



EUTOPIA
HOMES

AECOM

Travel Plan



Exmouth Junction, Exeter

AECOM

April 2019

Quality information

Prepared by



Ben Burton
Graduate Consultant

Checked by



Lucy Cooper
Consultant

Verified by



Jeremy Douch
Regional Director

Approved by



Jeremy Douch
Regional Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
V1.0	March 19	Internal Review	JD	Jeremy Douch	Regional Director
V2.0	April 19	Client Review	JD	Jeremy Douch	Regional Director
V2.1	April 19	Final	JD	Jeremy Douch	Regional Director

Prepared for:

Eutopia Homes (Exeter) Limited
Eutopia Land Limited
Sovereign House,
14-16 Nelson Street,
Douglas,
Isle of Man

Prepared by:

Ben Burton
Graduate Consultant
E: benjamin.burton@aecom.com

AECOM Limited
3rd Floor, Portwall Place
Portwall Lane
Bristol BS1 6NA
United Kingdom

T: +44 117 901 7000
aecom.com

© 2019 AECOM Limited. All Rights Reserved.

This document has been prepared by AECOM Limited ("AECOM") for sole use of our client (the "Client") in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AECOM.

Table of Contents

1.	Introduction	5
1.1	Introduction	5
2.	Travel Plan Policy	6
2.1	Introduction	6
2.2	National Policy	6
2.3	Local Policy	6
3.	Site Location	7
3.1	Site Location	7
3.2	Introduction	7
3.3	Site Context	7
3.4	Local and Strategic Transport Network	7
3.5	Pedestrian and Cycle Network	8
3.6	Local Facilities	9
3.7	Public Transport	10
3.8	Summary	13
4.	Development Proposals	14
4.1	Introduction	14
4.2	Development Proposals	14
4.3	Parking	14
4.4	Vehicle Access	14
4.5	Servicing	15
4.6	Pedestrian and Cycle Access	15
5.	Objectives, Targets and Indicators	16
5.1	Introduction	16
5.2	Travel Plan Objectives	16
5.3	Targets and Indicators	16
6.	Travel Plan Implementation Strategy	18
6.1	Introduction	18
6.2	The Role of the Travel Plan Co-ordinator	18
6.3	Supporting the Travel Plan	18
6.4	Travel Plan Promotion	18
7.	Residential Travel Plan Actions	20
7.1	Introduction	20
7.2	Development Provisions	20
7.3	Sustainable Travel Options	20
7.4	Public Transport	20
7.5	Private Car	21
7.6	Powered Two Wheelers	21
7.7	Personalised Travel Planning	21
7.8	Action Plan	21
8.	Monitoring and Evaluation	23
8.1	Introduction	23
8.2	Annual Travel Surveys	23
8.3	Travel Plan Review	23
8.4	Remedial Strategies	23

Figures

Figure 3-1	Site Location	7
------------	---------------------	---

Figure 3-2 Prince Charles Road/Calthorpe Road Roundabout	8
Figure 3-3 Morrisons Roundabout.....	8
Figure 3-4 Stoke Hill Roundabout	8
Figure 3-5 Footway/Cycleway Provision on Prince Charles Road	9
Figure 3-6 Controlled Crossing on Prince Charles Road	9
Figure 3-7 Location Facilities	10

Tables

Table 3-1: Accessibility to Local Facilities.....	10
Table 3-2: Bus Stops and Services	11
Table 3-3: Rail Services from Polsloe Bridge	12
Table 3-4: Rail Services from St James Park	12
Table 3-5: Rail Services from Exeter St Davids.....	12
Table 4-1: Modal Split from 2011 Census Data for Exeter 002 (Place of Residence).....	16
Table 6-1: Action Plan Summary	22

1. Introduction

1.1 Introduction

AECOM was commissioned by Eutopia Homes (Exeter) Limited to provide an Outline Residential Travel Plan (TP) to accompany a planning application for a proposed mixed use residential led development at Exmouth Junction to the South of Prince Charles Road, Exeter. This outline TP has been prepared as an accompaniment to the Transport Assessment (TA).

The development proposals are for the redevelopment of a 5.95 hectare site to provide 400 no. homes (Use Class C3) and 65 homes with care (Use Class C2), in three, four and five storey blocks; extension and internal works to an existing former water tower building, car and cycle parking, new open space and green spaces, access roads, site remediation and associated works. All matters to be determined, except landscaping which is reserved for future consideration.

The main vehicular access to the site will be provided off the existing roundabout to the South-West of the Prince Charles Road/Calthorpe Road roundabout, with a pedestrian, cycle and emergency vehicle access off Mount Pleasant Road. The site is a draft allocation within the emerging Development Delivery Development Plan (DDP) for residential and associated infrastructure development following the 2015 Strategic Housing Land Availability Assessment (SHLA).

