



Oakwood Park, Wimborne

Residential Travel Plan

Client: Cala Homes (Thames)

i-Transport Ref: RS/SG/ITB16354G-001a

Date: 15 May 2024

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## Quality Management

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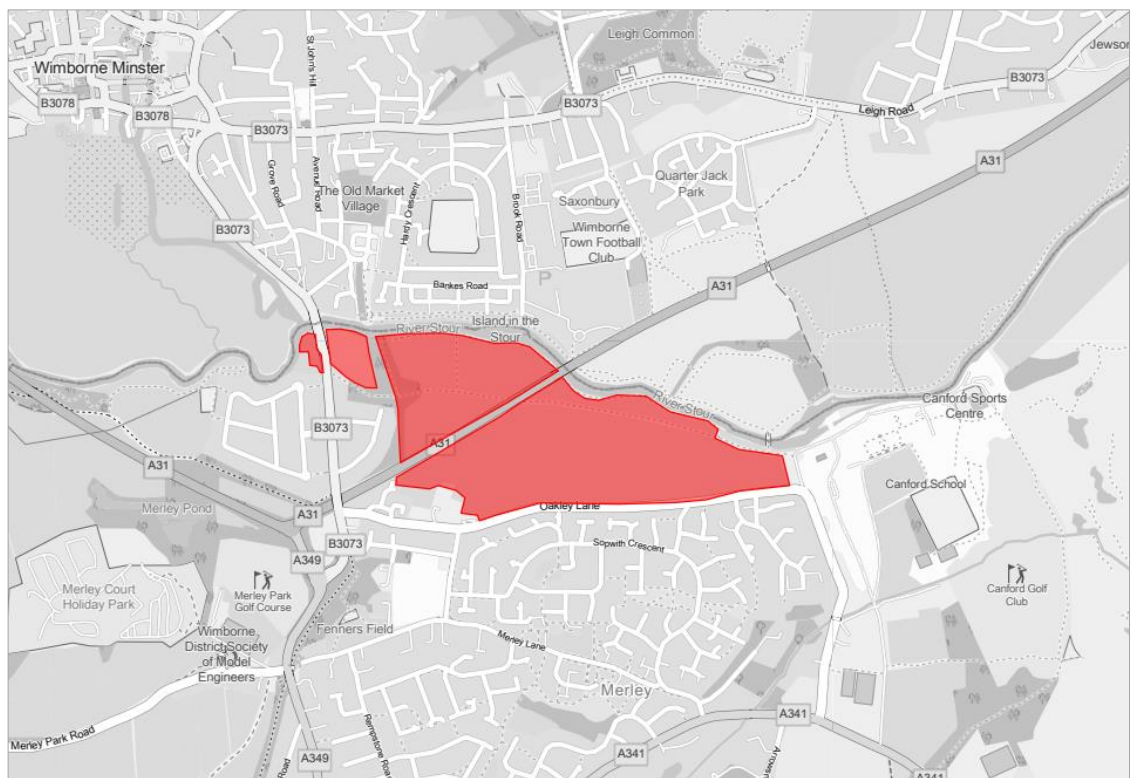
## SECTION 1 Introduction

- 1.1.1 Cala Homes (Thames) has appointed i-Transport LLP to prepare a Full Travel Plan in relation to its residential development at Oakwood Park, Wimborne, comprising of 550 homes.
- 1.1.2 i-Transport LLP has also been appointed to take forward and deliver the Travel Plan as Travel Plan Coordinators for the site.

### 1.2 Site Location

- 1.2.1 The site is located within the administrative area of Bournemouth Christchurch and Poole (BCP), 2.3km to the south of Wimborne Minister town centre. The A31 runs through two sections of the site with Oakley located to the south. **Image 1.1** shows the location of the proposed development (**Figure 1**).

**Image 1.1: Site Location Plan**



### Scope

- 1.2.2 This Travel Plan (TP) been prepared in accordance with the Framework Travel Plan produced by PJA which was submitted as part of the outline planning application. The Residential Travel Plan has been prepared as set out in Condition 23 whereby a Full TP is required:

***“Prior to the first occupation of any dwelling approved pursuant to this outline planning permission, a comprehensive Travel Plan and phasing of that Travel Plan implementation shall be submitted to, and approved in writing by, the Local Planning Authority.***

***The Travel Plan should follow the submitted Framework Travel Plan (dated June 2019) and be updated in line with prevailing policy and best practice. The Travel Plan shall subsequently be implemented in accordance with the approved details including the timetable/phasing for its implementation and operation.”***

1.2.3 Additionally, within the s106 Agreement, Schedule 6, Paragraph 1 states:

***“prior to Occupation of the first Residential Unit within the Development, to submit the Travel Plan to the Council for its written approval;”***

Add reference to s106 Agreement requirement too – Schedule 6 Para 1

### 1.3 Structure

- **Section 2** outlines the relevant National and Local transport policy;
- **Section 3** describes the principles, objectives and benefits of the Travel Plan;
- **Section 4** considers the existing accessibility of the site by non-car modes;
- **Section 5** sets out the targets for the Travel Plan;
- **Section 6** sets out the ‘hard’ and ‘soft’ measures that will be provided to encourage sustainable travel to the site and manage travel demand;
- **Section 7** provides a strategy for the delivery and management of the Travel Plan;
- **Section 8** outlines how the Travel Plan will be monitored; and
- **Section 9** provides a summary of the Travel Plan.

## SECTION 2 Relevant Transport Policy

### 2.1 National Planning Policy

#### National Planning Policy Framework NPPF

- 2.1.1 The revised National Planning Policy Framework (NPPF), published in December 2023, sets out the Government's planning policies for England and explains how these are expected to be applied.
- 2.1.2 The NPPF states that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment and a Travel Plan (paragraph 117).
- 2.1.3 In line with this policy requirement, this Travel Plan has been prepared to consider the likely transport impact of the proposal. In particular, the Plan assesses the proposal against the four key tests identified in paragraph 114, which states:

***"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:***

- ***Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;***
- ***Safe and suitable access to the site can be achieved for all users;***
- ***The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and***
- ***Any significant impact from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."***

#### National Planning Practice Guidance (NPPG)

- 2.1.4 The NPPG was published in March 2014 and at Paragraph 003 sets out the key roles of Travel Plans in the development process:

***"Travel Plans are long-term management strategies for integrating proposal 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 (such as promoting walking and cycling)."***

***"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation."***

## 2.2 Local Policy

### Bournemouth, Poole and Dorset Local Transport Plan 3 (2011–2026)

2.2.1 This Plan is a 15 year strategy prepared jointly by the authorities of Bournemouth, Poole and Dorset. It sets out the long term vision, goals and policies that will guide transport improvements in Bournemouth, Poole and Dorset to contribute to wider outcomes.

2.2.2 The Plan recognises the importance of Travel Plans, where paragraph 6.3.2 states that:

***“Transport Assessments and Travel Plans accompanying new developments should demonstrate how both the location and design of that development promote sustainable forms of travel. These will need to effectively assess the impacts of the proposed development and put forward measures to manage the journeys created.”***

### BCP Supplementary Planning Guidance: Travel Plans 2003

2.2.3 This guidance document was published in 2003 and explains how Travel Plans should be prepared, when they should accompany a planning application and provides standardised methods for the evaluation and monitoring of Travel Plans.

