



Ascot Gardens, High Street, Ascot

Residential Travel Plan

Client: Client: Cala Homes (Thames) Ltd

i-Transport Ref: TW/JW/RC/ITB18755-006

Date: 22 July 2024

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SECTION 1 Introduction

1.1 Background

- 1.1.1 CALA Homes (Thames) Ltd. ('the Applicant') have appointed i-Transport LLP to provide transport and highways advice in respect to a planning application for a proposed residential development on land situated to the south of the High Street, Ascot, known as Ascot Gardens.
- 1.1.2 The Site forms part of allocation AL16 of the RBWM Local Plan. The Applicant is proposing 90 dwellings on the Site, delivering a mix of family houses and apartments. The scheme is expected to deliver both market and affordable development. The split in properties is summarised in the table below, with a total of 36 affordable properties and 54 privately owned.
- 1.1.3 As part of the sustainable transport strategy for the site, this document forms a Residential Travel Plan (RTP). The RTP outlines the measures to encourage travel by modes other than single occupancy car use for future residents in the proposed site. It has been developed in accordance with Planning Practice Guidance.
- 1.1.4 This RTP should be read in conjunction with the Transport Assessment (*i-Transport report ITB1755-005*) for the development proposal, which assesses the wider transport implications of the development.

1.2 Site Location

- 1.2.1 The Site is located to the south of the A329 High Street, Ascot. The Site has a frontage to Ascot High Street to the north of the site and St George's Lane to the east. The Site location is presented in **Figure 1**, an extract of which is included in **Image 1**.

Image 1: Site Location Plan



Source: i-Transport

1.3 Relevant Planning Policy

National Planning Policy Framework (NPPF)

- 1.3.1 The National Planning Policy Framework (December 2023) sets the relevant policy background for the development of Travel Plans.
- 1.3.2 The NPPF states that development proposals should protect and exploit opportunities for use of sustainable modes of transport. A key tool to facilitate this will be a Travel Plan, which is required to support all developments that generate significant amounts of movement. The sustainable travel objectives include the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote sustainable alternatives including increased walking, cycling and public transport use.

Planning Practice Guidance (PPG, March 2014)

- 1.3.3 PPG was originally published in March 2014 (it is subject to ongoing updates) and at Paragraph 003 sets out the key role of Travel Plans in new development:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (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.”

Borough Local Plan (2013-2033) Adopted 8th February 2022

1.3.4 The Borough Local Plan provides the framework to the future development of Royal Borough of Windsor and Maidenhead. Setting out a spatial strategy and policies for management development and infrastructure, the emerging Local Plan sets out the opportunities and challenges for the period up to 2033.

1.3.5 The following policies relate to transport:

Policy IF2 – Sustainable Transport

“Transport Assessments and Statements and Travel Plans will be required to be prepared and submitted alongside development proposals, including residential schemes, in accordance with Department for Transport guidance and local authority requirements. Appropriate provision for public transport services and infrastructure will also be required.”

1.3.6 Policy AL21 also states that any development should:

“Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents.”

1.4 Structure

The remainder of this RTP is structured as follows:

- Section 2 sets out the objectives and potential benefits of the Travel Plan;
- Section 3 explains the development proposal;
- Section 4 describes existing transport conditions and local travel patterns;
- Section 5 identifies the targets of the Travel Plan;
- Section 6 sets out the role of the Travel Plan Co-ordinator;
- Section 7 sets out the infrastructure and ‘soft’ measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- Section 8 provides an ‘action plan’ for the implementation of the Travel Plan;
- Section 9 includes a monitoring strategy; and
- Section 10 provides a summary.

SECTION 2 Principles, Objectives and Benefits

2.1 Objectives

2.1.1 The overarching objective of a Travel Plan is to influence behavioural change towards sustainable modes of travel. In this context, the primary purpose of this Travel Plan is to put forward a framework to ensure measures are provided to promote shared car use, walking, cycling and public transport as alternatives to single occupancy car travel.

2.1.2 In line with current national and local government guidance, the main objectives for the Travel Plan will be:

- To reduce the number of car journeys generated by the site; and
- To promote the accessibility of the site for non-car modes of transport.

2.1.3 The Travel Plan will have the following additional objectives:

- To minimise the impact of car-based travel to the site on the local and strategic highway network and environment;
- To provide residents with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- To promote walking, cycling, car sharing and public transport as safe, efficient, and affordable alternatives to the private car by highlighting the health and environmental benefits of using sustainable travel modes; and
- To develop an awareness of the options for sustainable travel opportunities to and from local services and facilities within and around Ascot.

2.1.4 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.

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

2.2 Benefits of a Travel Plan

2.2.1 The development of a Travel Plan has a number of direct benefits, not only for future residents and visitors, but also for the existing local community and the surrounding environment.

Benefits to Residents

- Improved health and fitness through increase levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices; and
- A better environment within the site and its immediate environs with vehicular movement minimised and parking pressures reduced.

Benefits to Local Community and Environment

2.2.2 The Travel Plan will provide the following benefits to the local community and the environment:

- The Travel Plan will help to reduce the impact of traffic generated by the development on the local highway network;
- The Travel Plan 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 the Travel 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.

2.2.3 Overall, it is anticipated that the Travel Plan will result in benefits for residents of the site and the wider community in the vicinity of the development, as well as contribute to the overall accessibility of the High Street.

SECTION 3 Development Proposal

3.1 Summary of Development Proposals

- 3.1.1 The Applicant is proposing 90 dwellings at Ascot Gardens, comprising a mix of family houses and apartments. The scheme would deliver both market and affordable development.
- 3.1.2 The housing mix is summarised in **Table 1**, with a total of 36 affordable properties (40%) and 54 privately owned dwellings. There are 30 (33%) apartments provided for 1-2 bed dwellings.

Table 1: Summary of Schedule of Accommodation

Property Type	Bedrooms	Number
Affordable		
Apartment	1-bedroom	13
Apartment	2-bedroom	10
House	3-bedroom	9
House	4-bedroom	4
Private		
Apartment	2-bedroom	7
House	3-bedroom	36
House	4-bedroom	8
House	5-bedroom	3
Total		
Total		90

- 3.1.3 The application seeks detailed permission and is supported by a range of plans to demonstrate how the scheme will be delivered including a masterplan and layout drawing, provided in **Appendix A**. The scheme has been developed to provide a well-integrated, landscape led extension to Ascot High Street and adopts the placemaking principles of the Local Plan.

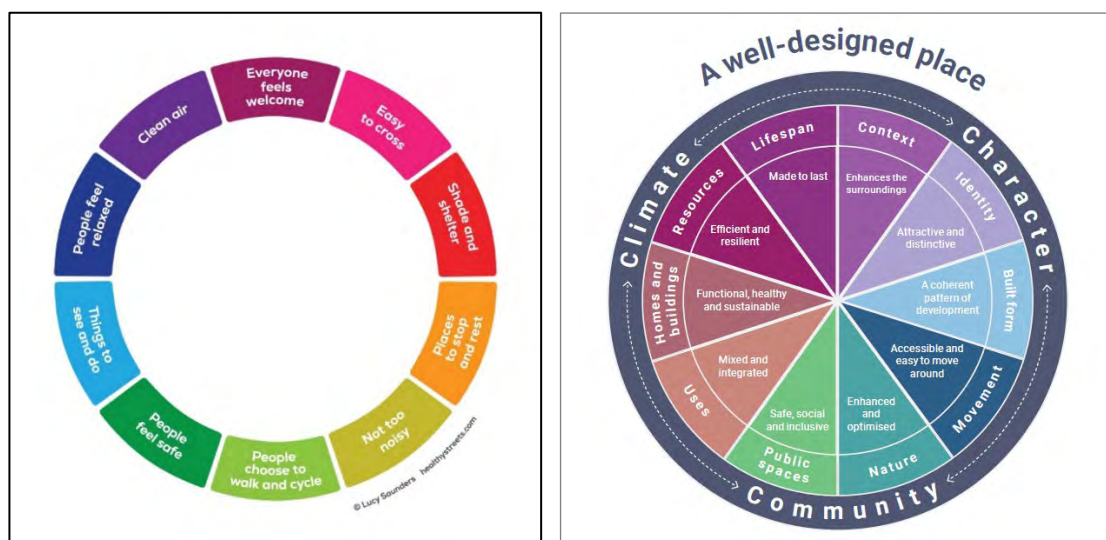
3.2 Design Principles

- 3.2.1 Ascot Gardens has been prepared in the format of a Healthy Streets approach and adopting the guidance in the National Design Guide.
- 3.2.2 A Healthy Street is defined as a human-centred framework for embedding public health in transport, public realm, and planning. The 10 Healthy Streets indicators focus on the human experience needed on all streets, everywhere, for everyone. The National Design Guide (NDG)

also presents 10 indicators for well-designed places. Ascot Gardens provides a well-designed layout with high quality route and streets throughout the development.

3.2.3 The indicators used to assess Healthy Streets and well-designed places are set out in **Image 2**.

Image 2: Healthy Streets (left) and National Design Guide (right) - Indicators



3.2.4 The National Model Design Code (NMDC) forms part of the Government's Planning Practice Guidance and expands on the ten characteristics of good design set out in the NDG. Detailed information is provided in Guidance Note Code Content: Movement. The key principles include:

- i Connected places: The creation of an integrated, walkable and safe street network.
- ii Active travel: Creation of well-lit, direct and overlooked pedestrian and cycle routes.
- iii Car parking: Car parking can have a major impact on the quality of place. They should aim to minimise the impact of the car and solutions will vary depending on context.
- iv Cycle parking: Provision of the storage of cycles for residents, workers and visitors needs to be integrated into all development.
- v Servicing: Integrate the requirements of utility providers, refuse collection and emergency access without compromising the quality of place.

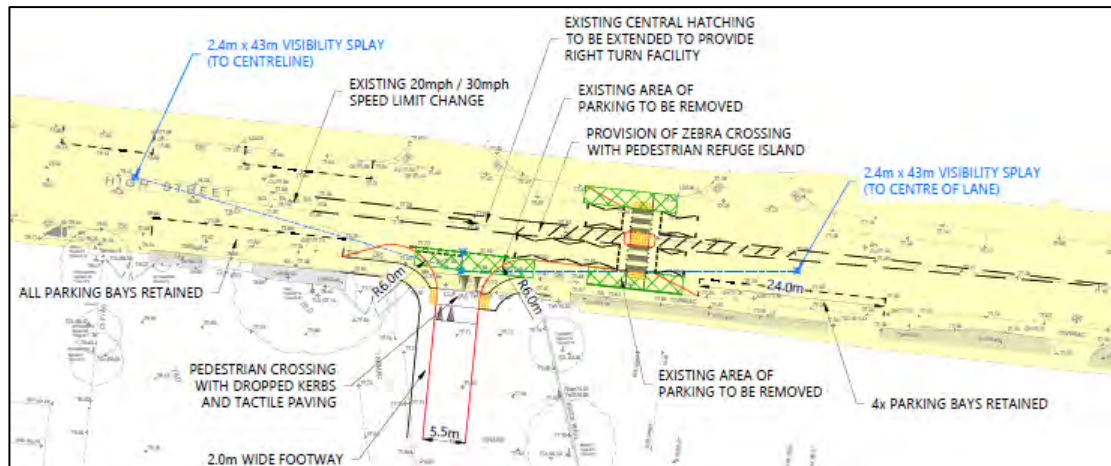
3.2.5 Ascot Gardens provides a well-designed accessible place which is easy to move around.

3.3 Means of Access

Vehicle Access Arrangement

3.3.1 Primary vehicular access is proposed to serve the development from High Street to the north of the Site. This will provide access to 86 of the planned 90 dwellings. The proposed access arrangement is presented on i-Transport drawing **ITB18755-GA-002 Rev C** and at **Image 3**.

Image 3: Proposed Access Arrangement



- 3.3.2 Emergency vehicle access (**ITB18755-GA-018**) and a limited vehicle crossover to serve four dwellings is proposed from St George's Lane to the east, shown on drawing **ITB18755-GA-019**.
- 3.3.3 A short section of build-out is provided around the access to reduce crossing distance to the east of the site access across the High Street and to improve visibility around on-street parking. The arrangement mirrors that provided to the west of the Site on the High Street.
- 3.3.4 A raised table pedestrian priority crossing is provided with the access to provide a continuous pedestrian route along High Street, in line with LTN 1/20 principles.

Pedestrian Crossing

- 3.3.5 A new zebra crossing is proposed as part of the site access design, located c.20m to the east of the site access. A short section of build out has been included to both the north and south of the carriageway to minimise the crossing length and provide visibility for pedestrians past the on-street parking in the area. An additional refuge island is provided within the central hatch to allow the pedestrians to cross in two stages.
- 3.3.6 A crossing in this location will assist with residents from the site to cross the High Street, but also provide a future connection between Ascot Gardens and the development site for the Local Plan AL16 allocation to the north of the High Street.

Secondary Site Access

- 3.3.7 A secondary vehicle access will be provided on St. George's Lane, c.30m south of London Road. Access is achieved at this location through a 4.0m wide private drive and will provide access to 4 dwellings, with a total of 4 parking spaces. The layout of this secondary access is shown in i-Transport drawing **ITB18755-GA-019**.