This outline TP is aimed at demonstrating the Developer's commitment to sustainable development from the outset, alongside setting targets and suggesting various initiatives which could be implemented by the Developer to reduce single occupancy car use and encourage sustainable modes of travel. The outline TP is set out as follows:

- Chapter 2 – provides a policy overview;
- Chapter 3 – sets out the development proposals and location of the site;
- Chapter 4 – details the objectives and targets of the outline TP;
- Chapter 5 – comprises the outline TP implementation strategy;
- Chapter 6 – details the outline TP measures and action plan for residents; and
- Chapter 7 – sets out the monitoring of the outline TP.

2. Travel Plan Policy

2.1 Introduction

This section of the outline TP sets out both national and local planning policy for sustainable travel as part of new development sites.

2.2 National Policy

2.2.1 National Planning Policy Framework

The revised NPPF was published in July 2018 and supersedes the previous version (March 2012). It is an important material consideration in the determination of planning applications. The NPPF highlights the importance that transport policies have in facilitating sustainable development and promoting wider health and sustainability objectives.

Section 9 'Promoting Sustainable Transport' states that 'all developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impact of the proposal can be assessed' (Paragraph 111).

The NPPF explains that developments should 'give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport'. Furthermore;

- Developments should foster a high level of design to provide safe and suitable access for all users, and minimise the scope for conflicts between pedestrians, cyclists and vehicles;
- It is important to 'allow for the efficient delivery of goods, and access by service and emergency vehicles'; and
- Opportunities for the provision for plug-in and other ultra-low emission vehicles should be investigated and taken up where possible.

This outline TP will seek to maximise opportunities for the use of active and sustainable modes of travel through utilising and improving the sustainable network on-site and in the wider area. Provision will be made in the outline TP for all likely users of the site, and the outline TP will commit to the investigation into provision for future technologies (e.g. plug-in, low emission) on site.

2.3 Local Policy

2.3.1 Exeter: Publication Version Development Delivery Development Plan Document (DPD) July 2015

Policy DD20 seeks to exploit opportunities for the use of sustainable transport modes, and states "Development, as appropriate to its location, scale and form, should:

- Give priority to the needs of pedestrians, cyclists and users of public transport over private motorised vehicles;
- Avoid prejudicing the delivery of, and where appropriate contribute to development or improvement of, the primary cycle routes and key local cycle / pedestrian links;
- Provide safe, sufficient and convenient means of access to existing and proposed transport networks, without conflicting with the existing function or safety of those networks;
- Be phased so that early development is as close as possible to existing public transport services, walking and cycle routes, then progress in such a way that bus, walking and cycle routes can be extended into the development as it becomes practical and viable to do so; and
- Be supported by a Travel Plan and appropriate travel planning incentives that encourage the use of sustainable forms of movement."