2.2.4 Paragraph 3.1 states that:

***“A Travel Plan should contain a package of measures to encourage alternative and more sustainable modes of transport.”***

and that

***“It is recognised that a Travel Plan will be unique to any site and a variety of initiatives may be adopted to reduce the use of the private car.”***

2.2.5 This TP has been prepared in accordance with the above policies.



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## SECTION 3 Principles, Objectives and Benefits

### 3.1 Principles and Objectives

3.1.1 In line with the current national and local guidance, this TP seeks to promote sustainable lifestyles amongst new residents. The primary aims of the TP are as follows:

- To reduce the number of single occupancy car journeys to the site so to reduce the traffic impact of development and the effect on the environment, in line with the objectives of NPPF; and
- To promote and improve the accessibility of the site by non-car modes of transport and thereby encourage the use of other travel modes.

3.1.2 The TP also contains the following additional sub-objectives:

- Improve accessibility and travel choice for a full range of facilities for work, education, health, leisure and retail;
- To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- To reduce the impacts of car-based travel to the site on the local and strategic highway network and environment; and
- Encourage good urban design principles that open up the permeability of the development for walking and cycling.

3.1.3 The Travel Plan promotes measures which will help ensure that the objectives and outcomes are met. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to local residents and businesses.

3.1.4 All of the measures will look to reduce the dependence on the private car for travel to work and enable smarter travel choices, where this is feasible.

## 3.2 Benefits

3.2.1 The Travel Plan will benefit future residents as well as the existing local community and surrounding environment.

### Benefits to Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others (where restrictions permit); and
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

### Benefits to Local Community and Environment

- The TP will help to reduce the impact of traffic generated by the development on the local highway network;
- The TP will help to reduce the impact of the site on the environment by reducing emissions through fewer car journeys. This will help to contribute to both local air quality management and national climate change reduction targets; and
- The measures contained within this plan will also help to reduce the impact of transport related noise from vehicular movements into and out of the site and to improve public connectivity in the area.

3.2.2 Overall, it is anticipated that the TP will result in benefits for residents of the site and wider community in Wimborne.

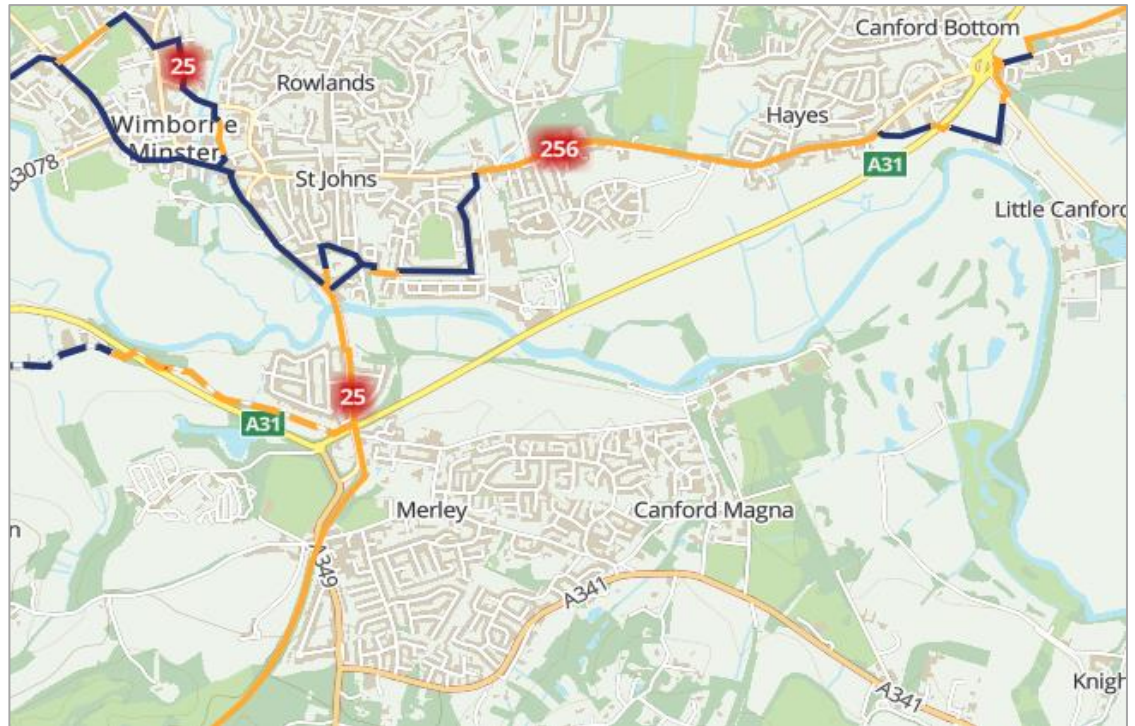
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## SECTION 4 Existing Conditions and Travel Patterns

### 4.1 Walking and Cycling

- 4.1.1 A footway is present on the southern side of the carriageway along Oakley Lane with grass verges on the northern side. Street lighting is provided.
- 4.1.2 Continuing west on Oakley Lane, a footway then commences on both sides of the carriageway to the west of Oakley Straight allowing for access to Merley First School to the south and the bus stops located on Oakley Lane.
- 4.1.3 Along the remaining section of Oakley Lane to the west, at the junction with B3073 Oakley Hill, a toucan crossing is present to provide access to travel north of south. To the north of the junction of Oakley Lane a second toucan crossing is available to provide access to the western side of Oakley Hill.
- 4.1.4 To the north, along the eastern side of Oakley Hill a segregated footway / cycleway is present which forms part of National Cycle Network Route (NCN) 25 (**Image 4.1**) and a footway is provided on the western side of Oakley Hill. On the eastern side of Oakley Hill, this continues north (albeit changing to a shared surface) and terminates south of the bridge. NCN 25 continues on the western side of Oakley Hill, with a separate shared surface provided over the bridge providing a route into Wimborne.
- 4.1.5 National Cycle Network (NCN) Route 25 links with NCN 24 at Longleat and runs south through Gillingham and Poole to Bournemouth. NCN Route 25 also connects to NCN 256 which provides a route to Ringwood.
- 4.1.6 To the south of Oakley Lane, a segregated footway / cycleway is provided on the eastern side of Oakley Hill and links with the Castleman Trailway which is an offroad route which follows much of the old railway line and forms part of NCR 25. A footway is provided on the western side of the Oakley Hill although narrows towards the roundabout. This route provides the opportunity to travel to Broadstone to the north of Poole.
- 4.1.7 A financial contribution will be provided to assist in the delivery of an off-road cycle connection between Oakley Hill and Gravel Hill.