3.4 Internal Layout and Connectivity

3.4.1 Ascot Gardens will be very well integrated to the local area, offering high levels of permeability and connectivity to the surrounding area for active travel modes. The primary connections to the local network are demonstrated on **Image 4** and comprise:

- a New all-mode access to Ascot High Street, incorporating footway connections
- b Dedicated pedestrian connection to High Street to the east of the Site
- c Potential pedestrian link to Hermitage Shopping Parade
- d Pedestrian/Cycle Link to St. George's Lane (a BOAT). The AL17 Shorts site is committed to delivering an improved footway along the western side of St George's Lane which the access provision will connect to.
- e Pedestrian/Cycle Link to London Square Development, central to the Site.
- f Active travel connection to AL17, aligning with the approved illustrative masterplan.
- g Connection to the retained Tennis club

Image 4: Sustainable Mode Connectivity



3.4.2 The layout delivers a well-connected network of footways (shown blue on **Image 4**) connecting the various external access points and enabling wider community connectivity. All paths will be hard surface, 2.0m wide and lit.

- 3.4.3 Cycling will be accommodated on street, in line with MfS and LTN1/20 guidance as traffic flows will be low and slow. Dedicated priority is afforded to pedestrians and cyclists through designated pedestrian and cycle connectivity around the Site. MfS states:

7.4.1 Conflict among various user groups can be minimised or avoided by reducing the speed and flow of motor vehicles. Ideally, designers should aim to create streets that control vehicle speeds naturally rather than having to rely on unsympathetic traffic-calming measures (Fig. 7.14). In general, providing a separate pedestrian and/or cycle route away from motor traffic should only be considered as a last resort.

- 3.4.4 Further details of the on-site infrastructure and connectivity strategy provided in Section 7 of this RTP.

SECTION 4 Existing Conditions

4.1 Walking and Cycling

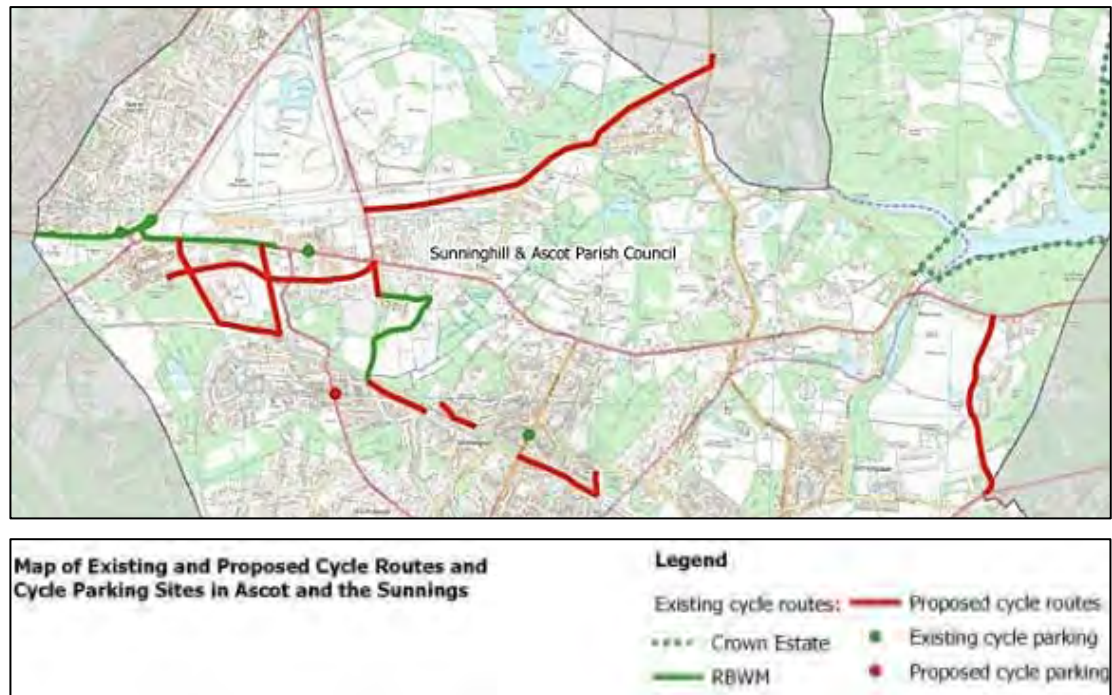
Walking

- 4.1.1 The Site is located immediately south of Ascot High Street (A329), which provides easy access to a wide range of key facilities, including Hermitage Parade, supermarkets, and bus stops. The A329 High Street is subject to a 20mph speed limit, with the speed limit change located c.75m west of the proposed site access to 30mph. The A329 provides footways and street lighting on both sides of the carriageway.
- 4.1.2 A dedicated zebra-controlled crossing point is provided c.210m to the west of the proposed site access, with dropped kerbs, tactile paving and a central island refuge. Uncontrolled pedestrian crossing provision is provided at the A329 / Station Hill Roundabout. These crossing provisions provide access to the bus stops located west of the A329 / Station Hill Roundabout.
- 4.1.3 The proposed London Square scheme to the west of the site proposes to provide a new signal-controlled pedestrian crossing across Station Hill, to the south of the main vehicular access, which would have dropped kerbs and tactile paving and will provide improved pedestrian provision towards the station, improving and rationalising parking provision.
- 4.1.4 The proposed development will provide numerous pedestrian links through the site connecting to the existing network at the site access, onto St. Georges Lane, to Shorts, and to Station Hill through the London Square application site. The link to the London Square development means the walk to Ascot Railway Station for residents of the proposed development will be under 800m / 10 minutes. The scheme will also deliver a new dedicated zebra crossing of the High Street.

Cycling

- 4.1.5 The RBWM Cycling Action Plan (2018-2028), sets out the existing cycling routes within Ascot.
- 4.1.6 An existing route is present on the A329 London Road, between the Bracknell Boundary to Heatherwood Roundabout and on to Burleigh Road. The High Street provides a shared footway and cycleway between the Heatherwood Roundabout and Ascot Racecourse, with segregated provision available along the Racecourse frontage. A toucan crossing is provided to the east of the racecourse, c.100m west of the Station Hill roundabout. The cycle route ends east of the toucan crossing at the access to Car Park 3 for Ascot Racecourse.
- 4.1.7 The RBWM Cycling Action Plan also proposes improvements to the cycling facilities in Ascot. The existing cycle provision and proposed improvements are presented in **Image 5**.

Image 5: Existing and Proposed Cycle Routes in Ascot



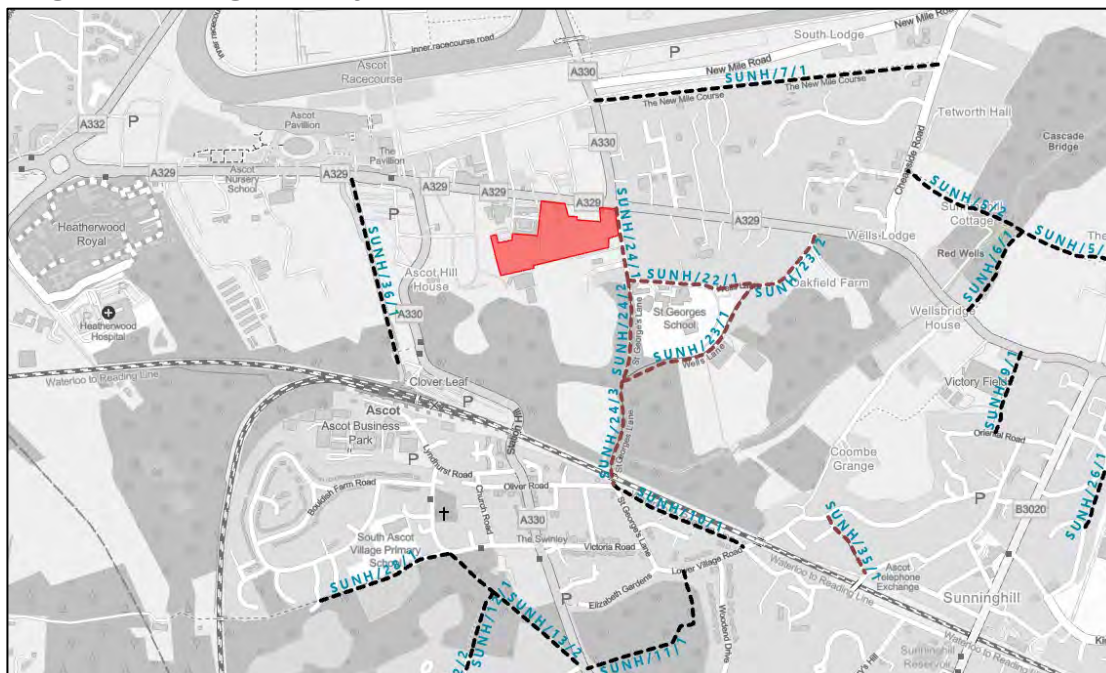
Source: RBWM Cycling Action Plan (2018-2028)

- 4.1.8 Cycle parking is provided on the High Street, east of Station Hill roundabout and in the vicinity of the main shopping area in Ascot. Cycle parking is also provided at Ascot Railway Station, with a total of 44 sheltered cycle spaces provided within the railway station car park.

Public Rights of Way

- 4.1.9 The site is well connected to the local Public Rights of Way (PRoW) network, which:
- Byway Open to All Traffic (BOAT) SUNH/24, which routes from the A329 to St George's Lane, running along the eastern boundary of the site and towards South Ascot.
 - To the east, Wells Lane is a Private Street and forms a Byway Open to All Traffic (BOAT – SUNH/23/2 and BOAT – SUNH/23/1) connecting with BOAT – SUNH/24 and London Road (A329) to the north.
 - Footpath SUNH36/1 to the west provides a direct connection between the High Street and Ascot Railway Station to the south.
- 4.1.10 An extract of the PROW network is presented as **Image 6** below.

Image 6: Public Right of Way Network



Source: Open Street Map with i-Transport Annotations

4.2 Public Transport

Bus Services

- 4.2.1 The nearest bus stops are located 480m to the west of the site along Ascot High Street, immediately west of Station Hill. This provides a stop for the No. 1 bus service between Ascot/Windsor and the No. 703 bus service between Bracknell/Heathrow. The bus stops also provide a stop for a number of school services, to Charters School (3 services in the morning and 5 services in the afternoon) and St. Bernards School.

Table 2: Existing Bus Services

Service	Route	Service Frequency		
		Mon-Fri	Saturdays	Sundays
01	Ascot - Windsor	8 services per day between 07:26 and 18:01	6 services per day between 07:31 and 17:01	No Services
	Windsor - Ascot	7 services per day, departing Windsor between 09:40 and 18:00	5 services per day, departing Windsor between 10:55 and 18:00.	No Services
703	Bracknell – Ascot – Windsor – Heathrow	9 services per day between 06:49 and 21:54	9 services per day between 06:49 and 21:54	9 services per day between 06:54 and 21:54
	Heathrow – Windsor – Ascot - Bracknell	13 services per day between 06:33 and 00:29	13 services per day between 06:33 and 00:29	14 services per day between 06:33 and 00:29

Rail Services

- 4.2.2 Ascot Railway Station is located c.550m to the south-west of the site on Station Hill and is operated by South Western Railway. The station provides regular services to London Waterloo, Reading and Aldershot. **Table 3** summarises the key rail journeys from this station.

Table 3: Railway Service Summary - Ascot

Destination	Typical Weekday Frequency		Average Journey Duration
	Peak	Off-Peak	
London Waterloo	2 services per hour	2 services per hour	55-60 mins
Reading	2 services per hour	2 services per hour	28 mins
Aldershot	2 services per hour	2 services per hour	31 mins

Source: National Rail

4.3 Accessibility

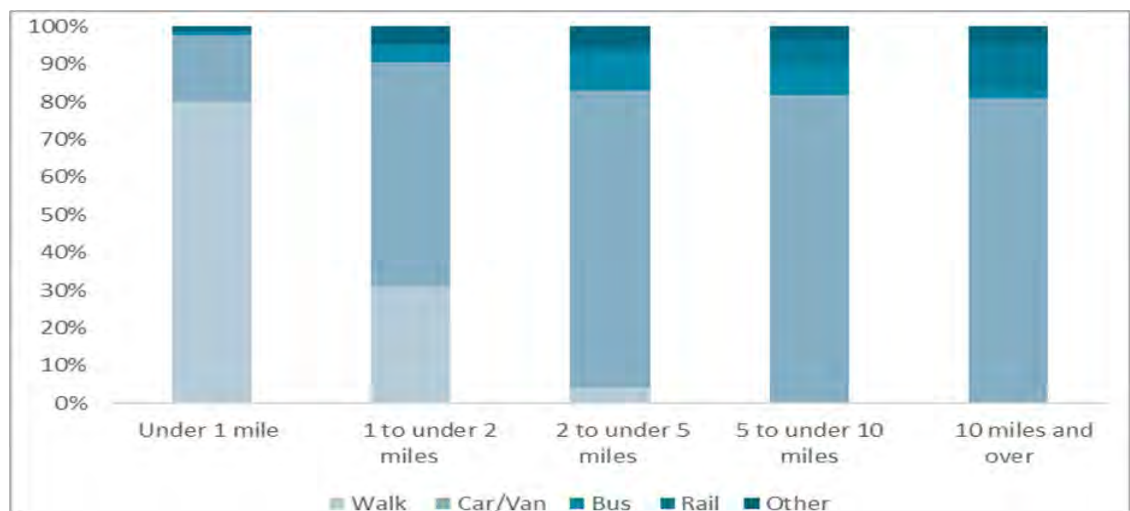
Walking Distances

- 4.3.1 Manual for Streets identifies that walkable neighbourhoods comprise those locations where facilities and services can be accessed within an 800m (10 minute) walk.