3. Site Location

3.1 Site Location

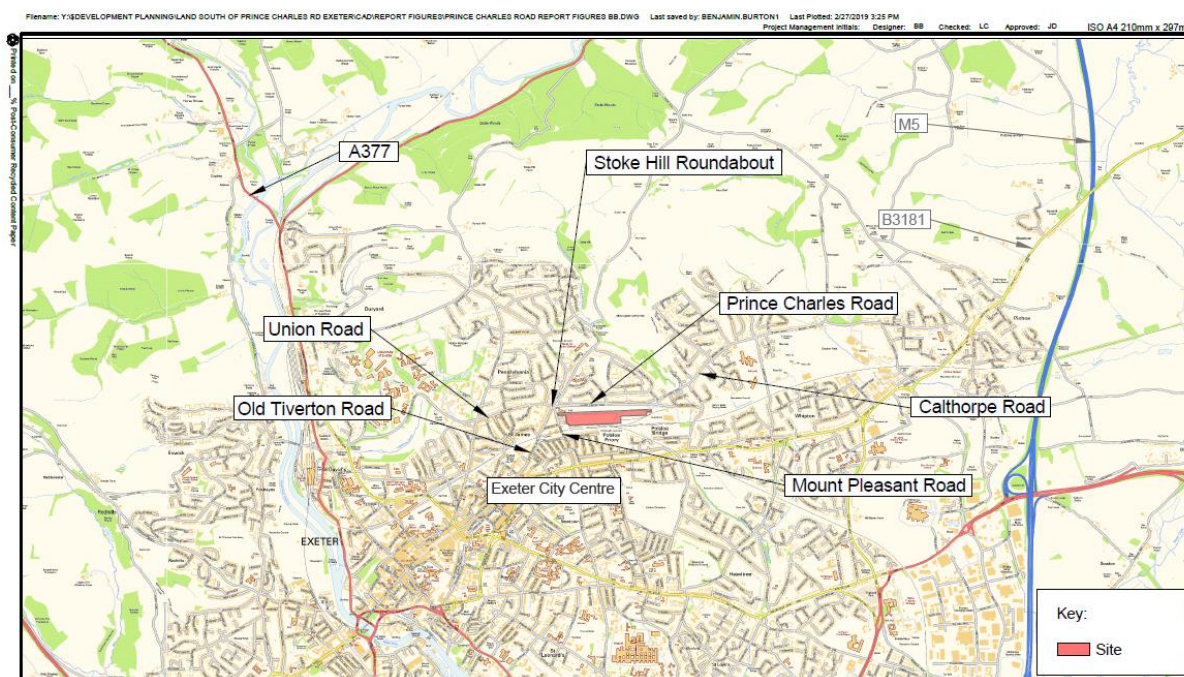
3.2 Introduction

This chapter of the outline TP sets out the current transport infrastructure and services in the vicinity of the development site. It focuses on access to the development by motorised vehicle, public transport, walking and cycling, and reviews the existing traffic conditions on the highway network.

3.3 Site Context

The premises, shown in **Figure 3-1** is located at the former Exmouth Junction rail sidings to the south of Prince Charles Road, around 1.5km north-east of Exeter City Centre. It is a distinctly “linear” site which is bounded by allotments to the north, a Morrisons supermarket and car park to the east, an existing railway line to the south, and Mount Pleasant Road to the west. The site was previously used as operational rail land, and is now occupied in part by West Country Storage Solutions.

Figure 3-1 Site Location



3.4 Local and Strategic Transport Network

Prince Charles Road routes east-west to the north of the site and is a single carriageway road subject to a 30mph speed limit along the majority of its extent, decreasing to 20mph as it approaches the Prince Charles Road/Calthorpe Road roundabout to the east, shown in **Figure 3-2**. The northern arm of the Prince Charles Road/Calthorpe Road roundabout is Calthorpe Road, the eastern arm is Prince Charles Road (east) leading into Morrisons supermarket, the southern arm is an unnamed road leading to a mini-roundabout (shown at **Figure 3-3**) providing access to Morrisons supermarket, and the western arm is Prince Charles Road (west).

Stoke Hill roundabout, shown at **Figure 3-4**, is located at the western extent of Prince Charles Road (west) and provides a route towards Exeter City Centre via Old Tiverton Road. The northern arm of Stoke Hill roundabout is Stoke Hill, providing a link towards Silvertown and Tiverton, The eastern arm is Prince Charles Road, the south eastern arm is Mount Pleasant Road, the south western arm is Old Tiverton Road, and the western arm is Union Road. Mount Pleasant Road runs along the western border of the site, is a single carriageway road subject to a 30mph speed limit. Old Tiverton Road is also single carriageway with a 30mph speed limit. Union Road provides

a route towards the A377 which runs in a north-south alignment through Exeter and gives access to Cowley to the north and the A30 to the south.

Figure 3-2 Prince Charles Road/Calthorpe Road Roundabout



Figure 3-3 Morrisons Roundabout



Figure 3-4 Stoke Hill Roundabout



3.5 Pedestrian and Cycle Network

The area surrounding the development site is comprised of a well-established network of footways that provide access to a wide range of local facilities including retail, social and leisure amenities. A shared pedestrian cycle link is provided along the southern extent of Prince Charles Road, with a pedestrian footway located along the northern extent shown in **Figure 3-5**. These footways are wide, well maintained and well-lit.

Figure 3-5 Footway/Cycleway Provision on Prince Charles Road

A controlled signalised toucan crossing is located on Prince Charles Road, adjacent to Margaret Road. In addition, there is a zebra crossing located approximately 70m east of Stoke Hill roundabout as well as uncontrolled crossing facilities in the form of dropped kerb and tactile paving at the eastern extent of Prince Charles Road, which provides access to the Stoke Hill / Morrisons bus stops.

Figure 3-6 Controlled Crossing on Prince Charles Road

A local cycle route can be accessed approximately 3km from the premises, at Exeter Central Rail Station. This route provides connections onto National Routes 34 and 279 which can be used to travel towards Exmouth and Dartmoor National Park respectively.

