role of the TPC to monitor and evaluate the impacts of the Travel Plan and report findings to Gloucestershire County Council.

5.3. Monitoring and Review

5.3.1. It is important to recognise that Travel Plans are live documents and as such develop over time with changing conditions. Regular monitoring will ensure that progress towards meeting the Travel Plan objectives and targets is measured and will help to identify those areas of the Travel Plan that may not be working as well as intended at the time of writing, and conversely, those aspects which are performing better than expected.

5.3.2. The operators of Ampney Park will monitor their Travel Plan for 5 years, with the first staff survey completed within three months of the development being brought into use as a wedding / events venue.

5.3.3. The first and ongoing staff surveys are likely to include the following questions:

- Home postcode;
- Mode of travel;
- Average journey time; and,
- Car drivers – do you car share?

5.3.4. All staff employed will be asked to complete a survey. The TPC will follow up with individual staff members where a response has not been provided to encourage a minimum response rate of 40%. Responses will be kept confidential with no locational or personal reference to the respondent included; only the response to the questions will be identified in any review completed.

5.3.5. A monitoring report will be prepared as part of this process. The monitoring report will provide the opportunity to review the current mode share against the targets. It will be provided to Gloucestershire County Council within one month of the staff survey being completed. The report will also be circulated to staff. Further monitoring will be undertaken annually on the anniversary of the first survey.

5.3.6. Where, through the ongoing monitoring programme, it is identified that targets are not being met it will be the responsibility of the TPC to identify suitable solutions and alternatives. Such measures will be agreed with Gloucestershire County Council through their review of the monitoring surveys.

6. Action Plan

6.1.1. This following Action Plan provides a summarised table of sustainable travel actions to be implemented at Ampney Park.

Table 6.1: Action Plan

Measure	Timeframe	Responsibility
Cycle Parking	Pre-occupation	Developer
Changing facility	Pre-occupation	Developer
Install Sustainable Travel Noticeboard	Pre-occupation	Developer
Electric vehicle charging points	Pre-occupation	Developer
Maintain Sustainable Travel Noticeboard with up to date Information	During occupation with minimum review timetable of every 6 months	TPC
Staff Travel Pack	At employment of each and every member of staff	TPC
Promotion of Sustainable Travel Events	During occupation	TPC
Monitoring Questionnaire	Within three months of occupation. Repeat surveys undertaken annually thereafter	TPC
Monitoring Report	Within one month following completion of survey	TPC

Appendix A - Proposed site layout



KEY:

- New Structure
- Existing Structure
- Demolition

Notes
Refer to landscape drawing no. UH-340-101 for references

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PLANNING

Client Ampney Park Ltd.					
Project Ampney Park, London Road, Ampney Crucis, GL7 5RY					
Drawing Title Proposed Site Plan					
Scale @ A1 1:500	Drawn By MCY	Date Oct 2021	Job Number 1271	Drawing Number PR001	Revision P5


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P5 - Issue for Planning
Revision

15.09.2023
Date