“4.4.1 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 PPS134 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km.”

- 4.3.2 The National Travel Survey (NTS) from 2019 identifies the mode share of journeys of different lengths and is presented in **Image 7**. This confirms that 800m is by no means an upper limit with the vast majority (80%) of trips of up to one mile (1.6km) being undertaken on foot.

Image 7: Proportion of Trips Per Year by Journey Purpose (all modes)



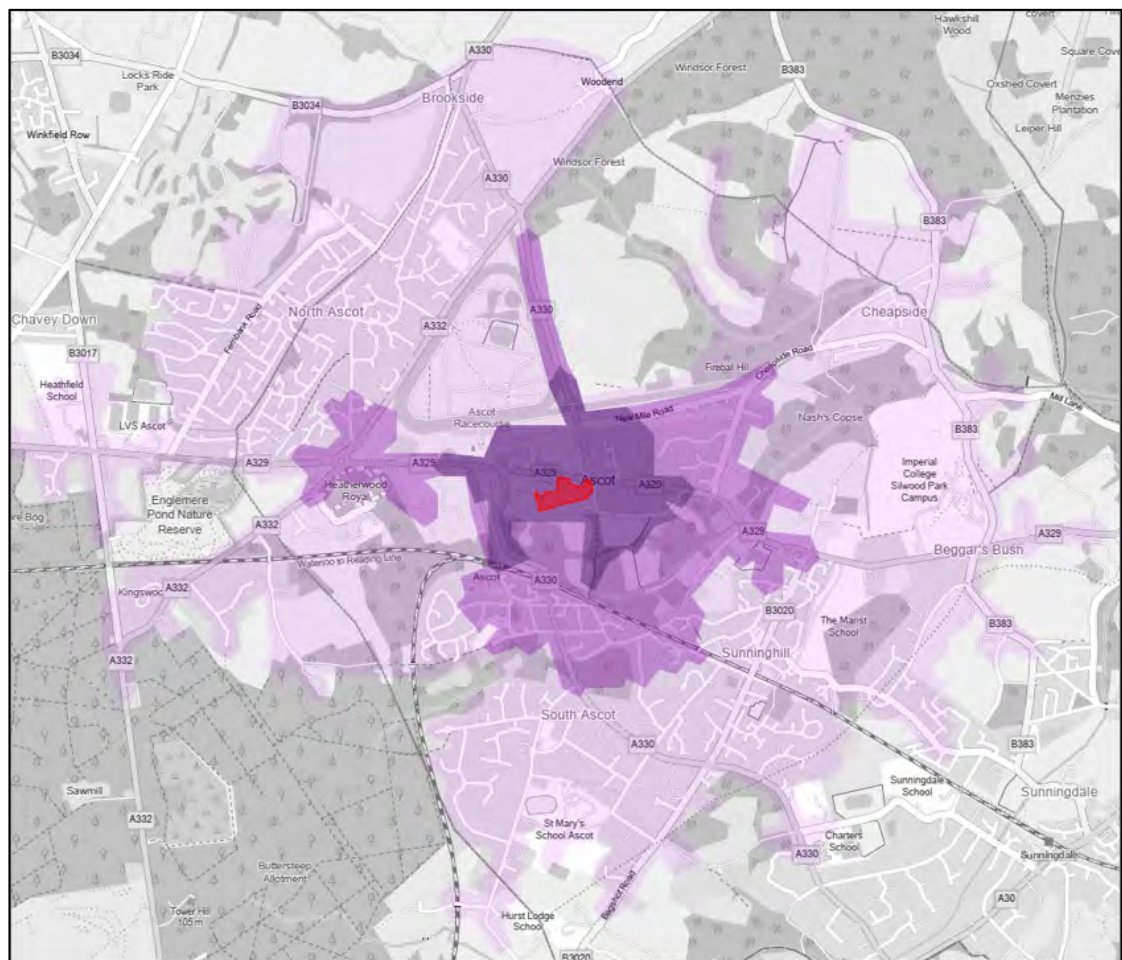
Source: National Travel Survey, England 2019

4.3.3 Therefore, facilities and services within one mile (1.6km) will provide opportunities for trips to be made by walking. The NTS also shows that 30% of journeys between 1-2 miles are walked.

4.3.4 Against this background research, the following distances are used for assessing the likelihood of walking journeys to and from the site, which are presented in **Figure 2**, an extract of which is shown in **Image 8**:

- Up to 800m – easy walking distance;
- Up to 1.6km – comfortable walking distance; and
- Up to 3.2km – maximum walking distance.

Image 8: Walking Catchments



Cycling Distances

4.3.5 The Department for Transport's Cycling and Walking Investment Strategy (2017) states at paragraph 1.16 that:

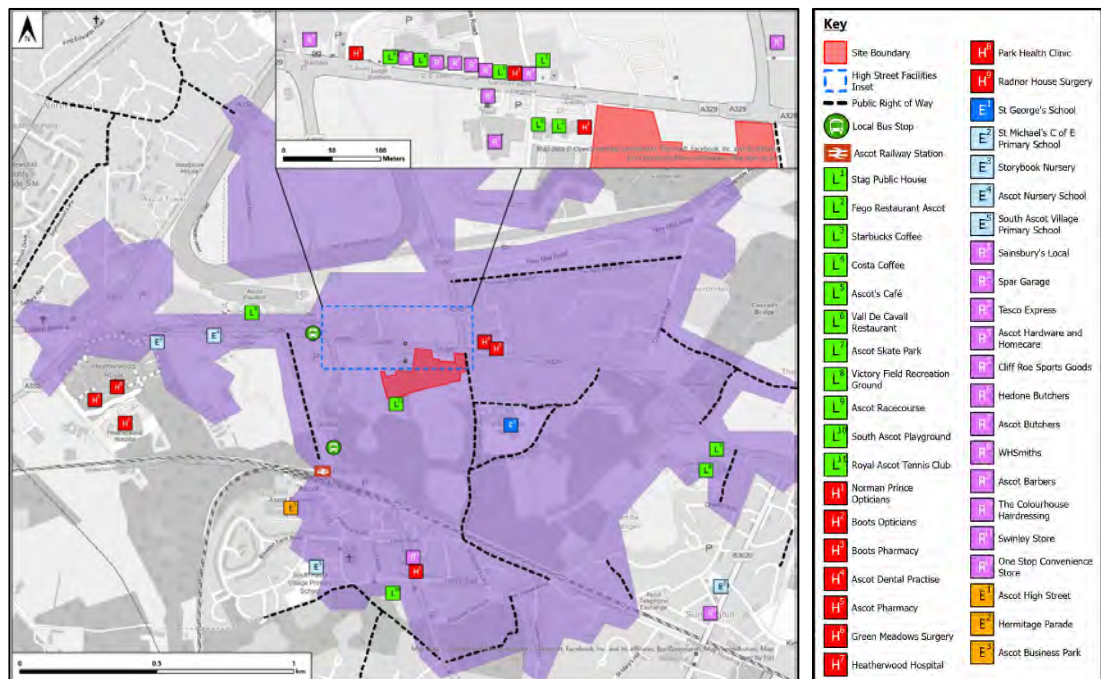
4.3.6 The DfT's Gear Change A bold vision for cycling and walking states (page 11) that:

4.3.7 On this basis an 8km (5 miles), equivalent to a c.20 to 25-minute ride, is deemed a reasonable cycle distance. An 8km catchment around the site is presented in **Figure 3**, an extract of which is shown in **Image 9**.

Local Facilities

- 4.3.8 The accessibility of the site relative to key local services and amenities within the local area are presented in **Figure 4**, an extract of which is included in **Image 10**, and the summarised in **Table 4**, including facilities for education, leisure, retail, employment, and healthcare.

Image 10: Local Accessibility Plan



- 4.3.9 Distances from the centre of the site to the local facilities and services have been measured based on actual walking routes, allowing for use of the local PRow network and proposed accesses onto St George's Road and Station Hill, via the adjacent London Square development.
- 4.3.10 **Table 4** demonstrates that a very wide range of local facilities are accessible within a comfortable walking distance, including education, retail, employment, leisure, and healthcare services.

Table 4: Local Facilities and Services

Purpose	Destination	Distance (m)	Walking Journey Time (mins)	Cycling Journey Time (mins)
Leisure	Stag Pub	185	2	1
	Starbucks Coffee	205	2	1
	Vall De Cavall Restaurant	205	2	1
	Fego Restaurant Ascot	215	3	1
	Costa Coffee	295	4	1
	Ascot's Café	315	4	1
	Ascot Racecourse	725	9	3

Purpose	Destination	Distance (m)	Walking Journey Time (mins)	Cycling Journey Time (mins)
	Ascot Skate Park	1,275	15	5
	South Ascot Playground	1,375	16	5
	Victory Field Recreation Ground	1,475	18	6
Retail	Ascot Hardware and Homecare	185	2	1
	Sainsburys	215	3	1
	Spar Garage	215	3	1
	The Colourhouse Hairdressing	235	3	1
	Hodone Butchers	255	3	1
	Tesco Express	265	3	1
	Cliff Roe Sports Goods	275	3	1
	Ascot Butchers	275	3	1
	WHSmiths	295	4	1
	Ascot Barbers	425	5	2
	Swinley Store	1,175	14	4
	One Stop Convenience Store	1,175	14	4
Employment	Ascot High Street	100	1	0
	Ascot Business Park	1,175	14	4
Education	St George's Secondary School	475	6	2
	South Ascot Primary	1,400	16	5
	Storybook Nursery	1,075	13	4
	South Ascot Primary	1,400	16	5
	St Michaels C of E Primary	2,075	25	8
	Charters School	3,200	39	12
Healthcare	Norman Prince Opticians	156	2	1
	Boots Opticians	195	2	1
	Ascot Dental Practice	285	3	1
	Ascot Pharmacy	1,375	16	5
	Green Meadows Surgery	1,575	19	6
	Heatherwood Hospital	1,775	21	7
	Park Health Clinic	2,075	25	8
Public Transport	Station Hill Bus Stops	475	6	2
	Ascot Railway Station	750	9	3

	Comfortable Walking Distance (Under 800m)
	Reasonable Walking Distance (Under 1.6km)
	Maximum Regular Walking Distance (Under 3.2km)

4.4 Summary

4.4.1 The accessibility of the site has been reviewed against current guidance:

- Residents of new developments can easily and comfortably access a wide variety of key services, including local shops, cafes, public houses, leisure facilities, employment opportunities, schools, doctors' surgeries and dentists, all by easy walking and cycling.
- Bus services operate to/from Ascot to Windsor, Bracknell and Heathrow, with additional buses to Charters School and St. Bernards School. These bus stops can be accessed from Ascot High Street a short distance from the Site.
- Ascot Railway Station is located on Station Hill and provides regular services to London Waterloo, Reading and Aldershot. With the proposed pedestrian and cycle link through the adjacent London Square development Ascot Railway Station is less than 800m walk from the centre of the Site.
- Several additional points of pedestrian/cycle connections to the surrounding highway network and adjacent development schemes to ensure that Ascot Gardens will deliver a highly permeable integrated development area, providing for all key desire lines and represents a highly accessible development.
- A Travel Plan is proposed to ensure opportunities for the promotion of sustainable travel are fully taken up.

SECTION 5 Targets

- 5.1.1** The key aim of the Travel Plan is to reduce the number of single occupancy vehicular trips generated by the site. Targets are the measurable goals against which progress towards the aims and objectives of the RTP can be assessed.
- 5.1.2** Targets should follow the SMART principle (specific, measurable, adjustable, realistic, and time-bound) and focus on reducing the trip generation of the site as a whole, along with single car occupancy to the site. The targets of the Travel Plan therefore relate to traffic generation and mode share and are set out below.
- 5.1.3** The targets are initial and will be refined upon completion of the first monitoring surveys at the application site. The refined targets will then be presented to RBWM for approval.

5.2 Initial Traffic Generation Targets

- 5.2.1** A key target of the Travel Plan will be to achieve a 10% reduction in forecast peak hour traffic flow over the lifetime of the Travel Plan. **Table 5** outlines the residential traffic generation figures used in the traffic analysis in the TA (i.e. without modal shift), along with the target traffic generation figures allowing for a 10% reduction in peak hour car use.