3.5.1 Proposed E4 Cycle Route

DCC is currently constructing the E4 cycle route, a largely direct and segregated 5km link between the east of Exeter and the University and city centre. The first 1km section of the route has been completed, with the remaining sections being divided up into four phases. Phase 3 of the cycle route has recently received the support of DCC's Cabinet, subject to planning permission being granted. Phase 4 consists of a route between Beacon Lane and the University, which includes the full extent of Prince Charles Road. This would positively impact the sustainable transport network surrounding the development.

3.6 Local Facilities

The Institution for Highways and Transportation's (IHT's) 'Guidelines for Providing for Journeys on Foot', published in 2000, identifies 2km as the preferred maximum walking distance for commuting purposes and journeys to school. Cycling is identified as having the potential to replace car trips for journeys up to 5km, which equates to approximately a 20min journey by bicycle. In addition to this, Policy T2 of Exeter Local Plan First Review 1995-2011 (saved policies) identifies 1km as the preferred maximum distance considered to be acceptable in terms of walking between the development and its surrounding facilities, as outlined in Chapter 2 of

the Transport Assessment. Based on this guidance, there are a number of local facilities in the vicinity of the site which can be considered easily accessible for pedestrians and cyclists. These are shown in **Figure 3-7**.

Figure 3-7 Location Facilities

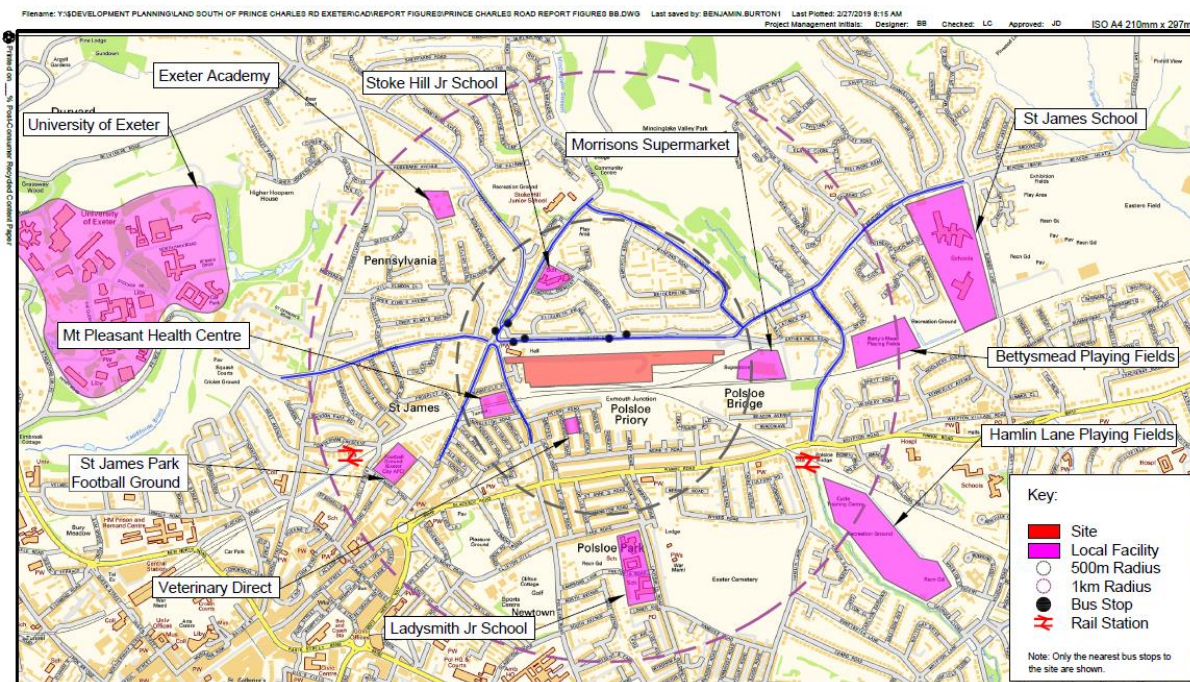


Table 3-1: Accessibility to Local Facilities

Local Facilities	Approximate Distance from Site (m)	Walking Time (mins)	Cycling Time (mins)
Mount Pleasant Health Centre	600	7	2
Morrisons Supermarket	700	8	2
Stoke Hill Junior School	750	9	2
Veterinary Direct	850	10	3
Exeter Academy	1,000	12	3
St James Park Stadium	1,000	12	3
St James School	1,600	19	5
University of Exeter	1,600	19	5

Notes: 1) Average walking speed of 1.4m/s has been assumed.
 2) Average cycling speed of 5.5m/s has been assumed.
 3) Distances measured from the centre of the site along publically accessible routes.