**Image 4.1: National Cycle Route 25**

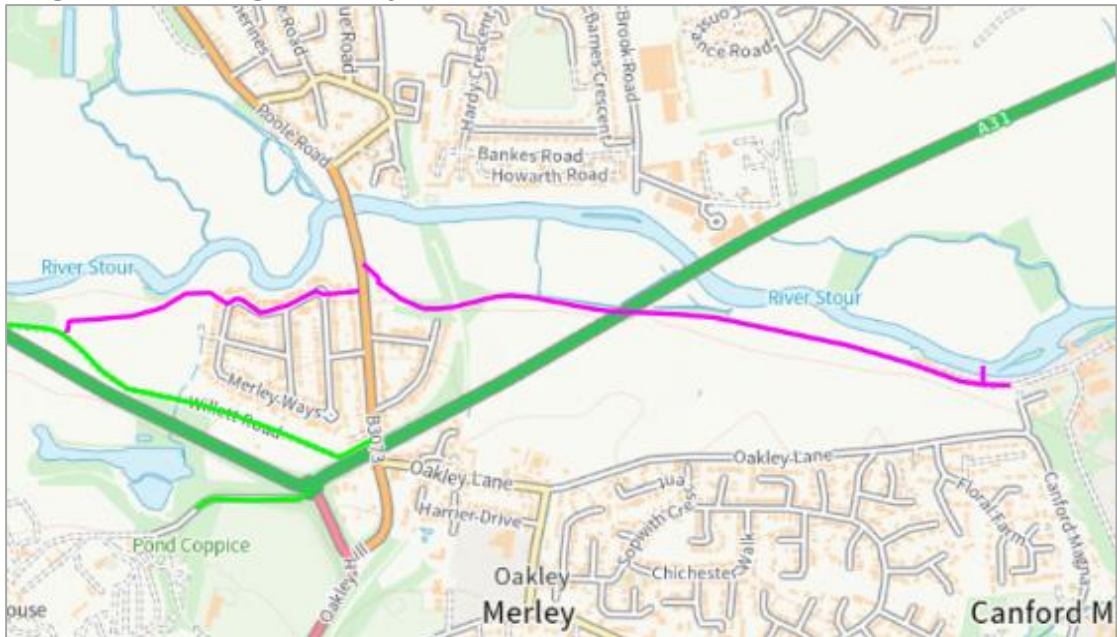


4.1.8 To the east along Oakley Lane, a footway is present on the southern side of the carriageway until to the west of the junction of Floral Way where footways are provided on both sides of Oakley Lane. Both footways continue on both sides until the junction for Canford School. From there a footway is provided on the western side until the sports facilities for Canford Magna School.

**Public Rights of Way (PRoW)**

4.1.9 There are two Footpaths and a Bridleway present in the vicinity of the site, this is illustrated in **Image 4.2**. Footpath 92 is located to the north of the site adjacent to the River Stour, and provides a route from the east to the west of the site.

Image 4.1: Public Rights of Way (PRoW)



Source: Dorset Council PRoW Map

## 4.2 Public Transport

### Bus

- 4.2.1 Two sets of bus stops are located on Oakley Lane. One set of bus stops are located adjacent the junction of Floral Farm with the second set located adjacent the junction of Oakley Straight. These stops run eastbound and westbound services along Oakley Lane and provide opportunities to access different bus services. These bus stops are being upgraded as part of the development.
- 4.2.2 A summary of the bus frequencies can be seen in **Table 4.1**.

**Table 4.1: Summary of Bus Services**

Service	Route	Service Frequency		
		Monday-Friday	Saturday	Sunday
4	Wimborne – Merley - Broadstone - Poole	Every 20 to 30 minutes (First service at 06:03, Last service returning at 00:03)	Every 30 minutes (First service at 06:53, Last service returning at 00:03)	Every hour between 09:11 and 20:01
6	Wimborne - Bearwood Bournemouth - University	Every hour between 06:55 and 22:18	Every hour between 07:31 and 22:18	-
13	Wimborne – Ferndown – Winton - Bournemouth	Three services per day, Services departing at 06:10 and 06:40 and returning at 18:54	Two services per day, Services departing at 07:06 and returning at 18:52	-

Source: Bustimes.org

4.2.3 **Table 4.1** demonstrates that future residents of the development will have access to bus services that travel to key destinations such as Ferndown, Bournemouth and Poole. The no. 4 bus service is a frequent service which runs 7-days a week, providing a realistic alternative to using a car to travel to these destinations.

4.2.4 There are also three school bus services that run Monday to Friday from these bus stops:

- **No. 86 St Peter's School** - Departing from the stop at 07:18 and returning at 16:27
- **No. 425 Broadstone Middle Schools** - Departing from the stop at 08:02 and returning at 15:31
- **No. 450 Poole & Parkstone Grammar Schools** - Departing from the stop at 07:51 and returning at 15:53

4.2.5 As part of the proposed development, significant bus service improvements will be made via a financial contribution. Information on these improvements and when they will be delivered will be set out on the Travel Plan website. In addition, the development scheme has been designed to accommodate a bus route, should such a service come forward in the future.

## Rail

- 4.2.6** The nearest railway station is Poole, located approximately 8.7km south of the site (a 30 minute cycle). The station provides 90 cycle parking spaces with storage CCTV available. Poole railway station can also be accessed via the no. 4 bus service with a journey time of approximately 36 minutes and a further 10 minute walk. A summary of the services available from Poole Station is provided in **Table 4.2**.

**Table 4.2: Summary of Rail Services**

Station	Destination	Frequency		Average Journey Duration
		Peak	Off-Peak	
Poole	Bournemouth	4	3	11 minutes
	Christchurch	4	3	21 minutes
	Southampton Central	4	3	51 minutes
	Brockenhurst	4	3	35 minutes
	London Victoria	3	3	2 hour 34 minutes

Source: Trainline

- 4.2.7** **Table 4.2** identifies that frequent train services are available throughout the day. During both peak and off-peak conditions there are typically at least three services per hour available to key destinations including Bournemouth, Christchurch, Southampton, Brockenhurst and London Victoria.

## 4.3 Local Highway Network

- 4.3.1** Oakley Lane is a two way single carriageway south of the site, subject to a 40mph speed limit. The speed limit reduces to 30mph in the eastern direction of Oakley Lane opposite Nordlands Drive. Continuing on Oakley Lane to Canford Magna there is a private road to the north which provides access to Canford School.
- 4.3.2** Canford Magna continues south with traffic calming measures present along the route. The A341 to the south provides a connection to Bournemouth to the southeast.
- 4.3.3** In the western direction of Oakley Lane, around 60m before Oakley Straight, the speed limit also reduces to 30mph.
- 4.3.4** Oakley Lane joins the B3073 at a three arm signalised junction, which is adjacent to The Willet Arms public house. The B3073 provides a route to Wimborne Minister to the north and the A349 to the south.

#### 4.4 Travel by Non-Car Modes

4.4.1 In order to consider the potential for trips to be made by walking, cycling and public transport, consideration is given to the distances people are likely to travel.