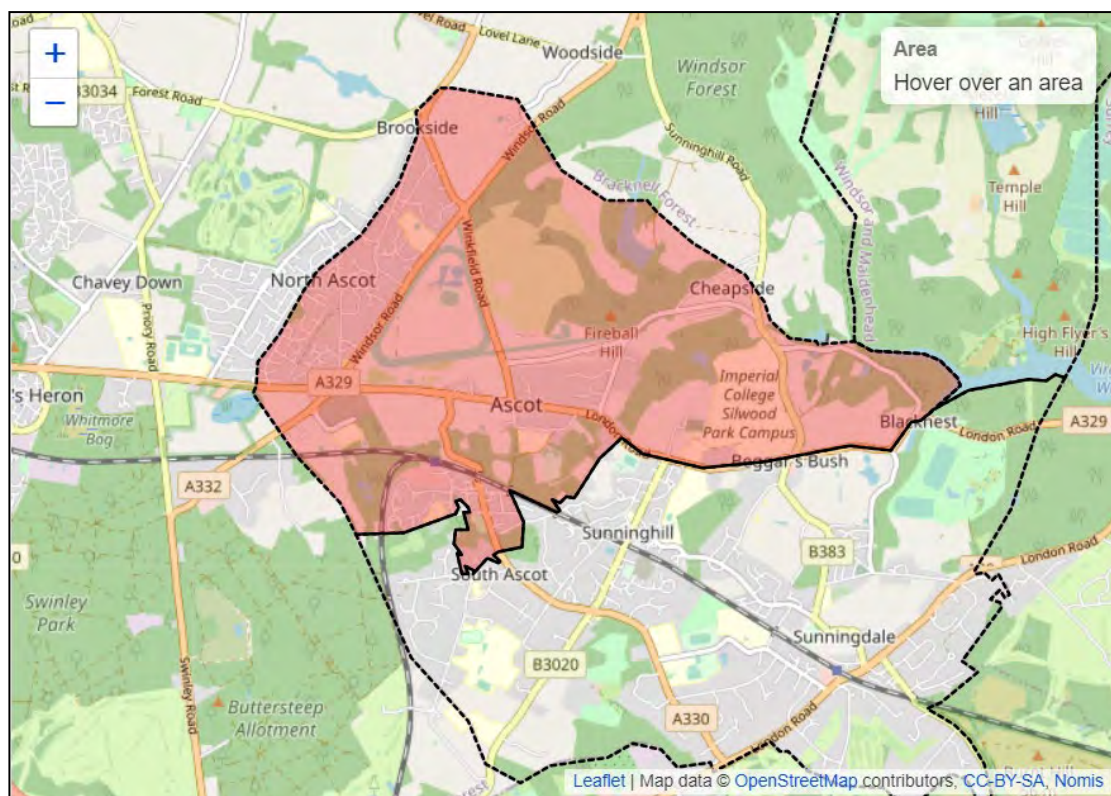
Table 5: Initial and Target Traffic Generations – AM and PM Peak Hour Periods

Land Use	AM Peak (0800 – 0900)			PM Peak (1700 – 1800)		
	In	Out	Total	In	Out	Total
<i>Total Vehicle Trips – based on Table 25 of the TA</i>	7	33	40	29	14	43
With 10% reduction	6	30	36	26	13	39

5.3 Interim Modal Split Targets

The TEMPro database has been used to identify the baseline modal split based, using a typical day, on the local geographical area data, using Windsor and Maidenhead 017 Middle Super Output Area (MSOA), the location of which is shown in **Image 11** overleaf, and includes the development site.

Image 11: Windsor and Maidenhead 017 MSOA Location



5.3.2 The mode split data forms the basis of a further target of achieving a 10% modal shift away from single-occupancy car use, with a corresponding increase in sustainable travel.

5.3.3 The single occupancy car use mode share targets for a typical day are summarised in **Table 6**. This includes targets for both the end of the Travel Plan and interim targets.

Table 6: Baseline and Interim Targets

Mode	Baseline	Year 1 Target	Year 3 Target	Year 5 Target
Walking	11.2%	11.2%	11.8%	12.4%
Cycling	0.9%	0.9%	1.0%	1.1%
Car Driver	56.3%	56.3%	53.5%	50.7%
Car Passenger	23.4%	23.4%	24.4%	25.4%
Bus / Coach	3.7%	3.7%	4.1%	4.6%
Rail	4.5%	4.5%	5.2%	5.8%
Total	100.0%	100.0%	100.0%	100.0%

Source: Consultant's Estimates / 2011 Census

5.3.4 The interim target of a 10% reduction of total residential vehicle trips would result in a modal shift for car drivers from 56.3% on the basis of 2011 Census data to broadly 50.7%, five years following the first occupation of the development.

- 5.3.5 The mode share targets will be refined upon completion of the first monitoring surveys at the site and issued to RBWM for approval. Further details of this process are provided at Section 9.
- 5.3.6 It should be noted that the TA has not considered the benefits of the Travel Plan and makes no allowance in its traffic assessment for the Travel Plan. The acceptability of the applications in planning terms is therefore not dependent upon the success of the Travel Plan. Therefore, the expected reductions in the number of vehicle movements generated by the site will reduce the (acceptable) traffic impacts on the highway network identified in the TA.

SECTION 6 The Travel Plan Coordinator

- 6.1.1 This section of the Travel Plan provides an overview of the roles and responsibility of the Travel Plan Co-ordinator.
- 6.1.2 It is proposed that the developer will provide a Travel Plan Co-ordinator (TPC). The appointed person will assume overall responsibility for the Travel Plan. In terms of timing, the TPC will be appointed prior to the occupation of any dwelling on the site and upon appointment, the TPC's contact details will be provided to the Royal Borough of Windsor and Maidenhead Council. The TPC will be funded for an agreed five-year period by the developer after first occupation of the site. The TPC will provide continuity and a common point of contact for residents.
- 6.1.3 The TPC will also commit to liaising with other development sites within the local area who are also delivering a Travel Plan to ensure integration of the Travel Plan objectives and targets between the sites.
- 6.1.4 The TPC will undertake the following functions:
- Develop the final Travel Plan following completion of the first monitoring period, including updated Travel Plan targets (set out in Section 5);
 - Manage the day-to-day delivery of the measures contained in the Action Plan (set out in Section 7);
 - Market the Travel Plan to encourage interest and involvement of residents at the site;
 - 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 all users, i.e., how to access the site and key destinations by non-car modes;
 - Manage the dissemination of sustainable transport information to help promote travel by sustainable modes;
 - Liaise with both 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;
 - Liaise with RBWM as appropriate;
 - Give a 'human face' to the Travel Plan. The TPC will ensure that all residents receive the Travel pack information; and

- Undertake travel surveys and monitor the progress of the Travel Plan against the targets in line with the monitoring strategy in Section 8 of this RTP.

6.1.5 The TPC will set up a steering group to assist with the future development of the Travel Plan. This steering group will consist of residents of the site, the TPC and public transport operators and local cycle shops will also be invited to attend the steering group meetings as necessary.

SECTION 7 Travel Plan Measures

7.1.1 This section of the RTP sets out both the 'hard' infrastructure measures and the 'soft' measures that will be implemented from construction, and through to the final phase of the plan. It is intended that these measures will encourage and promote the use of modes of travel other than single occupancy car use for residents and visitors.

7.2 Infrastructure Measures

7.2.1 The proposed development takes a placemaking approach to design, to ensure that the scheme delivers a place for people and enshrines health and sustainability throughout. Ascot Gardens has been prepared in the format of a Healthy Streets approach.

7.2.2 In line with these principles, the following paragraphs highlight the infrastructural measures intended to promote and enable sustainable travel amongst residents and visitors of the site.

Pedestrian and Cycle Connectivity

7.2.3 Proposed new connections between Ascot Gardens and the existing pedestrian and cycle provision is set out in Section 4, with details of the key connections set out below.

Connection to London Square Development

7.2.4 The layout provides for access to London Square in the south-west corner of the Site, to facilitate connection to Station Hill, aligned to the London Square proposals to the west. These connections have been developed in consultation with RBWM Planning and design officers.

7.2.5 In addition, the London Square development is proposing a new Toucan crossing at Station Hill, in the vicinity of the site access to the site. This Toucan crossing will provide improved and safe pedestrian crossing provision between the two site and access to Ascot Railway Station.

Connection to St. George's Lane

7.2.6 A new pedestrian/cycle connection to St. George's Lane is shown on the layout to the south-east of the site boundary connecting to Wells Lane. This connection will also provide an emergency vehicle access to Ascot Gardens. The layout of the proposed St. George's Lane connection is shown on i-Transport drawing **ITB18755-GA-018**.

Connection to Local Plan AL17 Allocation – Shorts Yard

7.2.7 The scheme provides for pedestrian / cycle access to Shorts (AL17) in a location consistent with the illustrative masterplan of the consent and takes account of existing tree constraints.

- 7.2.8 AL17 Shorts Yard application is also committed to delivering improvements to the footway on St George's Lane, to provide a 2m footway to the west of carriageway and to address parking issues with the introduction of double yellow line parking restrictions.

Connection to High Street

- 7.2.9 A pedestrian connection is proposed from the Site into Hermitage Parade, on High Street, in the north-west corner of the Site, to provide direct access to a number of retail and restaurant opportunities and closer to the desirelines to the retail areas on the High Street.

7.3 Soft Measures

- 7.3.1 This remainder of this section identifies the 'soft' measures to encourage and promote the use of modes of travel other than single occupancy car use for residents and visitors. It covers:

- Promotion of walking and cycling;
- Measures to encourage future residents to car share;
- Information provision and marketing; and
- Residents' Travel Pack and website, for all new residents on first occupation; and
- Involvement of Residents

Promotion of Walking and Cycling

- 7.3.2 The development will be designed to facilitate walking and cycling in particular for local journeys to key destinations. All dwellings will be provided with cycle parking in line with current local parking standards.
- 7.3.3 Information on the walking and cycling routes and facilities within the development will be made available to new residents through the residents travel information pack and the other means described in the following sections.
- 7.3.4 Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores.
- 7.3.5 The TPC will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.
- 7.3.6 The TPC will promote cycle maintenance services such as Bike Doctor (cycle repair), RideRide (training in cycle repair) and Purple Bike Shed (home visits to undertake cycle repair) and negotiate discounts for residents from these services.

Promotion of Public Transport

- 7.3.7 Information on the public transport routes serving the new development will be made available to new residents through the residents travel pack.
- 7.3.8 Information on the public transport routes and facilities will be emphasised and the availability of weekly and monthly bus passes will be promoted.
- 7.3.9 The TPC will also liaise with local bus operators to negotiate any bus fare discounts for new residents of the site in order to encourage a reduction in single occupancy vehicle journeys.
- 7.3.10 Each household will be offered time limited public transport vouchers which can be exchanged on either bus or rail tickets. These vouchers will be available for the first 6 months following occupation of each residential dwelling.

Car Sharing

- 7.3.11 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 numbers of residents making similar journeys at the same time, thereby reducing 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.
- 7.3.12 Residents will therefore be provided with information about car sharing via the Windsor and Maidenhead liftshare website (<https://liftshare.com/uk/journeys/from/maidenhead-windsor-and-maidenhead-uk>) and other social-media based sites, along with a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

Information Provision and Marketing

- 7.3.13 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development.
- 7.3.14 A site-specific website will be developed and maintained by the TPC and residents to inform residents of travel choices.
- 7.3.15 Residents will be kept informed of travel options and success of the Travel Plan through the monitoring surveys at least once a year for the duration of the Travel Plan.

Travel Plan Pack

7.3.16 The first occupier of each household will be provided with a resident's travel information pack. The pack will pull together information on the Travel Plan measures and contain information about the objectives of the Travel Plan, 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 in the resident's travel information pack:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
- Bus and rail maps and timetable information;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Details of any negotiated discounts at local cycle stores etc, information on cycle loan schemes and cycle maintenance organisations such as The Bike Doctor, and Purple Bike Shed;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes and local school Travel Plans; and
- Information about car sharing through liftshare website (www.liftshare.com/uk) and other social media-based websites.

7.3.17 The Travel Pack will also promote useful websites which include the following:

Walking Related:

- Living Streets – www.livingstreets.org.uk
- Ramblers Association – www.ramblers.org.uk

Cycle Related

- Cycle 2 Work – www.cycle2work.info
- Sustrans – www.sustrans.org.uk

Public Transport Related:

- Traveline – www.travelinesoutheast.co.uk
- National Rail Enquiries – www.nationalrail.co.uk
- Trainline – www.thetrainline.com

Local

- RBWM - <https://www.rbwm.gov.uk/home/transport-and-streets/rights-way/maps-signs-and-publications>
- RBWM - <https://www.rbwm.gov.uk/home/transport-and-streets/public-transport>
- Liftshare - <https://liftshare.com/uk>

7.3.18 The TPC will also promote special events via the Travel Pack and the dedicated website. Examples of the special events to be promoted are listed as follows:

- Bike to School Week;
- Walk to School Week;
- National Work from Home Day;
- National Lift-Share Day; and
- Energy Saving Week.