As shown in **Table 3-1**, there are a substantial number of facilities which residents of the proposed development would use on a regular basis are available within recommended walking and cycling distance of the site. Several core amenities, including healthcare, leisure and education are provided within 750m of the site. This will encourage greater uptake of journeys to essential facilities and services on foot or by bicycle, as pointed out in paragraph 2.29 of IHTs 'Guidelines for Providing for Journeys on Foot'.

3.7 Public Transport

Existing public transport services operating in the vicinity of the proposed development have been identified with reference to current timetable and routeing information (correct as of January 2019).

3.7.1 Bus Services and Facilities

The IHT's Guidance for Providing for Public Transport in Developments suggests 400m as the acceptable walking distance to a bus stop. Policy T2 of Exeter Local Plan First Review 1995-2011 (saved policies) identifies 500m as the preferred maximum walking distance to a bus stop, as outlined in Chapter 2 of the Transport Assessment. The following bus stops are accessible within 500m of the site:

- Prince Charles Road/Margaret Road – shelter and raised kerb;
- Morrisons – flag and pole;
- Stoke Hill, Opposite Stoke Arms - shelter and raised kerb;
- Stoke Hill, Stoke Arms – flag and pole; and
- Polsloe, Mt Pleasant Health Centre – flag and pole.

Figure 3-7 shows the location of the bus stops within the vicinity of the site. Table 3-2 summarises the bus services available from these stops.

Table 3-2: Bus Stops and Services

Route number	Route	Operator	Mon – Friday	Sat	Sun
Prince Charles Road, Margaret Road					
B	Monkerton – Pinhoe – Exeter City Centre - Exminster	Stagecoach South West	First Service: 05:33 Last Service: 19:06 Frequency: 30 minutes	First Service: 05:33 Last Service: 18:48 Frequency: 30 minutes	First Service: 09:23 Last Service: 17:23 Frequency: Hourly
E	Savoy Hill – Exeter City Centre - Exwick	Stagecoach South West	First Service: 06:40 Last Service: 23:22 Frequency: 11-30 minutes	First Service: 06:53 Last Service: 23:22 Frequency: 15-30 minutes	First Service: 09:24 Last Service: 22:52 Frequency: 20-60 minutes
Polsloe, Mt Pleasant Health Centre					
P	Pennsylvania – Exeter City Centre - Redhills	Stagecoach South West	First Service: 06:47 Last Service: 23:04 Frequency: 30-60 minutes	First Service: 06:47 Last Service: 23:04 Frequency: 30-60 minutes	First Service: 10:04 Last Service: 23:04 Frequency: Hourly
Stoke Hill, Stoke Arms					
F1	Savoy Hill – Exeter City Centre - Exwick	Stagecoach South West	First Service: 07:00 Last Service: 18:33 Frequency: 15-30 minutes	First Service: 07:05 Last Service: 18:23 Frequency: 30 minutes	First Service: 09:31 Last Service: 16:41 Frequency: 40-60 minutes
F2	Pinhoe – Exeter City Centre - Exwick	Stagecoach South West	First Service: 07:40 Last Service: 23:04 Frequency: 30 minutes	First Service: 07:49 Last Service: 23:04 Frequency: 30 minutes	First Service: 09:01 Last Service: 22:34 Frequency: 40 minutes

Source: www.stagecoachbus.com; *Bustimes*.

Table 3-2 demonstrates the site is well served by bus services into Exeter City Centre. Local services provide a high level of public transport accessibility to/from the development site at Prince Charles Road.

3.7.2 Rail Services

There are two rail stations within close proximity to the development, these being Polsloe Bridge and St James Park. The proposed development is located circa 1,200m (walking distance) from both Polsloe Bridge and St James Park.

Polsloe Bridge and St James Park offer regular connections to Exeter Central and Exeter St David's – the latter of which provides services to regional and national destinations with direct trains to London, Bristol, Birmingham, Plymouth and beyond.

Services from local stations are summarised in **Table 3-3** to **Table 3-5**.

Table 3-3: Rail Services from Polsloe Bridge

Route	Mon - Fri	Sat	Sun
To Exeter St Davids	First Service: 06:36	First Service: 06:36	First Service: 09:32
	Last Service: 00:26	Last Service: 00:07	Last Service: 00:23
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: 30-60 minutes
To Exmouth	First Service: 06:15	First Service: 06:42	First Service: 08:39
	Last Service: 23:35	Last Service: 23:18	Last Service: 23:34
	Frequency: 15-60 minutes	Frequency: 15-60 minutes	Frequency: 30-60 minutes
To Paignton	First Service: 07:06	First Service: 06:36	First Service: 09:32
	Last Service: 22:29	Last Service: 21:38	Last Service: 21:52
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: Hourly
To Barnstaple	First Service: 06:36	First Service: 06:36	First Service: 09:32
	Last Service: 22:29	Last Service: 20:29	Last Service: 19:45
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: 2 hours