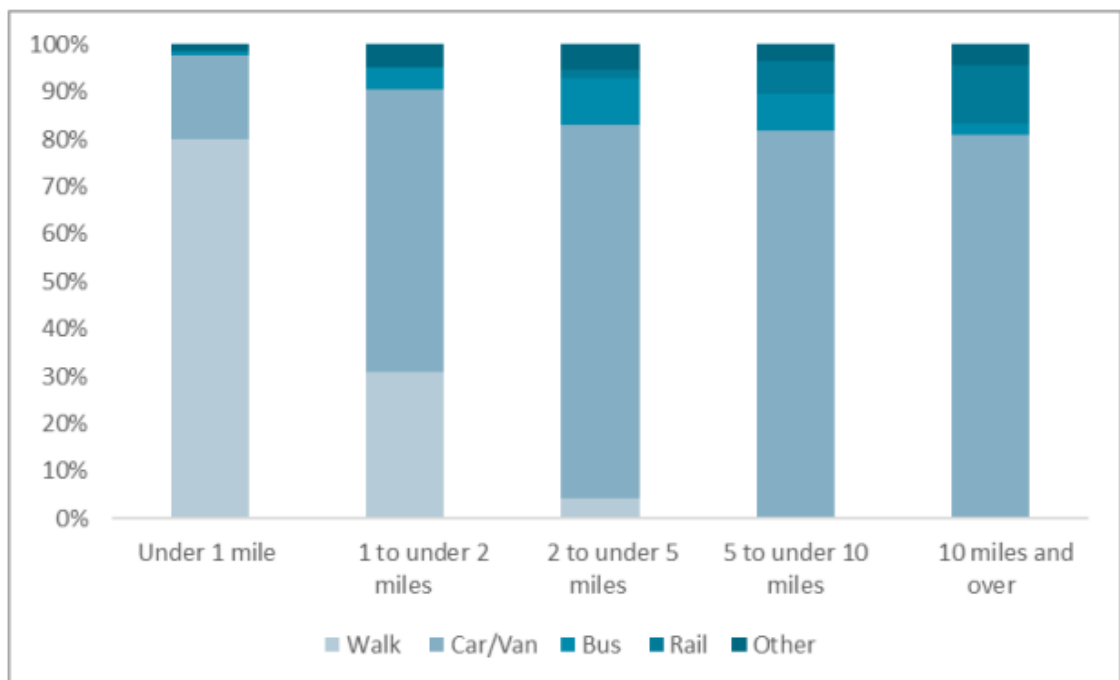
##### Walking Distances

4.4.2 Paragraph 4.4.1 of the Manual for Streets (MfS) states:

*“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.”*

4.4.3 The National Travel Survey 2019 confirms that some 80% of all trips under 1 mile (circa 1.6km) are walking journeys (see **Image 4.3**), whilst walking accounts for some 31% of all trips between 1 and under 2 miles (circa 1.6km – 3.2km).

**Image 4.3: Mode Share of Trips by Main Mode for Different Trip Lengths: England**



4.4.4 The vast majority (80%) of trips are undertaken on foot for journeys up to one mile (1.6km). The data also shows that approximately 31% of journeys between 1 and 2 miles (3.2km) will be on foot, i.e. a significant proportion of people prepared to walk for journeys up to 2 miles. Distances greater than 2 miles (3.2km) see a drastic dedication in the amount of people prepared to walk as their mode of transport.



- 4.4.5 This is supported by paragraph 2.3 of the DMRB TD91/05 'Provision for Non-Motorised Users', which identifies that walking is a 'normal' mode of transport for journeys undertaken within a range of two miles, as follows:

***"Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles. Walking and rambling can also be undertaken as a leisure activity, often over longer distances".***

- 4.4.6 Taking the above into consideration, the following walking distances have been used in this Report.

- 800m – A comfortable walking distance
- 1,600m – A reasonable walking distance; and
- 3,200m – A maximum walking distance

#### **Cycling Distances**

- 4.4.7 DMRB TA 91/05 "Provision for Non-Motorised Users" paragraph 2.11 records that:

***"Cycling is used for accessing a variety of different destinations, including educational facilities, shops and places of work, up to a range of around 5 miles (8km). Cycling is also undertaken as a leisure activity, often over much longer distances. As well as being a mode of transport in its own right, cycling frequently forms part of a journey in combination with cars and public transport."***

- 4.4.8 Guidance within CIHT "Planning for Cycling" also states that:

***"The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a)"***

- 4.4.9 Paragraph 2.2.2 in the Department for Transport's (DfT) Local Transport Note 1/20 'Cycle Infrastructure Design' (July 2020) states that:

***"There is significant potential for change in travel behaviour and more people cycle for everyday journeys where acceptable conditions are provided. Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."***

- 4.4.10 On this basis, the following cycling distances have been used in this Report:

- 2km – A comfortable cycle distance
- 5km - A reasonable cycle distance; and
- 8km - A maximum cycling distance

## 4.5 Local Facilities and Services

4.5.1 On that basis, the primary destinations within the local area are listed in **Table 4.3**, which includes facilities for leisure, retail, employment, education and health.

**Table 4.3: Summary of Local Services and Facilities**

Purpose	Destination	Total Distance (m)	Walking Journey Time (mins)	Cycle Journey Time (mins)
Leisure	The Willet Arms	950	13	3
	Cobham Sports & Social Club	1600	24	7
	Beecroft Nurseries	2000	26	7
	Merley Community Centre	800	12	3
	Wimborne Rugby and Football Club	2600	35	10
	Museum of East Dorset	2700	37	10
	Wimborne Library	2650	36	10
	The Tivoli Theatre	3000	41	11
	Fenners Field Recreation Ground	1050	14	4
Retail	Waitrose and Partners	2400	33	8
	M&S Simply Food	2300	30	8
	SPAR	2200	29	7
	Wimborne Square Shopping Centre	2700	36	10
	Co-op	2600	35	9
Employment	Stone Lane Industrial Estate	3400	-	13
	Wimborne High Street	2500	34	9
	Merley House Holiday Park	1800	27	8
Education	Merley Community Pre-School	800	11	3
	Merley First School	800	11	3
	The Lantern Pre-School	800	11	3
	Canford Secondary School and Sixth Form	1100	14	3
	Allenbourn Middle School	3100	42	12
Health	The Quarter Jack Surgery	2100	28	7
	Boots Pharmacy	2100	28	7
	Victoria Hospital	3100	43	12

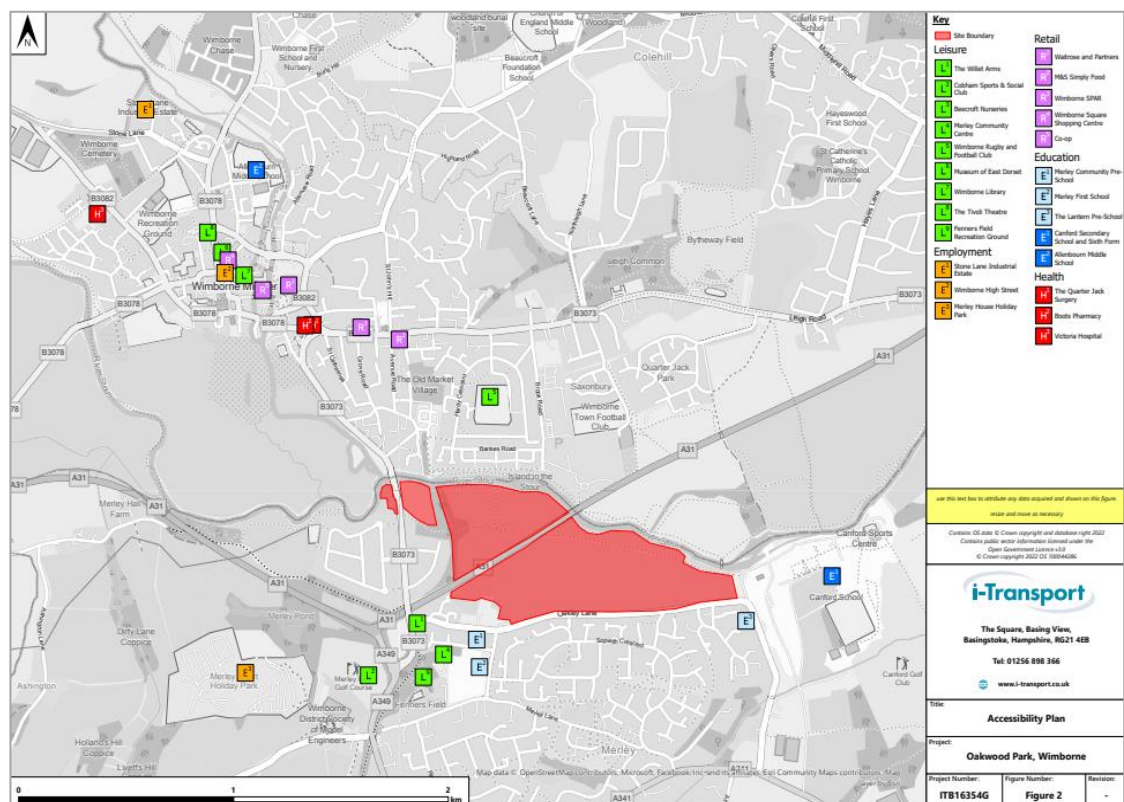
Key:

- Within a desirable walking (800m) / cycling (5km) distance
- Within a comfortable walking (1.6km) / cycling (8km) distance
- Within an acceptable (3.2km) walking distance

4.5.2 **Table 4.3** demonstrates that there are various local facilities and services within the vicinity of the site. All of the listed facilities are within a desirable cycling distance, which provides residents of the development the opportunity to travel via an alternative sustainable mode of transport to these locations.