7.3.19 An example Travel Plan Pack delivered by a Cala Homes site is provided at **Appendix B**.

Travel Plan Website

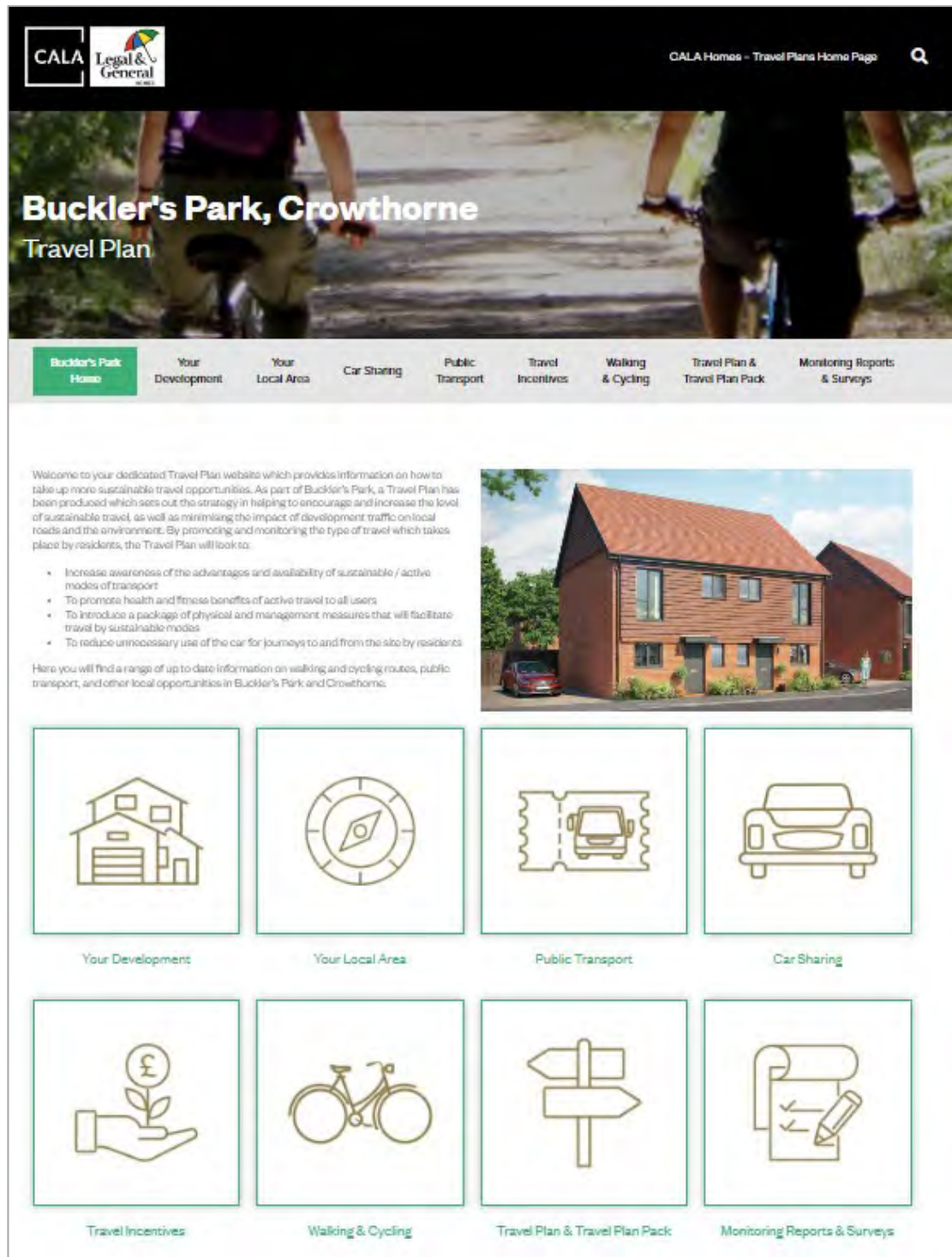
7.3.20 To ensure access to up-to-date information for residents, a community travel web page will be established. This will contain up to date bus and rail timetable information, details of car share schemes and walking and cycling facilities maps.

7.3.21 Cala Homes currently operate a dedicated Travel Plan portal, with specific information about a number of currently occupied sites. This is available at: <https://cala-thames-travel-plans.co.uk/>

7.3.22 The intention would be for the proposed community website to be closely linked with the existing Cala portal, allowing for consistency across various developments.

7.3.23 The website will include information regarding the local area, public transport, smart driving, travel incentives or schemes that residents can get involved with and relevant details of the Travel Plan process. It will also include bespoke and downloadable mapping and links to relevant external websites. An exemplar web page is shown below in **Image 12** overleaf.

Image 12: Cala Travel Plan Website – Example Development Landing Page



Source: Cala Homes – Travel Plan Portal (<https://cala-thames-travel-plans.co.uk>)

Involvement of Residents

7.3.24 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a Residents' Travel Information Pack on completion of their purchase.

7.3.25 The Travel Plan Co-ordinator will liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. The Travel Plan Co-ordinator will also aim to maintain interest amongst residents through the following means:

- Invitation to take part in Travel Plan monitoring surveys;
- Occasional leaflet drops/ email updates providing information about the Travel Plan and reporting the results of the monitoring;
- Involvement of resident volunteers in the monitoring process (to be recruited by the Travel Plan Co-ordinator); and
- The steering group will involve resident participation and will review and develop other methods of ensuring ongoing involvement from residents.

7.4 **Summary**

7.4.1 A comprehensive package of measures is proposed to promote the use of walking, cycling and public transport amongst new residents and to make more efficient use of the private car. The proposed measures aim to ensure that the objectives set out in Section 2 of this Travel Plan 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.

SECTION 8 Action Plan

8.1.1 An Action Plan is presented in **Table 7** which provides a programme for delivering the Travel Plan measures.

Table 7: Action Plan

Measure		Timescale	Responsibility
Travel Plan Co-ordinator		Nominated one to three months prior to 1 st occupation of site	Developer
Steering Group		1 st meeting one month after appointment of TPC. Subsequent 6 monthly meeting for first two years after first occupation, then one meeting in years 3 and 5	TPC
Information about Development and Provision	Training of sales team about the Travel Plan	Training as part of induction process	Developer
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation	TPC
	Production of Residents' Travel Information Packs	To be developed before 1 st occupation. Initial occupations to have simplified version of pack with the full pack provided at a later date	TPC
	Production of Travel Pack website	To be developed before 1 st occupation	TPC
Promote EV Use		Provide EV charging infrastructure prior to 1 st occupation	Developer
Promote Sustainable Travel		Negotiate discounts with providers of walking and cycling equipment, and with public transport operators. Public transport travel voucher that can be redeemed against bus or rail tickets.	TPC
Promote car share schemes		With Residents' Travel Information Pack and website	TPC
Promote Cycling		Deliver on-site infrastructure and cycle parking spaces for each dwelling prior to occupation	Developer

Measure	Timescale	Responsibility
Walking / Cycling / Local Facilities / Rail Maps and Journey Planning Services	With Residents' Travel Information Pack and website	TPC
Information regarding home delivery services	With Residents' Travel Information Pack and website	TPC

Source: i-Transport LLP

8.2 Funding

8.2.1 The developer will fund the following items:

- The transport infrastructure outlined in Section 7 of the RTP;
- The TPC role for 5 years after first occupation of the development;
- The implementation of the measures outlined in Sections 7 and 8; and
- The monitoring surveys outlined in Section 9.

8.2.2 Going forward, the most likely source of funding for the Travel Plan will be through Management charges. The aim will be to take steps to enable the Travel Plan to become self-funding by the time that the development is complete.

8.3 Framework for Handover

8.3.1 Five years after first occupation of the new development, the developer will no longer be responsible for the management of the Travel Plan. At this time, the management of the Travel Plan will revert to a Travel Plan committee, to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance. It will be the TPC's role to put in place necessary handover mechanisms towards the end of the travel plan period.

SECTION 9 Monitoring Strategy

9.1 Introduction

- 9.1.1 The indicative targets set out in Section 5 will be refined following the initial residents' travel survey of each site.

9.2 Monitoring

- 9.2.1 The total monitoring programme of the travel plan will run until four years after the first monitoring takes place and will be carried out by travel questionnaire surveys and TRICS SAM Surveys.
- 9.2.2 Questionnaire surveys will be used to determine the effectiveness of the Travel Plan measures and enable residents to remain involved in the Travel Plan process.
- 9.2.3 The SAM Surveys assist travel plan monitoring by undertaking multi-modal transport surveys to discover how people are entering and leaving the development site on what form of transport.
- 9.2.4 The frequency of the SAM surveys will be as follow as follows:
- Year 1 (within 3 months of 50% occupation in accordance with the seventh schedule of the S106) – TRICS SAM baseline survey;
 - Year 3 (i.e. 2 years following first survey) – TRICS SAM survey; and
 - Year 5 (i.e. 4 years after first survey) – TRICS SAM survey.
- 9.2.5 The first questionnaire survey (baseline) will also be undertaken within 3 months of 50% occupation of the site. Following the baseline survey, further questionnaire surveys will be undertaken one year after the baseline survey then annually to year 5. An example questionnaire is included as **Appendix C**.
- 9.2.6 The questionnaires will 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. These surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the Travel Plan and to monitor travel patterns at the site over set periods of time to quantify modal shift.
- 9.2.7 The first survey results will inform refined targets presented in the Final Travel Plan. Subsequent rounds of survey results will monitor progress against the refined targets.

9.2.8 Results will be submitted to RBWM within three months of the survey completion in accordance with RBWM's good practice guidance.

9.3 Remedial Measures

9.3.1 The traffic assessments carried out in the supporting transport assessment are based upon a 'without Travel Plan' situation and so demonstrates that in the event the Travel Plan targets are not achieved, the impact of the development on the local highway network after highway improvements is still acceptable in highway and safety terms. On this basis, notwithstanding the benefits of the RTP, the planning applications are not dependent on the success of the Travel Plan.

9.3.2 The proposed measures will provide a genuine opportunity for the 10% reduction in single occupancy traffic flows associated with the development to be achieved. This will provide further benefit to the operation of the local highway network, as well as offering health, cost, and lifestyle benefits to local people

9.3.3 As per RBWM's Travel Plan guidance, should the Travel Plan targets not be met by the end of the Year 3 monitoring period, the developer will put further reasonable measures in place to get the Travel Plan back on track. These measures might include:

- The TPC negotiating another round of discounts or promotions for residents at local cycle stores;
- The TPC will liaise with local bus operators to negotiate another round of bus fare discounts; and
- Provision of a second public transport voucher to be redeemed against either bus or rail tickets;
- A further round of information provision, which will include bus and rail timetables, car sharing information and information on journey planning tools.

9.3.4 Should the Travel Plan targets not be met by the end of the monitoring period, the developer will use reasonable endeavors to work with RBWM to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.

SECTION 10 Summary & Conclusions

- 10.1.1 CALA Homes (Thames) Ltd. ('the Applicant') have appointed i-Transport LLP to provide transport and highways advice in respect to a planning application for a proposed residential development on land situated to the south of the High Street, Ascot, known as Ascot Gardens.
- 10.1.2 The Site forms part of allocation AL16 of the RBWM Local Plan. The Applicant is proposing 90 dwellings on the Site, delivering a mix of family houses and apartments. The scheme is expected to deliver both market and affordable development. The split in properties is summarised in the table below, with a total of 36 affordable properties and 54 privately owned.
- 10.1.3 The NPPF states that development proposals should protect and exploit opportunities for use of sustainable modes of transport. A key tool to facilitate this will be the Residential Travel Plan, which is required to support all developments that generate significant amounts of movement.
- 10.1.4 The RTP aims to promote sustainable choices amongst new residents of Ascot Gardens, through reducing the need for travel by private car, and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 10.1.5 The document provides a framework for the implementation of a final Travel Plan for the site following occupation, and the first phase of monitoring.
- 10.1.6 The following main targets have been set:
- To reduce the number of vehicle trips generated during the peak hours by ten percent from the baseline position; and
 - To reduce the modal split for travel by car drivers by ten percent from the baseline position.
- 10.1.7 The objective is to achieve this target within five years from first occupation, against a baseline that will be established through the first round of monitoring, three months after 50% occupation.
- 10.1.8 The development proposals will bring forward a highly permeable site and extensive package of infrastructure measures aimed at facilitating walking and cycling, providing safer routes, reducing walking distance through the site and reducing the need to travel. This is described fully in Section 3.

10.1.9 The Travel Plan also identifies a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site, including:

- Measures to promote walking and cycling, including provision of plans showing the walking and cycling routes to local facilities; and
- A travel information pack and website including the provision of up-to-date travel information by sustainable forms of transport.

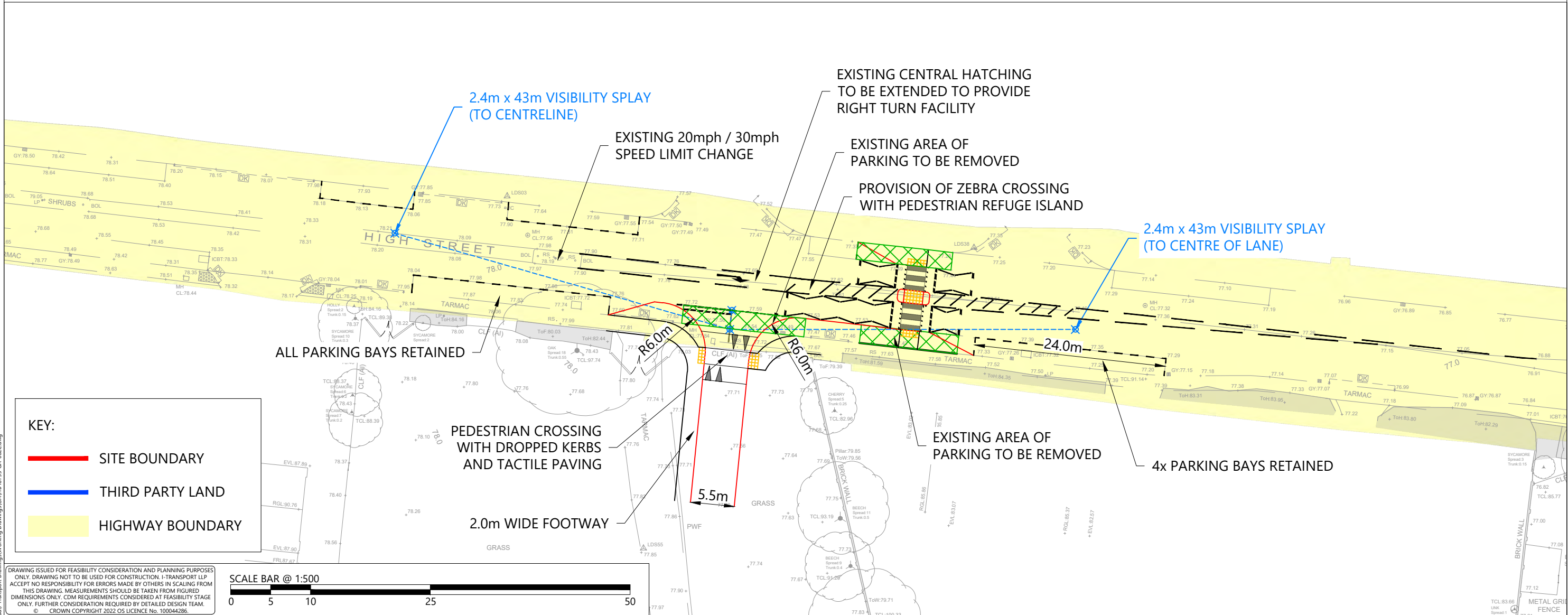
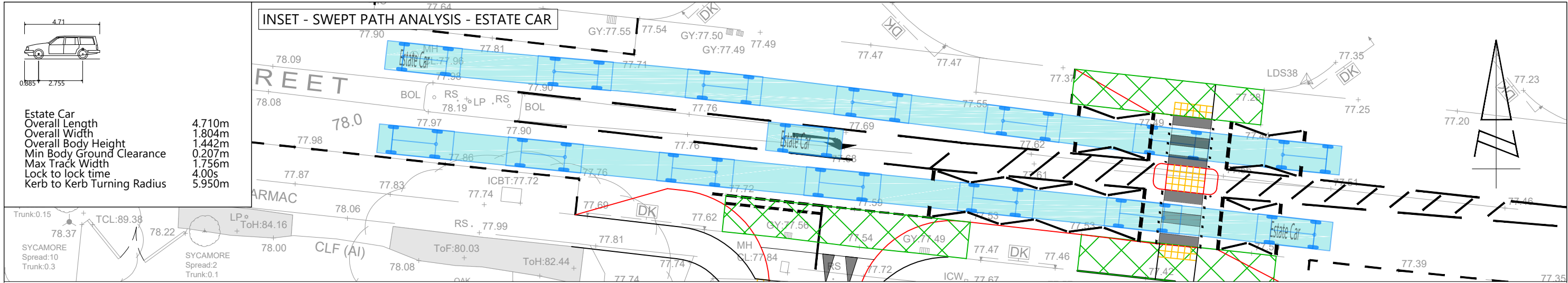
10.1.10 A framework for the management and implementation of the Travel Plan is proposed. A TPC will be appointed by the developer until five years after first occupation of the new development, which point the site will be fully occupied. The TPC will be appointed prior to first occupation of the proposed development to oversee the implementation of the proposed measures.