Source: *The Trainline (2019)*

Table 3-4: Rail Services from St James Park

Route	Mon - Fri	Sat	Sun
To Exeter St Davids	First Service: 06:39	First Service: 06:39	First Service: 09:35
	Last Service: 00:29	Last Service: 00:09	Last Service: 00:25
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: 30-60 minutes
To Exmouth	First Service: 06:12	First Service: 06:39	First Service: 08:36
	Last Service: 23:32	Last Service: 23:15	Last Service: 23:31
	Frequency: 15-60 minutes	Frequency: 15-60 minutes	Frequency: 30-60 minutes
To Paignton	First Service: 07:09	First Service: 06:39	First Service: 09:35
	Last Service: 22:32	Last Service: 21:41	Last Service: 21:55
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: Hourly
To Barnstaple	First Service: 06:39	First Service: 06:39	First Service: 09:35
	Last Service: 22:32	Last Service: 20:32	Last Service: 19:48
	Frequency: 30-60 minutes	Frequency: 30-60 minutes	Frequency: 2 hours

Source: *The Trainline (2019)*

Table 3-5: Rail Services from Exeter St Davids

Route	Mon - Fri	Sat	Sun
To Bristol Temple Meads	First Service: 06:00	First Service: 06:23	First Service: 08:01
	Last Service: 21:49	Last Service: 20:45	Last Service: 21:02
	Frequency: 15-60 minutes	Frequency: 15-60 minutes	Frequency: 30-60 minutes
To London Paddington	First Service: 05:52	First Service: 06:43	First Service: 08:30
	Last Service: 20:52	Last Service: 20:45	Last Service: 21:02
	Frequency: 15-60 minutes	Frequency: 15-60 minutes	Frequency: 30-60 minutes

Source: *The Trainline (2019)*

Services from Polsloe Bridge and St James Park to Exeter St Davids are frequent, with at least one train running every hour. Services begin early in the morning and finish late at night, ensuring a good provision to suit a wide range of travel times. Passengers from Exeter St Davids can access frequent cross-regional services, with trains to Bristol and London running at least once every hour, on weekdays and weekends. Overall, this displays a very good local provision of rail services.

3.8 Summary

This section has summarised the accessibility of the proposed development site. The public transport offering is excellent and readily available in close proximity to the site. The premises is well served by pedestrian facilities with safe and attractive routes, and cycle-friendly routes are accessible from the site. Access by sustainable modes of transport to facilities located within the city centre is therefore considered to be excellent.

4. Development Proposals

4.1 Introduction

This section provides an outline of the development proposals including access, servicing and parking arrangements.

4.2 Development Proposals

The development proposals are for a residential led mixed use development on a parcel of land between the allotments to the South of Prince Charles Road in central Exeter, and the railway lines.

The proposals are for:

- 400 homes (131 1-bed flats, 116 2-bed flats, 49 3-bed flats, and 104 4-bed townhouses); and
- 65 Room C2 care home.

It is proposed that development be delivered as four blocks:

- Block A, to be delivered as Phase 1, comprises 28 1-bed flats, 28 2-bed flats, 10 3-bed flats, and 104 4-bed townhouses;
- Block B, to be delivered as part of Phase 2, comprises 75 1-bed flats, 71 2-bed flats, and 31 3-bed flats;
- Block C, to be delivered as part of Phase 2, comprises 28 1-bed flats, 17 2-bed flats, and 8 3-bed flats; and
- Block D, to be delivered as Phase 3, comprises the 65 bed C2 care home with 17 1-bed flats, 39 2-bed flats, and 9 3-bed flats.

A footway will be provided along the extent of the primary road within the site leading from the existing Morrisons mini roundabout. A pedestrian/cycle access (with access available to emergency vehicles) will also be provided at the northern extent of the site, linking to Mount Pleasant Road to replace the existing storage facility access road. Cycle parking will be provided in prominent public areas to encourage usage and overall safety. The main vehicular access to the site will be provided off the existing roundabout to the south-west of the Prince Charles Road/Calthorpe Road roundabout.

4.3 Parking

It is proposed to provide c. 180 car parking spaces for the residential aspect of the development, an c. 20 car parking spaces for the Care Home element of the development. Car parking will include some provision for disabled parking, electric vehicles and motorcycle parking.

Around 1,000 bicycle parking spaces will be provided across the site as a whole in multiple locations, offering secure and safe cycle parking for all those who wish to cycle to the site. This will include bicycle stands at Block D to serve the care home.