4.5.3 The local facilities and services are presented in an Accessibility Plan in **Figure 2**, and an extract of which is shown below in **Image 4.4**.

**Image 4.4: Accessibility Plan**



## 4.6 Existing Travel Characteristics

4.6.1 Travel to Work data contained within the 2011 Census has been reviewed to identify the likely destinations for employment journeys. The data for the residents of Poole 001 mid-layer super output area has been used, which comprised the proposed development site and the surrounding residential area. **Table 4.4** summarises the proportion modes of journeys for commuting trips in the local area, excluding residents who work from home.

**Table 4.4: Journey to Work Modal Split**

Principle Mode of Journey	Proportion
Driving by car or van	80.2%
Cycle	5.0%
Walking	5.5%
Passenger in a car or van	4.2%
Bus	2.0%
Motorcycle	1.2%
Other (including taxi)	0.9%
Train (including underground)	0.8%
<b>Total</b>	<b>100.0%</b>

Source: Census 2011

4.6.2 **Table 4.4** demonstrates that whilst car travel (85.3%) is the predominant mode of transport for journeys to work within Poole 001 MSOA, sustainable modes such as walking, cycling and public transport make up over 12.3% of journeys.

## SECTION 5 Targets

5.1.1 The key aim of this TP is to reduce single occupancy car use for travel to the site in favour of an increase in sustainable travel options. Targets are the measurable goals which the progress of the TP can be assessed against the objectives.

### 5.2 Targets

5.2.1 The key target of the Travel Plan is to reduce the number of single occupancy vehicular trips generated by the site by 10%. As the site is not currently occupied and therefore Travel Plan surveys have not taken place, interim targets have been presented using 2011 Census Travel to Work data.

5.2.2 Travel to Work data has been reviewed to identify the likely modal split for journeys to and from the site. The data from MSOA Poole 001 has been used as it is directly comparable to the development in terms of location. **Table 5.1** sets out the interim modal split targets across a seven year period.

**Table 5.1: Interim Targets**

Mode	Baseline – 2011 Census	Year 1	Year 3	Year 5	Year 7
Driving by car or van	80.2%	80.2%	77.6%	77.6%	72.2%
Cycle	5.0%	5.0%	5.6%	5.6%	6.7%
Walking	5.5%	5.5%	6.1%	6.1%	7.1%
Passenger in a car or van	4.2%	4.2%	4.8%	4.8%	5.8%
Bus	2.0%	2.0%	2.5%	2.5%	3.6%
Motorcycle	1.2%	1.2%	1.2%	1.2%	1.2%
Other (including taxi)	0.9%	0.9%	0.9%	0.9%	0.9%
Train (including underground)	0.8%	0.8%	1.4%	1.4%	2.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Consultants Calculations

5.2.3 The target of a 10% reduction in forecast traffic flows would result in a modal shift for car drives from 80.2% to 72.2% by Year 7. Once the first travel survey has been undertaken, these targets will be reviewed and agreed with BCP.

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## SECTION 6 Measures

6.1.1 The key measures for a residential Travel Plan are the provision of infrastructure to facilitate the use of non-car modes of transport, the provision of information on opportunities for active travel trips, and the promotion of these modes.

6.1.2 This section of the TP introduces a series of 'infrastructure' and 'soft' measures to encourage and promote the use of modes of travel other than single occupancy car use for residents and visitors.

### 6.2 Infrastructure Measures

#### Site Access Arrangements

6.2.1 Proposed vehicle access into the site is to be via four access points off Oakley Lane and these will take the form of simple priority junctions. The current speed limit along Oakley Lane is 40mph, however, it has been agreed with BCP that a lower design speed of 20-30mph should be considered for Oakley Lane. The following measures have also been agreed:

- Provision of tabled access junctions in the four vehicle access locations;
- Physical narrowing of the carriageway to achieve a consistent carriageway width of 6m;
- Removal of central white lines and visual narrowing of the carriageway to imply 5m width;
- Provision of tabled junction between Oakley Lane and Oakley Straight;
- Introduction of continuous footway along the northern side of Oakley Lane which will be widened for shared use with cyclists where space allows without significant impact on the hedgerow;
- Provision of a signalised toucan crossing on Oakley Lane to the east of the junction with Oakley Straight; and
- Provision of crossing points adjacent to two of the proposed access locations where pedestrian connections are possible through to the existing residential area of Merley.

### Site Layout

6.2.2 The site layout will provide several internal cycle and pedestrian improvements which will provide key connections to Wimborne which will benefit both future residents of the development and existing residents of Merley. Therefore, promoting sustainable alternative modes of transport.

### Bus Service Improvements

6.2.3 Stated previously in Section 4, a financial contribution towards improving local bus services will be made to encourage future and existing residents to use the bus instead of car when taking this journey.

### Cycle Infrastructure

6.2.4 Cycle infrastructure will be provided across the development for all uses. In addition, the Beryl cycle hub will also be provided.

## 6.3 Soft Measures

6.3.1 The 'soft' TP measures that will be developed and promoted for the residents of the new development are non-infrastructure measures.

### Residential Travel Plan Website

6.3.2 The first occupier of each household will be provided with a link to the Travel Plan website ([www.cala-thames-travel-plans.co.uk](http://www.cala-thames-travel-plans.co.uk)). The website will pull together information on the TP measures and contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included on the website:

- The aims and objective of the TP, how to get involved and how travel will be monitored and reported back to residents;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and public transport routes;
- Information about the Beryl Bike hub and the facilities which residents can hire;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes and local school Travel Plans;

- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate availability of transport options;
- Bus and rail maps and timetable information including the promotion of Smartphone apps for up-to-date/real time public transport;
- Information about car sharing through the liftshare website;
- The Travel Plan Coordinator contact details;
- Information regarding any local groups set up to support social interaction and networking amongst home workers; and
- Information about the home delivery services offered by supermarkets in the local area, and potentially a voucher for free home delivery on first use.

#### **Promotion of Walking and Cycling**

- 6.3.3 The development is designed to facilitate walking and cycling, in particular for journeys to key local destinations.
- 6.3.4 Information on the walking and cycling routes and facilities within the development as well as in the wider area will be made available to new residents through the resident's Travel Plan Website. Journey planning tools will also be promoted to residents.
- 6.3.5 Where possible, the Travel Plan Co-ordinator will attempt to negotiate discounts or promotions for residents at local cycle stores and will promote local providers to the site's residents.
- 6.3.6 Local and national travel events, such as 'walk to school week' and 'car share day', will be promoted to residents to encourage sustainable and healthy travel choices.
- 6.3.7 The Travel Plan Co-ordinator will also promote the use of free health apps such as Strava and Map My Walk via the Travel Plan Website. This will allow future residents and visitors of the site to record any journeys made on foot or by cycle but will also allow them to discover new routes to use.
- 6.3.8 Information on the location of the Beryl Bike Hub will be provided on the Travel Plan website and will include information on how to hire the facilities.