10.1.11 The TPC will be supported by a Steering Group, comprising representatives from the developer, local authority, and local residents. This will also ensure the development will be in consensus with the public transport strategy of the wider site. A framework is proposed for the handover of the Travel Plan at the end of the developer's involvement.

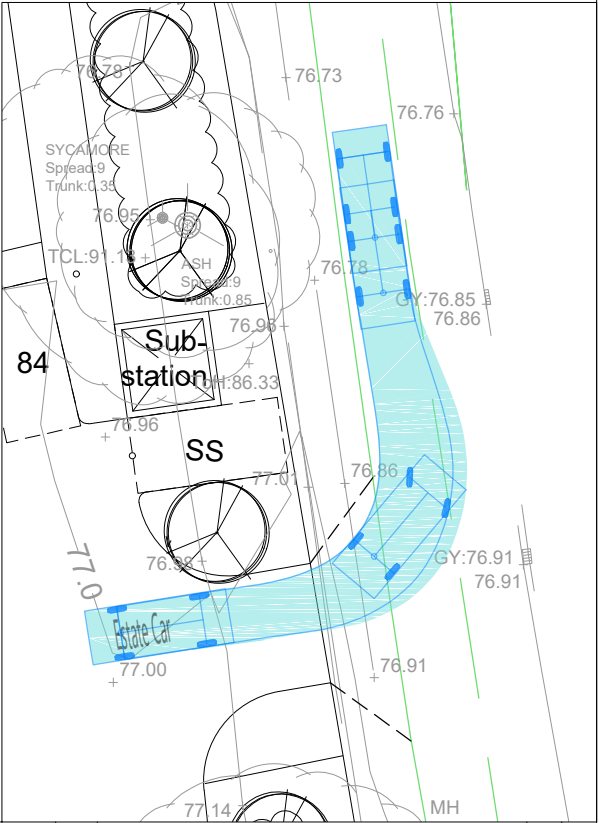
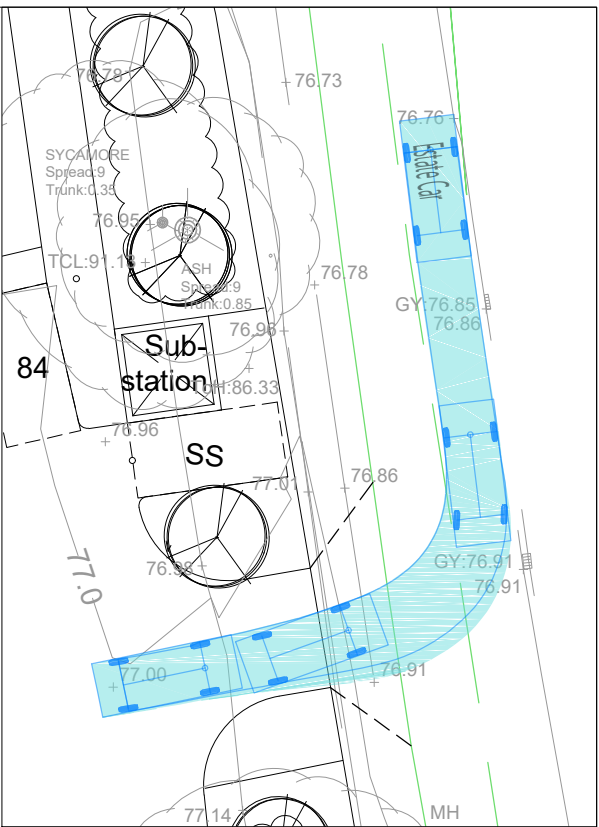
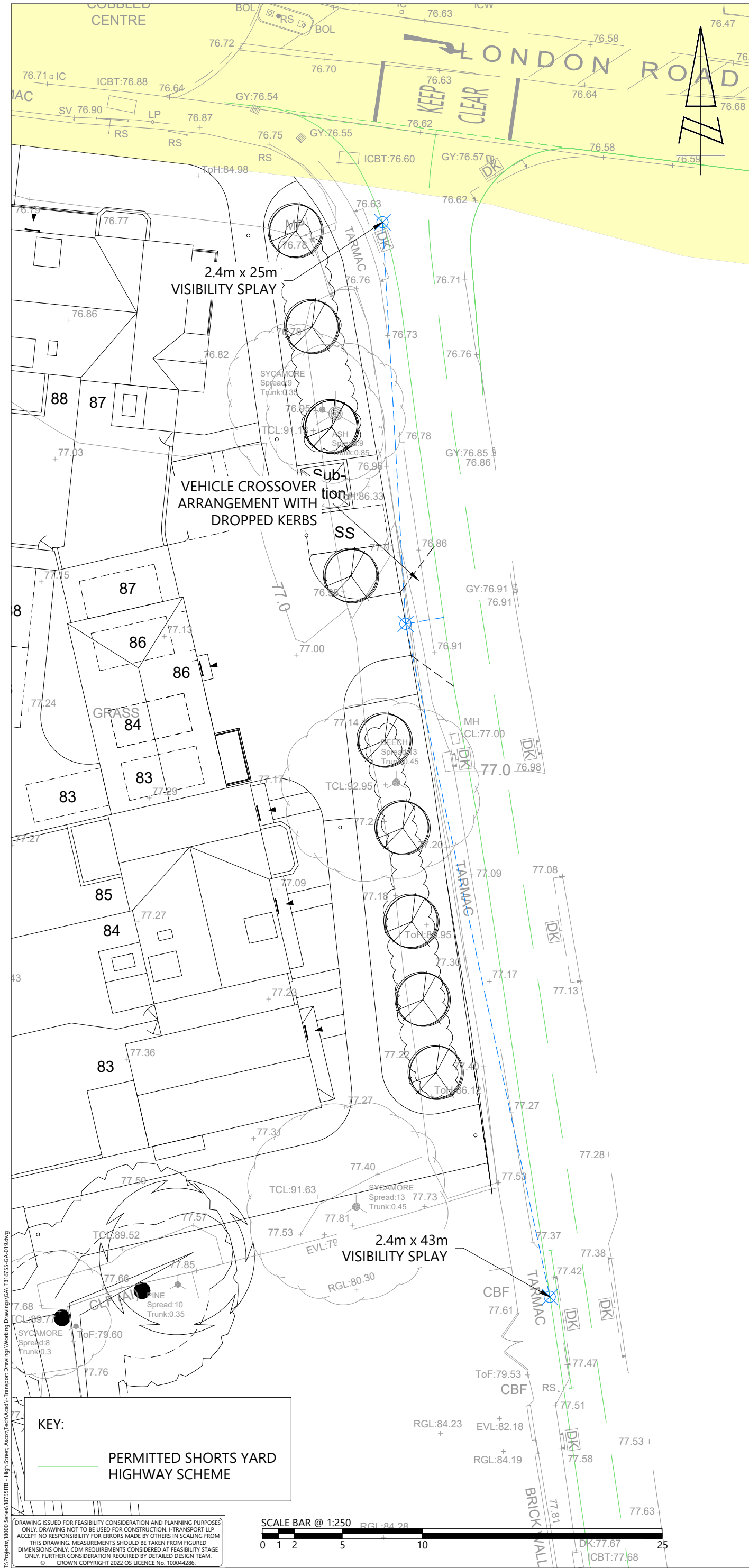
10.1.12 The first monitoring surveys will be carried within 3 months of 50% occupation. This will ensure that the survey captures information about an established critical mass of residents and will allow time for the measures contained within the Travel Plan to take effect. Questionnaire surveys will be issued on an annual basis with TRICS SAM surveys undertaken in years 1, 3 and 5.

10.1.13 Annual monitoring reports over the period of the Travel Plan will be submitted to RBWM setting out the results of the travel surveys against the targets identified within the Travel Plan.

DRAWINGS



i-Transport The Square, Basing View, Basingstoke, Hampshire, RG21 4EB Tel: 01256 898366 www.i-transport.co.uk				C B A	07.06.24 01.05.24 08.01.24	JB SH MC	ACCESS UPDATED PEDESTRIAN CROSSINGS UPDATED TOPOGRAPHICAL SURVEY ADDED	JW TW MC	TW TW TW	TITLE: PROPOSED SITE ACCESS ARRANGEMENTS		DRAWN: MC	CHECKED: MC	APPROVED: TW	
REV		DATE	BY	DESCRIPTION	CHK	APD	PROJECT: HIGH STREET, ASCOT		CLIENT: CALA HOMES (THAMES) LTD						
STATUS: FOR INFORMATION											PROJECT No: ITB18755		SCALE @ A3: 1:500	DATE: 01.11.23	
											DRAWING No: ITB18755-GA-002		REV: C		

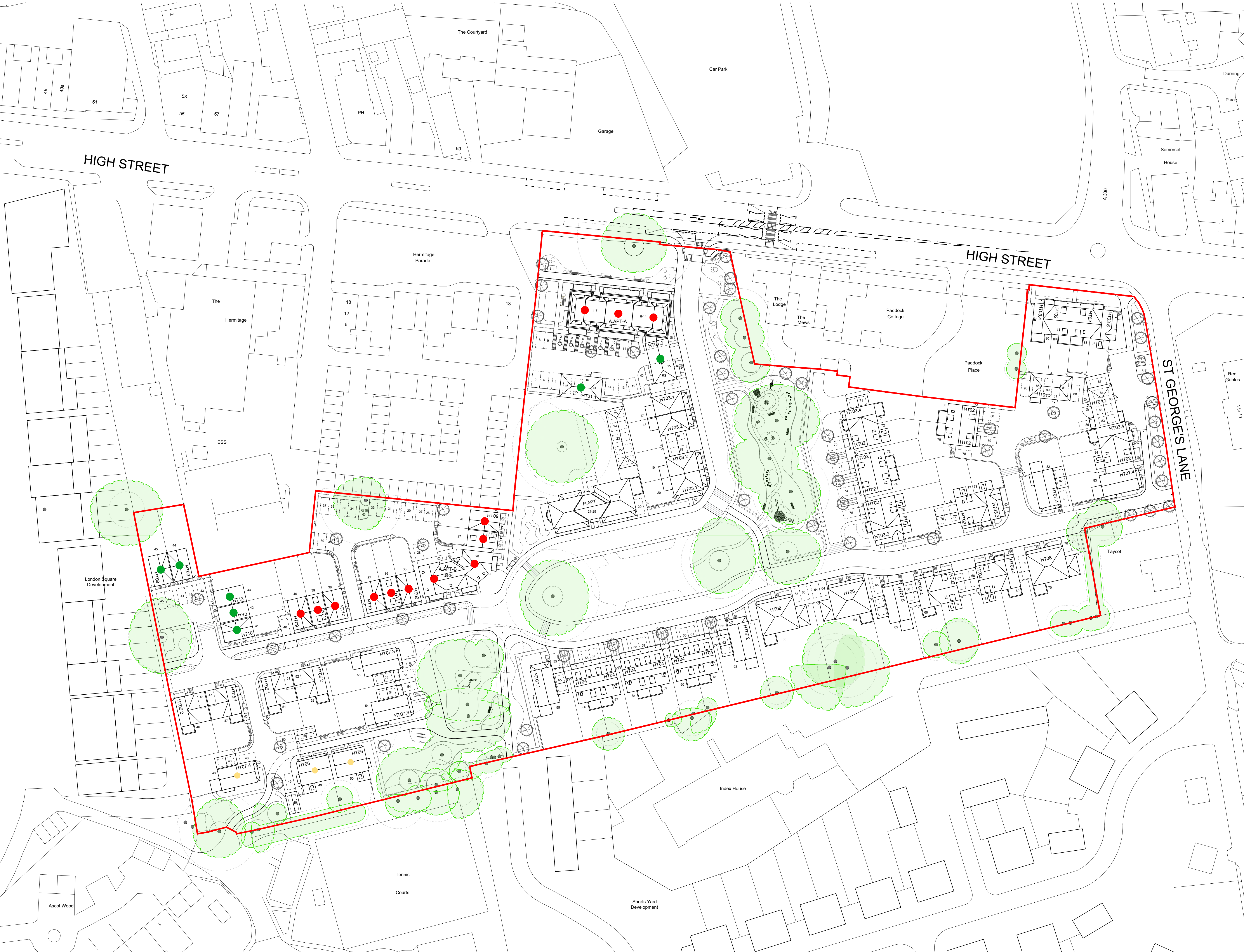


REV	DATE	BY	DESCRIPTION	CHK	APD
STATUS: FOR INFORMATION					
 The Square, Basing View, Basingstoke, Hampshire, RG21 4EB Tel: 01256 637940 www.i-transport.co.uk					
TITLE: CROSSOVER ACCESS ONTO ST GEORGE'S LANE					
PROJECT: HIGH STREET, ASCOT					
CLIENT: CALA HOMES					
DRAWN: JD		CHECKED: JW		APPROVED: TW	
PROJECT No: ITB18755		SCALE @ A3: 1:250		DATE: 12.07.24	
DRAWING No: ITB18755-GA-019				REV: -	