4.4 Vehicle Access

Access into the site from the main highway network is off the Prince Charles Road/Calthorpe Road Roundabout southern arm, and subsequently the western arm of a mini roundabout providing access into the site.

A pedestrian, cycle and emergency vehicle access is provided at the western end of the site off Mount Pleasant Road. This will replace the existing vehicle access off Mount Pleasant Road to the industrial land uses including West Country Storage Solutions at the west end of the site, which will be stopped up as part of the development.

The internal road configuration comprises a primary route running in an east-west orientation at the north of the site, with secondary streets adjoining the southern side of this road in a north-south alignment adjacent to the housing provision. Informal vehicle turning heads are provided at the southern extent of each street. Around the easternmost and westernmost dwelling blocks, the road continues around the extent of the building to re-join the primary road to the north, negating the need for a turning head on these streets. Some sections of road within the site are intentionally narrowed using appropriate street furniture to discourage excessive speed.

The site will be self-managed, with none of the roads within the site being adopted by the LHA.

4.5 Servicing

Refuse collections will be undertaken from the laybys to the west of Block A, to the north of Blocks C and D and to the west of Block D. For the houses, refuse collections will be undertaken from residential streets.

4.6 Pedestrian and Cycle Access

A footway will be provided along the extent of the primary road within the site. A pedestrian/cycle access (with access available to emergency vehicles) will also be provided at the northern extent of the site, linking to Mount Pleasant Road to replace the existing storage facility access road. Access from the development is either available via a set of steps in the north west corner of the site, or ramped access is provided from adjacent to the water tower.

Cycle parking will be provided in prominent public areas to encourage usage and overall safety. It is proposed to provide c. 1,000 bicycle parking spaces will be provided within the development, in multiple locations, offering secure and safe cycle parking for all those who wish to cycle to the site. This will include bicycle stands being provided at Block D to serve the care home.

5. Objectives, Targets and Indicators

5.1 Introduction

The objective of the outline TP is to promote sustainable travel opportunities to and from the development. New residents and visitors should be encouraged to keep car use to a minimum to mitigate any adverse impacts on the local highway network. In addition, the TP aims to promote the health and well-being benefits associated with using Active Travel Modes for short journeys.

5.2 Travel Plan Objectives

Objectives are the high-level aims of the Travel Plan. They give it direction and provide a focus. The detailed objectives for the site users, the company and the community are as follows.

The overarching objectives of this outline residential TP are to:

- Develop and offer an improved choice of travel to all residents; and
- Minimise the use of private vehicles by residents.

5.3 Targets and Indicators

The Outline TP Targets will be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound. When setting targets and indicators, consideration will be given to how progress towards them will be practically measured / monitored. More information is provided on monitoring in the relevant chapter in this report.

Initial targets are proposed at this stage, for agreement in principle with DCC, based upon the Transport Assessment and the anticipated use of the site. These will be confirmed post-occupation based on the results of an initial travel survey.

To establish an indicative modal split, 2011 Census Journey to Work data has been used. As this is a residential development, those living in the Exeter 002 Middle Super Output Area (MSOA), within which the proposed development is situated, have been used. This is shown in **Table 5-1**.

Table 5-1: Modal Split from 2011 Census Data for Exeter 002 (Place of Residence)

Method of Travel	Mode Share
Train	1%
Bus, minibus or coach	15%
Taxi	0%
Motorcycle, scooter or moped	2%
Driving a car or van	52%
Passenger in a car or van	7%
Bicycle	7%
On foot	17%
Other method of travel to work	0%
Total*	100%

**Summation errors due to rounding*

Table 5-1: Modal Split from 2011 Census Data for Exeter 002 (Place of Residence) shows that the majority of people who live in the 'Exeter 002' MSOA drive to work. There is a reasonable proportion of people travelling by sustainable modes, with 17% of residents walking to work, 7% cycling and 16% using public transport.

As a result, the following residential targets are proposed, consistent with evidence provided in the 'Smarter Choices' report *Changing the way we Travel* (2004):

Residential Targets

- Reduce the mode share of residents' Single Occupancy Vehicle (SOV) trips by 6% over the five-year monitoring period with interim targets of 2% in Year 1 and 4% in Year 3.
- Ensure that each new resident is provided with a "Welcome Pack" containing detailed information on sustainable travel opportunities from their first day of occupation.

6. Travel Plan Implementation Strategy

6.1 Introduction

A TP strategy that sets out clearly the stages by which the TP will be developed and implemented is central to its success. Elements of a Travel Plan Strategy usually relate to:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- Consulting residents and raising their awareness;
- Liaising with visitors and raising their awareness;
- Promoting sustainable travel options to residents and visitors; and
- Identifying and engaging with partners such as Devon County Council and Travel Devon.