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### Promotion of Public Transport

6.3.9 Information on the public transport routes and facilities serving the new development will be made available to new residents through the residents' Travel Plan Website. This will include bus timetables and maps, and information on travel apps such as the Morebus Travel App and National Rail journey planning facilities.

### Sustainable Travel Voucher

6.3.10 As set out within the S106 agreement, each household is entitled to a sustainable travel voucher. This voucher is to encourage the use of bus travel in the local area for a period of three months or cycling in the local area. Following discussions with BCP, it was also agreed that the voucher could be used towards hiring the Beryl Bike facilities.

6.3.11 Therefore, the following voucher options will be offered to households:

- 1 Zone AB bus pass for a period of 90 days
- 2 Zone A bus pass for a period of 90 days + 400 Beryl Bike minutes
- 3 Redeem up to nine 400 Beryl Bike minutes bundles within 8 years

6.3.12 The sustainable travel vouchers will be kept under review throughout the life of the Travel Plan and ongoing discussions with BCP will take place to understand if other vouchers can be made available for residents.

### Home Deliveries

6.3.13 Supermarket delivery services will be promoted through the Travel Plan Website in order to reduce the need for private car journeys solely for the purpose of food retail, enabling multiple journeys to be replaced by a single delivery vehicle.

### Car Sharing Scheme

6.3.14 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of residents making similar journeys at the same time, thereby reducing the peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.

6.3.15 Residents will therefore be provided with information about car sharing via the Bournemouth, Christchurch and Poole car share website (<https://liftshare.com/uk/community/bournemouth>). This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

### **Personalised Journey Planning**

6.3.16 Personalised journey / travel planning will be offered to all residents. Information will be presented on the Travel Plan website on how to contact the TPC.

### **Information Provision and Marketing**

6.3.17 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a Travel Plan flyer about the sustainability credentials of the development, including a link to the Travel Plan website. Sales staff will be provided information about the Travel Plan and will be provided the TPC contact details.

6.3.18 A specific e-mail account for the Travel Plan coordination of the site has been set up and will be promoted to residents to enable any questions or queries to be directly addressed.

## **6.4 Summary**

6.4.1 A comprehensive package of measures is proposed to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of schemes such as car sharing. The proposed measures aim to ensure that the objectives set out in Section 2 are met, and to minimise single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

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## SECTION 7 Management and Implementation

7.1.1 This section provides a strategy for the management and implementation of the TP.

### 7.2 Travel Plan Management

7.2.1 i-Transport have been appointed as the Travel Plan Coordinator for the development.

7.2.2 The TPC role fluctuates throughout the lifecycle of the Travel Plan, with ongoing delivery of the measures throughout the year on a weekly / monthly basis, and more intensive periods of activity required during the early initiation stages of the plan, and during periods of monitoring and reporting.

### 7.3 Role of Travel Plan Co-ordinator

7.3.1 Cala Homes (Thames) will fund the Travel Plan Coordinator role. i-Transport on behalf of Cala Homes (Thames) will assume overall responsibility for the Travel Plan.

7.3.2 The role of the TPC will be as follows:

- To manage the day-to-day delivery of the TP measures;
- To market the TP to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e., how to access schools, workplaces, and local facilities by non-car modes;
- To liaise with local public transport operators and local authorities on appropriate measures, such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks;
- Give a 'human face' to the Travel Plan. The TPC will ensure that all residents have access to the Travel Plan Website;
- To organise monitoring of the TP in line with the strategy outlined in Section 8; and
- To provide monitoring and feedback to residents and to liaise with the local authority as necessary.

## 7.4 Involvement of Residents

7.4.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided a Travel Plan flyer by the sales office on completion of their purchase which will include a link to the Travel Plan Website. As part of Cala Homes 'spaceable portal', the website and any other Travel Plan material will be included on the portal which can be accessed by residents. The website will be kept up to date for the duration of the Travel Plan.

7.4.2 The TPC will liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. The TPC will also aim to maintain interest amongst residents through the travel survey as well as setting up a Travel Plan email address which the TPC can be contacted via.

7.4.3 A Travel Plan promotion day to be held in conjunction with the Council will be undertaken annually.

## 7.5 Framework for Implementation

7.5.1 Cala Homes has already appointed i-Transport to take forward the delivery of the Travel Plan. This early commitment will ensure the measures and strategy are in place before the development becomes occupied, and early travel patterns can be influenced before less sustainable habits are established.

7.5.2 **Table 7.1** presents a Framework for implementation to deliver the measures of the Travel Plan.

**Table 7.1: Framework for Implementation**

Measures	Timescale	Responsibility
Travel Plan Coordinator	Nominated TPC 3 months prior to the first occupation.	Cala Homes
Full Travel Plan	Prior to the first occupation	TPC
Travel Plan Website (to include information on public transport, walking and cycling)	Prior to first occupation	TPC
Travel Plan Flyer	Prior to first occupation	TPC
Personalised Journey Planning	Prior to first occupation / to be included on the Travel Plan Website	TPC
Sustainable Travel Voucher	Prior to first occupation	TPC
Travel Plan Email Address	Prior to first occupation	TPC

## 7.6 Funding

7.6.1 The developer will fund the following items:

- The transport infrastructure outlined in Section 6 of the Travel Plan;
- The Travel Plan Co-ordinator role for the duration of the Travel Plan (8 years); and
- The implementation of the measures outlined in Section 6 and **Table 7.1**.

7.6.2 The aim will be to take steps to enable the Travel Plan to become self-funding by the time that the developer leaves the site.

## 7.7 Handover at end of the Travel Plan Period

7.7.1 At the end of the eight-year Travel Plan period, the developer will no longer be responsible for the management of the Travel Plan. However, the TPC will offer residents the opportunity to set up a Travel Plan Working Group and seek to have over the co-ordination role to this group.

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## SECTION 8 Monitoring

### 8.1 Monitoring and Reporting

8.1.1 The success of the Travel Plan will be monitored within the eight-year period following first occupation.

8.1.2 Questionnaire surveys will be used to determine the effectiveness of the TP measures and enable residents to remain involved in the TP process. The first questionnaire survey will be undertaken during at the first year anniversary of the first residential occupation or at the 100<sup>th</sup> occupation (whichever is first). Following the baseline survey, further questionnaire surveys will be undertaken one year after the baseline survey then repeated at year 3, year 5 and year 7 following first occupation.

8.1.3 Questionnaire surveys have been previously used to monitor other Cala Homes (Thames) residential developments and a questionnaire template can be found at **Appendix A**. The surveys determine a number of important statistics such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport.

8.1.4 The first annual survey will be used to determine travel patterns to and from the site and to assist with refining objectives and targets of the TP. To encourage residents to take part in the surveys a prize draw will take place, offering the chance to win a £50 voucher.

### 8.2 Reporting

8.2.1 The results of the surveys and the analysis will be included in monitoring reports produced in years 1, 3, 5 and 7, and will enable the Travel Plan targets and measures / strategy to be revised and updated accordingly.

8.2.2 Residents will also be informed of the survey results via the Travel Plan website. The following information will be provided:

- Recap of the sites Travel Plan's objectives and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track (if targets are not being met); and

- Proposals to further develop the TP for the future.

### 8.3 Remedial Measures

- 8.3.1 Should the monitoring periods identify that the Travel Plan targets are not being met, the developer will work with BCP Council to identify a strategy and to agree further actions to assure the TP back on track.