APPENDIX A. Site Masterplan

Notes:
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- Legend
- Site Boundary
 - Affordable Rent
 - Shared Ownership
 - Custom Build (Potential options)



Date	Issue	Description	Drawn	CHK
Z	15.07.24	Planning pack issue	MR	NB
V	12.07.24	Housekeeping meeting	AW	NB
X	09.07.24	Amendments	AW	NB
W	05.07.24	Amendments	AW	NB
U	01.07.24	MR Collection Points added	AW	NB
T	01.07.24	HT amendments	MR	NB
S	20.06.24	HT planning comments added	MR	NB
R	19.06.24	Final pre app amend	MR	NB
Q	19.06.24	Final pre app amend	MR	NB
P	14.06.24	Movement routes adjusted	MR	NB
N	05.06.24	Movement routes adjusted	MR	NB
M	04.06.24	Movement routes adjusted	MR	NB
L	01.06.24	Final B100 diagram	MR	NB
K	01.06.24	Final B100 diagram	MR	NB
J	01.06.24	Final B100 diagram	MR	NB
I	01.06.24	Final B100 diagram	MR	NB
H	10.04.24	Tree comments incorporated	NB	NB
G	04.04.24	Final App Updates	NB	NB
F	03.04.24	Final App Updates	NB	NB
E	28.03.24	Option 2	NB	NB
D	28.03.24	Option 1	NB	NB
C	11.03.24	Final App Updates	NB	NB
B	08.03.24	Final App Updates	NB	NB
A	01.03.24	Final App Updates	NB	NB
	01.01.24	Final issue	NB	NB

Client: Cala Homes (Thames)

Boyer

Project: Ascot Gardens
Ascot

Drawing Title: Site Layout

Drawing No: SL-01
Scale @ A1: 1:500
Scale Bar: 0 10 20 30 40 50 60 70 80 90 100 110 120

Job Ref: 23.2020
Revision: Z

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APPENDIX B. Example Travel Plan Pack



Buckler's Park, Crowthorne

Travel Plan Pack



Welcome to your Travel Plan Pack

Here you will find information on how to take up more sustainable travel opportunities within your development and within the local area.

As part of Buckler's Park, travel choices and destinations have been reviewed and are set out to help encourage you to increase the level of sustainable travel, as well as minimising the impact of development traffic on local roads and the environment. By promoting and monitoring the type of travel and the choices available for residents, the Travel Plan will look to:

- Increase awareness of the advantages and availability of sustainable / active modes of transport
- To promote health and fitness benefits of active travel to all users
- To introduce a package of physical and management measures that will facilitate travel by sustainable modes
- To reduce unnecessary use of the car for journeys to and from the development by residents

As well as your Travel Plan pack you also have your own dedicated Travel Plan website which provides further information on sustainable travel. Please visit: www.cala-thames-travel-plans.co.uk.

If you have any questions or you need to get in touch please contact your Travel Plan Coordinator via the following email address: bucklersparktpc@i-transport.co.uk.

Your Development

Buckler's Park will in total provide:

- 1,000 new homes
- A neighbourhood centre
- A primary school
- A community hub
- A Care Home
- Community Orchard
- Sustainable and Natural Green Space

As part of your development you have a wide range of walking routes including the woodland and the Sustainable Alternative Green Space known as Buckler's Forest to the south east. In addition, there are a number of off-road routes in and around the site providing access to Nine Mile Ride, Old Wokingham Road and other nearby local facilities and services.



A full local area plan including walking and cycling routes, bus stop locations, schools, shops and leisure facilities can be found within this Travel Plan Pack.

Your Local Area

Buckler's Park is located to the north east to the centre of Crowthorne, only a 20 minute walk and a 5 minute cycle ride. The development is also located to the southwest of Bracknell Town Centre. With a range of retail, leisure, education and employment opportunities you have access to a number of facilities nearby in both Crowthorne and Bracknell.

Walking and Cycling

Buckler's Park is surrounded by a number of walking and cycling routes providing access to destinations including Crowthorne, Bracknell and Swinley Forest. There are lots of pedestrian points around the development which will take you out onto Old Wokingham Road and Nine Mile Ride.

Old Wokingham Road has a footway located on the western side of the road along the northern section leading to your local bus stops. A continuous footway within the development will become available providing a route north to south through the site. To the south footways are available on both sides connecting to Crowthorne High Street.

Local cycle routes are also available across Bracknell and is a great way to explore your local area. For more information on local walking and cycling routes please visit your dedicated Travel Plan website:

www.cala-thames-travel-plans.co.uk.

Useful Apps



Map my Walk



Map my Ride



Strava

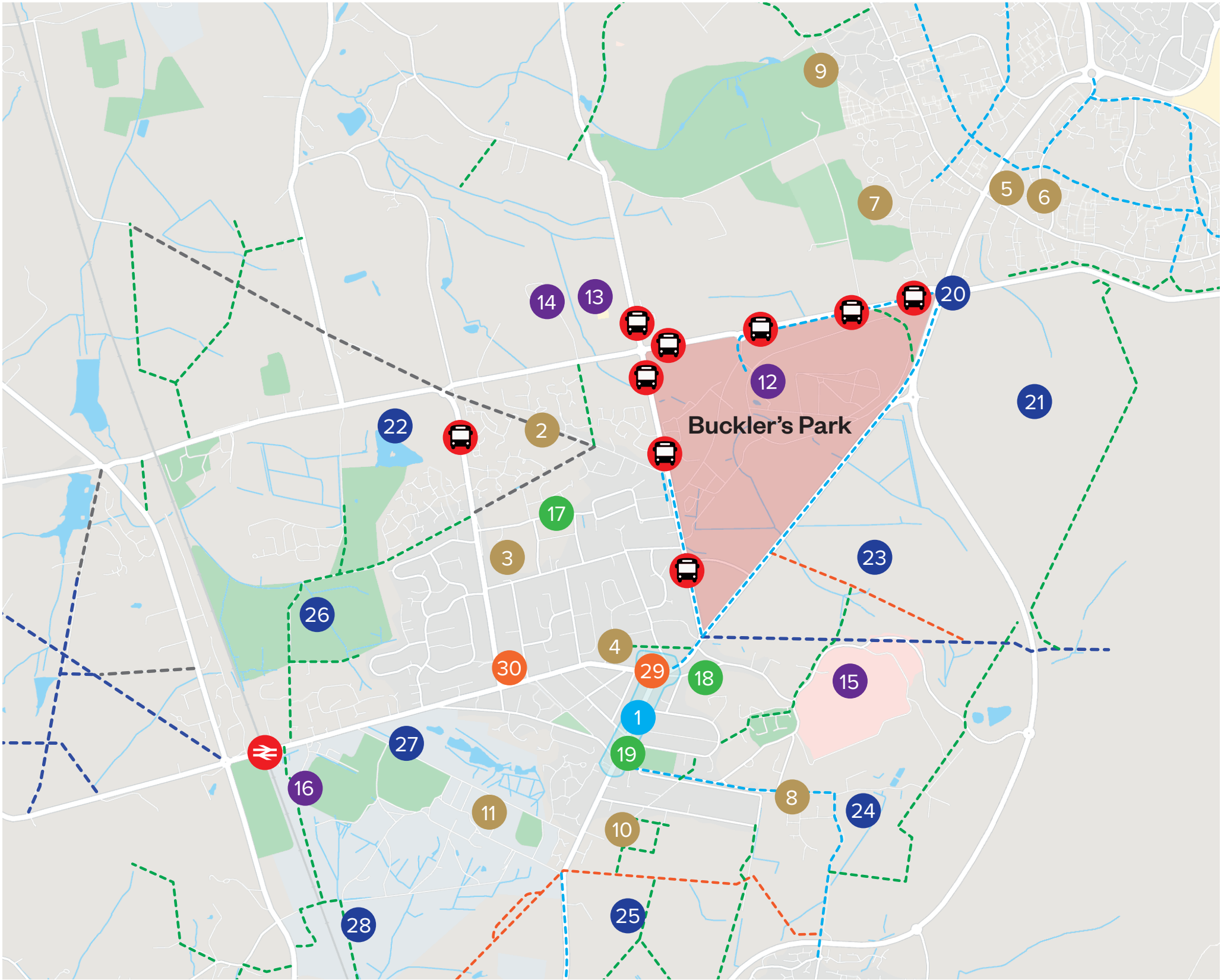


AllTrails



Buckler's Park Local Area Plan

Location/Facility	Time (mins)	
	Walk	Cycle
 Crowthorne Railway Station	42	13
 Crowthorne High Street (inc. Lidl)	23	7
 Hatch Ride Primary School	14	5
 Oaklands Infant and Junior School	18	6
 Crowthorne CofE Primary School	21	7
 St Margaret Clitherow Catholic Primary School	26	8
 Teepee Day Nursery	26	8
 Wooden Hill Primary School	27	8
 Wildmoor Heath School	29	9
 Easthampstead Park Community School	32	10
 Edgbarrow School	32	10
 Wellington College	44	14
 TRL	5	1
 Pinewood Centre	14	4
 Johnson & Johnson Pinewood Campus	17	5
 Broadmoor Hospital	25	8
 Wellington Business Park	42	13
 Greenwood Road Local Shops	15	5
 BP / M&S Simply Food	18	6
 Berkshire Bikes	24	8
 The Golden Retriever Pub	17	5
 Swinley Forest	23	7
 Heath Lake Nature Reserve	26	8
 Crowthorne Wood	29	9
 Crowthorne Rugby Football Club	35	11
 Wildmoor Heath Nature Reserve	36	11
 East Berkshire Golf Club	36	11
 Wellington Health and Fitness Club	40	13
 Wellington College Golf Club	44	14
 Crowthorne Dental Centre	20	6
 New Wokingham Road Surgery	27	9



Travel Incentives

Exclusive only to Buckler's Park residents you have two discounts available to help you get out and about across your local area. In addition, Bracknell residents also have the opportunity to sign up to the Bracknell e+ Card!

Thames Valley Bus Pass

As part of Buckler's Park, residents have the opportunity to obtain a free weekly simplyBracknell & Wokingham taster bus ticket on behalf of Thames Valley Buses. This is a great opportunity to explore your local area as well as travelling sustainably. To redeem your one-off, free weekly ticket please follow these steps:

1. Download the Thames Valley Buses app
2. Create a mobile ticket account on the app
3. Send us an email at bucklersparktpc@i-transport.co.uk letting us know your plot number and address (this is to check that you are a resident of the development) as well as the email address which you have used to sign up to Thames Valley Buses app
4. We will then send your email address to Thames Valley Buses who will arrange for a free weekly ticket to be added to your app
5. Enjoy your free weekly travel on the simplyBracknell & Wokingham routes

Berkshire Bikes

Located nearby to Buckler's Park on Crowthorne High Street you can receive 10% off your next bike (RRP) or 10% off parts. Simply quote 'Bucklers21' to Berkshire Bikes and you can receive your discount.

207 High St, Crowthorne RG45 7AQ

01344 774520

sales@berkshirebikes.com

Bracknell e+ Card

For anyone that lives, works in, studies or regularly visits the Borough you are entitled to Bracknell Forest Council's free e+ Card. With no age limit, this card entitles you access to a number of discounts and incentives around the Borough including 10% off at Berkshire Bikes and Millets Outdoor Store when you spend over £25 on full price goods.

For more information on how to apply and the list of discounts available to you please visit:

www.bracknell-forest.gov.uk/e-plus-card

Crowthorne Voluntary Car Scheme

A voluntary car scheme is available within Crowthorne to support those that need to get to hospital appointments. This scheme is aimed at those who are older, less mobile or who cannot access public transport but can walk unaided. This voluntary car scheme is subject to capacity and requires 48 hours notice. A charge or donation is requested to cover expenses.