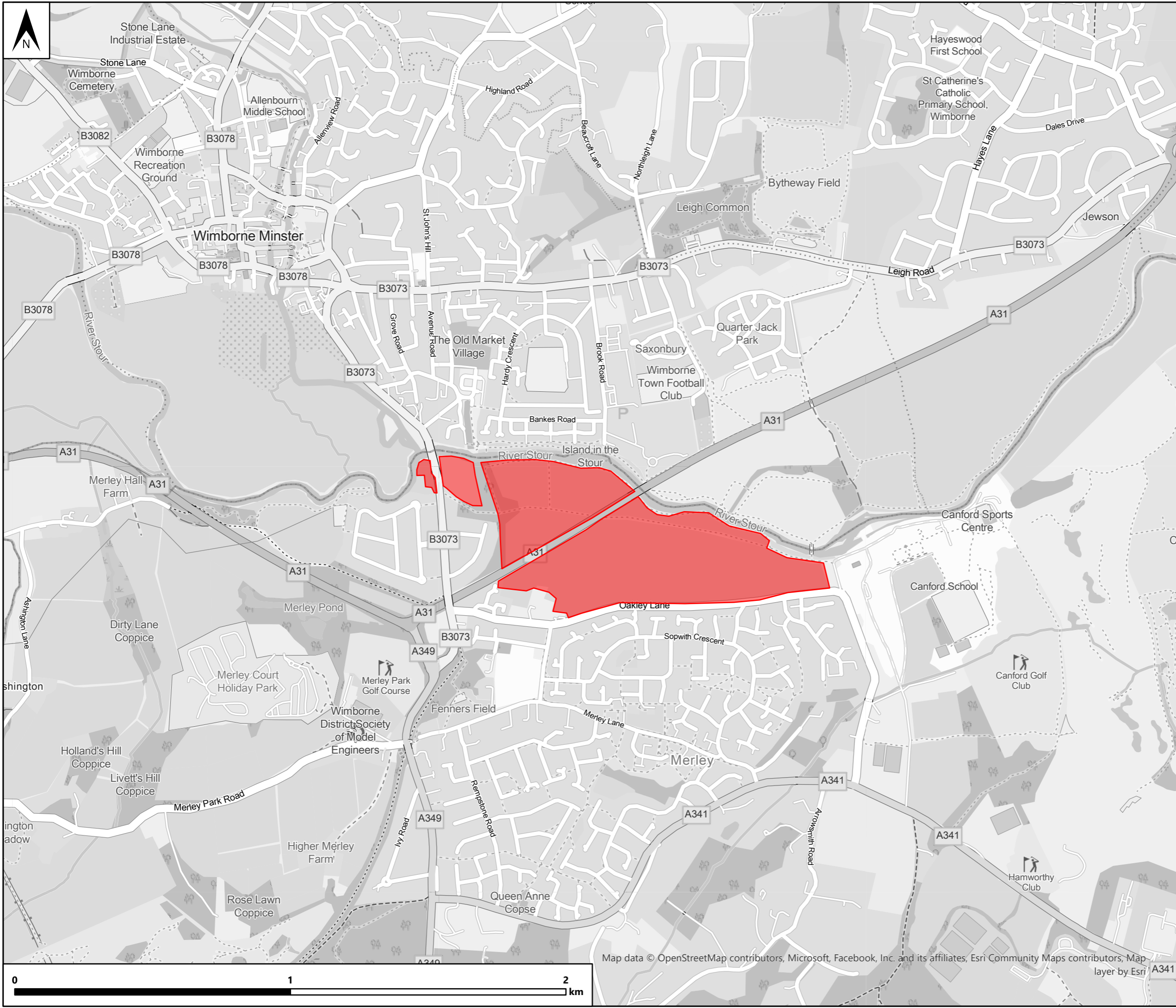
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## SECTION 9 Summary

- 9.1.1 Cala Homes (Thames) has appointed i-Transport LLP to prepare a Full Travel Plan in relation to its residential development at Oakwood Park, Wimborne, comprising of 550 homes.
- 9.1.2 i-Transport LLP has also been appointed to take forward and deliver the Travel Plan as Travel Plan Coordinators for the site.
- 9.1.3 This Travel Plan (TP) been prepared in accordance with the Framework Travel Plan produced by PJA which was submitted as part of the outline planning application. The Residential Travel Plan has been prepared as set out in Condition 23.
- 9.1.4 In line with the current national and local guidance, this TP seeks to promote sustainable lifestyles amongst new residents. The primary aims of the TP are as follows:
- To reduce the number of single occupancy car journeys to the site so to reduce the traffic impact of development and the effect on the environment, in line with the objectives of NPPF; and
  - To promote and improve the accessibility of the site by non-car modes of transport and thereby encourage the use of other travel modes.
- 9.1.5 The key aim of the Travel Plan is to reduce the number of single occupancy vehicular trips generated by the site by 10%. As the site is not currently occupied and therefore Travel Plan surveys have not taken place, interim targets have been presented using 2011 Census Travel to Work data. The Travel Plan will be updated following the baseline surveys.
- 9.1.6 The Travel Plan identifies a range of 'hard' and 'soft' measures aimed at influencing modal choice for travel to the site, including promoting, public transport, walking and cycling via a Travel Plan website. In addition, sustainable travel vouchers and information on the Beryl Bike hub will be provided to residents.
- 9.1.7 The Travel Plan will be in place for up to 8 years, with a monitoring period of 7 years. Monitoring will be undertaken in the form of a questionnaire survey. The baseline survey will take place on the 1<sup>st</sup> anniversary of the first occupation of the development. Additional monitoring surveys will take place every 2 years.
- 9.1.8 Following the surveys, monitoring reports will be produced and submitted to BCP. Information on the results and the progress against the targets will be presented to residents.