For more information please contact Sue Hester on 01344 761001 or visit your Travel Plan website.

Car Sharing

Around 2.5 million people share their commutes to work every year in the UK. This removes 1.25 million cars from roads and saves around 1.25 million tonnes of CO2 per year. Car sharing is a great way to reduce the amount of solo car trips on our roads not only for work trips but for all trips. Other benefits include:

- Reduce the need for parking
- Meet new people in your community
- Save on average £1,000 per year
- Reduce the stress of driving

For information on Car Sharing initiatives visit our Travel Plan website:

- Liftshare – download the app today!
- GoCarShare
- BlaBlaCar – download the app today!



Public Transport

Bus Travel

Buckler's Park is located nearby to a number of bus stops on surrounding roads. On Old Wokingham Road there are two sets of bus stops, with a further southbound bus stop near the north western corner of Buckler's Park. On Nine Mile Ride, there are three sets of bus stops, including an eastbound bus stop located to the west of the roundabout to the north east of Buckler's Park. Other bus stops are located nearby to the site which provide access to further services.

Services include:

- 125A – Wokingham to Crowthorne
- 194 – running every 30 minutes to Bracknell and Camberley

All services are operated by Thames Valley Buses (previously Courtney Buses). Download their app today!

For more information on the timetables and the bus passes available, please visit your Travel Plan website where you will find links to each of these services.

Rail Travel

Crowthorne Railway Station is your closest station and is located to the west of Crowthorne on Duke's Ride. At this station there are 24 cycle spaces and a 42 space car park. From Crowthorne there are opportunities to travel to Reading, Redhill and Shalford.

Sandhurst (Berks) and Bracknell Railway Stations are also available nearby and can be accessed via bus service 194 (10 minute and 18 minute travel time respectively). Both stations provide access to Reading, however Bracknell provides the opportunity to travel into London.

For timetable information and live updates for services from Crowthorne and Sandhurst please visit: www.gwr.com. For information on Bracknell please visit www.southwesternrailway.com.



National Railcard

National Railcards provide an opportunity to save up to a 1/3 off rail travel, with an annual average saving of £142 per year! There are a number of railcards available to purchase. Take a look on the Travel Plan website or visit www.railcard.co.uk.

Taxi Services

Taxi services are also available locally and play a role in your local public transport. Local taxi companies include:

MiniCabIt

Compare and retrieve taxi quotes for your journey. www.minicabit.com

Taylor Hanson

www.taylorhanson.co.uk
01344 751 176

Crowthorne Cars

www.crowthornecarsltd.com
07872 823 431

Useful Apps



Bus Checker



Thames Valley



The Trainline



National Rail

School Travel

Hatch Ride Primary School

Joining onto Old Wokingham Road cross to the western side using either the signalled crossing or the crossing to the south of Hatch Ride. Using the footways on either side continue west until you reach Hatch Ride Primary School, where there is a zebra crossing available.

Oaklands Infant and Junior School

From Old Wokingham Road, opposite the main entrance (Buckler Ride), cross the road to travel west behind Old Wokingham Road to Maple Drive. Whilst no footways are available for the first section, it is a quiet area. An alternative is via Rowan Drive. Travel west along Belmont Road using either side connecting to Everest Road / Greenwood Road. At the junction of Butler Road travel south to access both schools.

Crowthorne CofE Primary School

Travel south along Old Wokingham Road using the connection along the development frontage which joins the shared footway / cycleway. At the roundabout to the south, cross at the crossing and continue west along Bracknell Road towards Crowthorne High Street. Using the footway on the northern side continue until the school on Duke's Ride.

Wooden Hill Primary School

From Nine Mile Ride, travel east using the footway on the northern side. Before the junction of Foresters Road turn

left onto the shared cycleway and join Wooden Hill. Please note there is no footway for 85m but it is located in a quiet residential area. Continue north connecting to Staplehurst where the school is located.

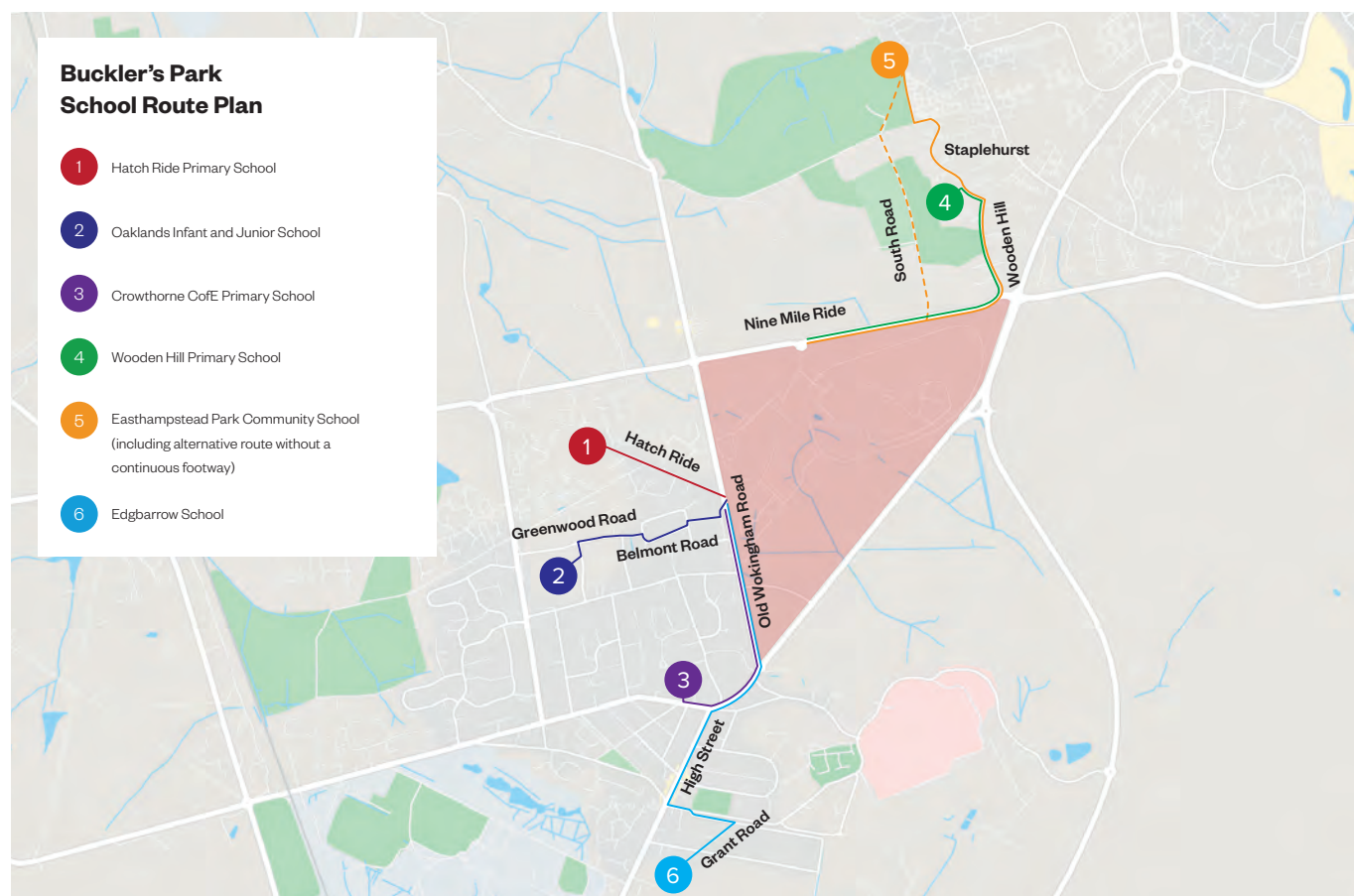
Easthampstead Park Community School

From Nine Mile Ride, travel east using the footway on the northern side. Before the junction of Foresters Road turn left onto the shared cycleway and join Wooden Hill. Please note there is no footway for 85m but it is located in a quiet residential area. Continue north connecting to Staplehurst where a number of footpaths connect north to Turnberry. The route continues north along the boundary of Downshire Golf Complex leading to the school.

An alternative route is available along South Road (off Nine Mile Ride) but does have sections of footway missing, albeit it is a quiet route and therefore is suitable for cycling.

Edgbarrow School

Travel south along Old Wokingham Road using the connection along the development frontage which joins the shared footway or cycleway. At the roundabout to the south, cross using the crossing and continue west along Bracknell Road towards Crowthorne High Street. At the High Street travel south until the junction of either Lower Boardmoor Road or Pinehill Road. Continue until the junction of Grant Road and continue south towards to the school.



What's Next

As part of the planning application for the development, a Travel Plan document was prepared which sets out the objectives and benefits of sustainable travel and the overall scheme. This document also sets out the targets and measures which the development will look to achieve over the monitoring period.

Monitoring will be in the form of questionnaire surveys. These surveys will determine the level of different forms of travel undertaken by residents and will help understand any barriers to particular types of travel. The results from these monitoring surveys will be reviewed and monitoring reports will be produced to understand the effectiveness of the Travel Plan which allow for any changes to be made.

The results of the surveys and the monitoring reports will be uploaded to the Travel Plan website.

Get in Touch

For more information about your travel choices at Buckler's Park please visit your dedicated Travel Plan website: www.cala-thames-travel-plans.co.uk.

If you have any questions or comments about your Travel Plan pack please get in touch with your Travel Plan Coordinator at: bucklersparktpc@i-transport.co.uk.



APPENDIX C. Example Questionnaire Survey

Resident Travel Survey



[Site name]

[Company name] is undertaking a survey of residents of this development as part of the monitoring programme for the site's travel plan. **Please fill in the questionnaire below about how you and your household usually travel.**

Once completed, please return the form to [TPC name] by [date] in the enclosed pre-paid envelope / [describe collection arrangement]. Your response will help to shape the development of the travel plan. Thank you for your co-operation.

1) Date today:

2) How many people are there in your household within the following age ranges? **Please write number in relevant boxes.**

0-4		25-34	
5-11		35-44	
12-16		45-54	
17-24		Over 55	

3) How many cars do your household own? **Please tick relevant box.**

0	☐
1	☐
2	☐
3+	☐

4) In a typical week, how many round trips (from and to your home) are made by your household for the following activities? **Please write number in each relevant box.**

	Work	Education	Shopping	Leisure
Number of trips				

5) How far do you and others in your household travel on average for the following activities (each way)? **Please tick relevant box.**

	Work	Education	Shopping	Leisure
Up to one mile	☐	☐	☐	☐
1 - 2 miles	☐	☐	☐	☐
3 - 5 miles	☐	☐	☐	☐
6 - 10 miles	☐	☐	☐	☐
11 - 25 miles	☐	☐	☐	☐
More than 25 miles	☐	☐	☐	☐

- 6) Which mode of travel do you and your household use most frequently for the following activities? *Please tick the mode that you use most often for the main part of the journey.*

	Work	Education	Shopping	Leisure
Car – single occupancy	☐	☐	☐	☐
Car - with passengers	☐	☐	☐	☐
Motorcycle/scooter	☐	☐	☐	☐
Bus	☐	☐	☐	☐
Train	☐	☐	☐	☐
Walk – whole journey	☐	☐	☐	☐
Cycle	☐	☐	☐	☐
Other	☐	☐	☐	☐

- 7) How often do you and your household use the following modes of travel for journeys from your home? *Tick all modes that you ever use (for all or part of a journey).*

	Very often - 7 or more out of every 10 trips	Quite often - between 3 and 6 out of every 10 trips	Occasionally - less than 2 out of every 10 trips	Never
Car – alone	☐	☐	☐	☐
Car - with passengers	☐	☐	☐	☐
Motorcycle/scooter	☐	☐	☐	☐
Bus	☐	☐	☐	☐
Train	☐	☐	☐	☐
Walk	☐	☐	☐	☐
Cycle	☐	☐	☐	☐
Other	☐	☐	☐	☐

- 8) Which of the following modes of travel would you or your household consider using for the following activities? *Please tick relevant boxes*

	Work	Education	Shopping	Leisure
Car share / Car with passengers	☐	☐	☐	☐
Motorcycle/scooter	☐	☐	☐	☐
Bus	☐	☐	☐	☐
Train	☐	☐	☐	☐
Walk – whole journey	☐	☐	☐	☐
Cycle	☐	☐	☐	☐
Other	☐	☐	☐	☐

- 9) Which of the following changes would most encourage your household to walk for journeys in the local area? *Please tick relevant boxes*

Cleaner, better maintained footpaths	☐
Better lighting on footpaths	☐
Better street lighting in local area	☐
More or improved pedestrian crossings	☐
Slower speeds on local roads	☐
None of the above	☐
Other (please specify):	

10) Which of the following changes would most encourage your household to cycle for local journeys? *Please tick relevant boxes*

Improved cycle parking at the development	☐
Improved cycle parking at the destination	☐
Improved cycle paths on the journey	☐
Improved lighting on cycle routes	☐
Improved crossing facilities	☐
Slower speeds on local roads	☐
None of the above	☐
Other (please specify):	

11) Which of the following changes would most encourage your household to use public transport? *Please tick relevant boxes*

More frequent bus services	☐
More direct bus routes	☐
More frequent train services	☐
More convenient bus stops	☐
Better quality bus stops (eg. bus shelters, lighting, real time information)	☐
Better links to rail station from home	☐
Better links to work from rail station	☐
Public transport information	☐
Discount tickets/passes	☐
None of the above	☐
Other (please specify):	

Thank you for your co-operation.