## FIGURES



**Key**  
█ Site Boundary

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Tel: 01256 898 366

www.i-transport.co.uk

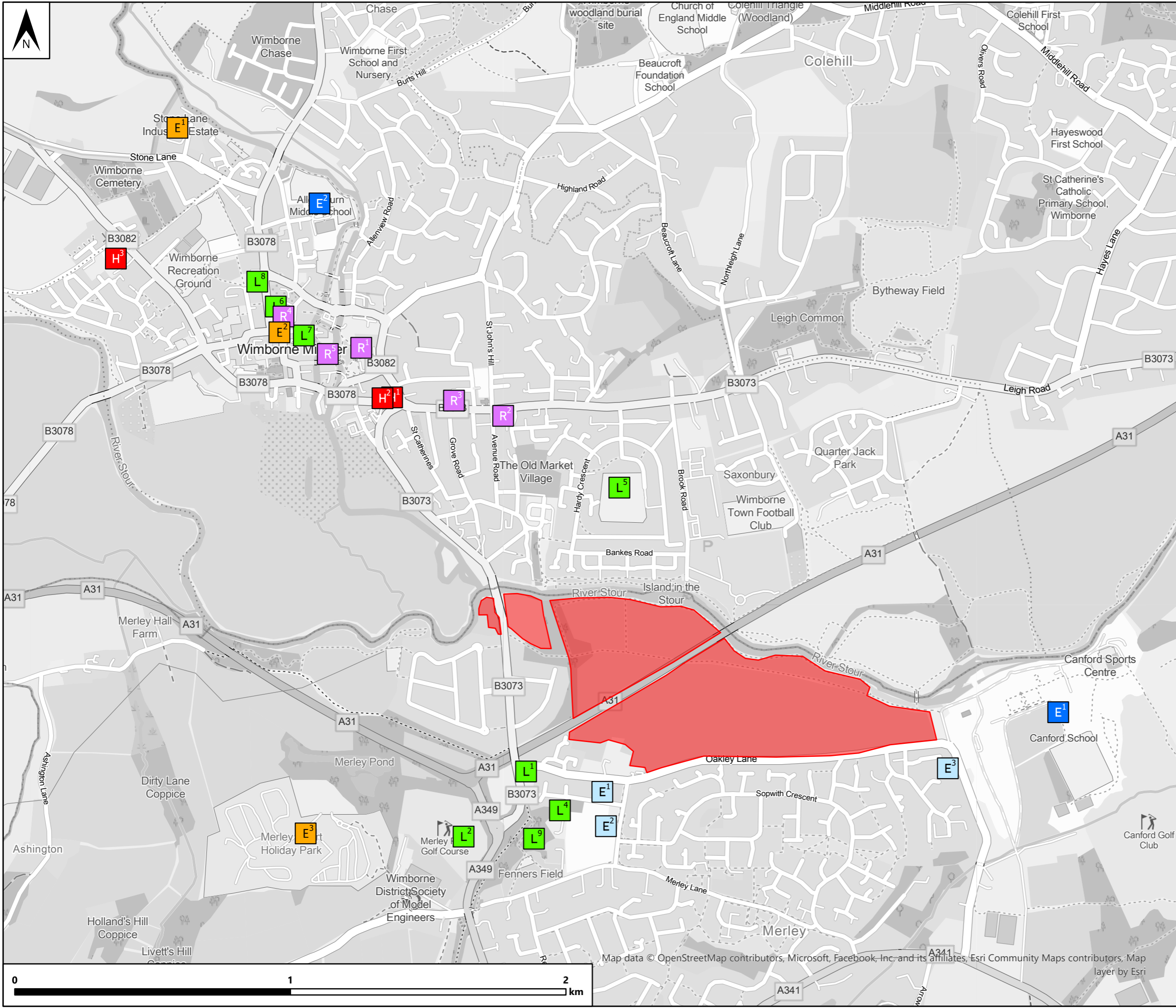
**Site Location Plan**

**Oakwood Park, Wimborne**

ITB16354G

Figure 1

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**Key**

**Leisure**

- L<sup>1</sup> The Willet Arms
- L<sup>2</sup> Cobham Sports & Social Club
- L<sup>3</sup> Beecroft Nurseries
- L<sup>4</sup> Merley Community Centre
- L<sup>5</sup> Wimborne Rugby and Football Club
- L<sup>6</sup> Museum of East Dorset
- L<sup>7</sup> Wimborne Library
- L<sup>8</sup> The Tivoli Theatre
- L<sup>9</sup> Fenners Field Recreation Ground

**Retail**

- R<sup>1</sup> Waitrose and Partners
- R<sup>2</sup> M&S Simply Food
- R<sup>3</sup> Wimborne SPAR
- R<sup>4</sup> Wimborne Square Shopping Centre
- R<sup>5</sup> Co-op

**Education**

- E<sup>1</sup> Merley Community Pre-School
- E<sup>2</sup> Merley First School
- E<sup>3</sup> The Lantern Pre-School
- E<sup>4</sup> Canford Secondary School and Sixth Form
- E<sup>5</sup> Allenbourn Middle School

**Employment**

- E<sup>1</sup> Stone Lane Industrial Estate
- E<sup>2</sup> Wimborne High Street
- E<sup>3</sup> Merley House Holiday Park

**Health**

- H<sup>1</sup> The Quarter Jack Surgery
- H<sup>2</sup> Boots Pharmacy
- H<sup>3</sup> Victoria Hospital

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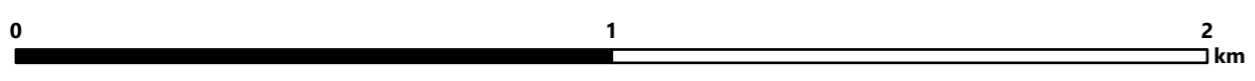
Tel: 01256 898 366

[www.i-transport.co.uk](http://www.i-transport.co.uk)

Title: **Accessibility Plan**

Project: **Oakwood Park, Wimborne**

Project Number: <b>ITB16354G</b>	Figure Number: <b>Figure 2</b>	Revision: -
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## **APPENDIX A.** Questionnaire Template

# Questionnaire Survey (Template)

Questions to be reviewed and agreed with LHA at time of survey. All questionnaires will be undertaken online (unless requested). The questions below are potential questions which could be included as part of the survey and will be used as a starting point.

## Background

1. Are you a resident of [insert development name]?
2. Please enter your (home) postcode.
3. Please select your age group
  - Under 18
  - 18-34
  - 35-44
  - 45-60
  - 60+
4. How many people live in your household?
  - 1
  - 2
  - 3
  - 4
  - 5+
5. How many cars do you have in your household?
  - 0
  - 1
  - 2
  - 3
  - 4+
6. If your household has a car (or multiple), how many are electric or low carbon vehicles?
  - 0
  - 1
  - 2
  - 3
  - 4+

7. How many bicycles do you have in your household?

- 0
- 1
- 2
- 3
- 4+

8. Do you have a disability which affects you or a member of your households travel arrangements?

## Employment & Travel

9. Are you currently employed?

- Yes
- No

10. What is your place of work postcode?

11. How often do you work?

- 1-2 days
- 3-4 days
- Full Time
- Shift Work
- Other

12. Do you work from home?

- No
- 1-2 days
- 3-4 days
- Full Time

13. If you travel to your place of work, what mode of transport do you predominately use?

- Walk
- Cycle
- Bus
- Train
- Taxi
- Motorcycle
- Car (travelling by yourself)
- Car (travelling with someone else)

14. If you do travel to work, how far do you usually travel?

- Up to 1 mile?
- 1-3 miles
- 3-10 miles
- 10-20 miles
- Over 20 miles

15. Are there any aspects of your job that require you to use a car / vehicle?

- None
- Attendance at meeting
- Visit site / clients
- Other

16. Do you use any alternative modes of transport to travel to work?

- Walk
- Cycle
- Bus
- Train
- Taxi
- Motorbike
- Car (travelling by yourself)
- Car share (travelling with someone else)



## Travelling

17. During the morning peak hour (8am - 9am) how many car trips does your household normally generate? (for example, travelling to work from home equates to one car trip).

- 0
- 1
- 2
- 3
- 4+

18. During the evening peak hour (5pm - 6pm) how many car trips does your household normally generate? (for example, travelling to work from home equates to one car trip).

- 0
- 1
- 2
- 3
- 4+

19. What is your typical mode of travel to the type of destinations listed below in an average week? Please choose the ones which are applicable.

	Walking	Cycling	Bus	Train	Car	Car Sharing	Other
Commuting							
Leisure							
Retail							
Education							

20. If you were to consider changing your main mode of travel, which mode would you be most likely to change to?

	Walking	Cycling	Bus	Train	Car	Car Sharing	Other
Commuting							
Leisure							
Retail							
Education							

21. Based on your answers for the above question, what would encourage you to take up these modes of travel?

## Changing Travel Behaviours

22. Are there any improvements or incentives which would encourage you to walk or cycle more?
23. Are there any improvements or incentives which would encourage you to use public transport (train or bus)?
24. Are you aware of the Travel Plan which is part of Buckler's Park?
  - Yes
  - No
25. Are you aware of the Travel Plan website which provides information on your local area, public transport, walking, cycling and other information?
26. Are there any improvements to the website, or further information which would be helpful in understanding about sustainable travel?