As the site is yet to be developed, a full residential TP will likely be required once the development becomes occupied. Travel surveys will likely be required to analyse residents and visitors who access the development. These surveys will be used to inform a detailed action plan which will aim to further promote and encourage an uptake in sustainable travel. The strategy proposed for the full TP is set out within the remainder of this chapter; it discusses how the Plan could be managed and marketed, as well as who the key partners will be.

It is envisaged that due to the location of the proposed development site, the majority of users will be able to travel by sustainable modes.

6.2 The Role of the Travel Plan Co-ordinator

To ensure that the full Travel Plan is implemented once developed, the developer / site manager will nominate a Travel Plan Co-ordinator (TPC) for the site to ensure that the measures detailed in this report are put into practice. The Co-ordinator will also be the primary point of contact for Devon County Council for all TP matters in relation to the development of the site. The Travel Plan Co-ordinator will provide support across both the commercial and residential land uses on the development.

6.3 Supporting the Travel Plan

6.3.1 Working with Stakeholders

For successful implementation of the TP, working closely with local stakeholders is essential. The TPC will be responsible for co-ordinating events and working with key stakeholders who will include the residential association and Devon County Council. Key partners may include:

- Public transport operator(s);
- Local Cycle shop(s); and
- Other organisations in the same Travel Plan forum (working with other development sites in the area to create green travel zones).

6.4 Travel Plan Promotion

Marketing and awareness raising strategies form an important part of all TPs and their successful implementation. They cover both the involvement / engagement of residents and awareness-raising about travel options and the benefits of more sustainable or efficient travel. TPs gain vast benefit from a marketing strategy to promote the purpose and content amongst those who are affected by it. Marketing and education strategies are considered as an essential part of any Plan.

The Travel Plan will be marketed to:

- The residents / residential association;
- Visitors;

- The primary means by which the Plan will be marketed will be online via the development site's website, through leaflets and Welcome Packs which will include:
 - Comprehensive public transport information;
 - The location of local bus stops and key amenities;
 - The location of the nearest train station and details of services;
 - Information on the public transport ticketing options available, in particular multi-journey discounts;
 - Information on cycle routes, cycle parking and cycle shops; and
 - Details of local walking routes.

7. Residential Travel Plan Actions

7.1 Introduction

The TP includes a package of measures which will be implemented at the residential development within the site in order to inform new residents of the benefits of sustainable travel and reduce their reliance on private car use. This chapter sets out the package of measures which could be introduced in order to encourage residents to use alternative transport modes to the private car.

Following occupation of each property, every household will be issued with a Residents' Welcome Pack providing details of facilities within the local area. This will provide residents with an understanding of the TP process and background information on the access to the facilities outlined in the following sections.

7.2 Development Provisions

In order to facilitate the promotion of sustainable travel options, the development proposals include for a number of features:

- The internal site master-plan has been designed to promote permeability;
- Provision of a dedicated pedestrian, cycle and emergency vehicle access onto Mount Pleasant Road to the west of the site;
- Provision of substantial cycle parking facilities across the site;
- Provision of Electric Vehicle Charging points or a Car Club (to be determined later in the planning process); and
- Wayfinding signposts within the site showing times or distances to key locations on foot and by bicycle.

7.3 Sustainable Travel Options

Travel Information Packs will be provided to all new residents, intended to complement the development website. The development website will be signposted in the Travel Information Packs as a "one-stop shop" for sustainable travel information and resources going forward. The Travel Information Pack will serve as an introduction to the sustainable travel culture adopted across the site, prompting residents to consider all available travel options upon moving to the site. In line with behavioural change theory, the most effective time to facilitate positive change is at a life event which forces individuals to reconsider their options.

To encourage sustainable mode shift, the Travel Information Packs will include relevant travel information together with incentives such as free bus tickets and cycle vouchers, as well as contact details of the Travel Plan Coordinator.

7.4 Public Transport

Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:

- No need to park;
- Traffic-free routes (with rail or bus priority existing);
- Encourages active lifestyles through e.g. through walking to/from public transport nodes; and
- Being able to relax, read or work (particularly for business travel during the day).

It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys to work of more than 5 miles (8 km).

7.4.1 Public Transport Ticketing

There are a range of bus tickets available with reductions available for:

- Multiple journeys;
- Students;
- Families and other groups;
- Combined bus-train journeys; and
- Short term promotions.

The TPC will liaise with local bus operators to investigate the provision of bus taster tickets or discounts to residents of the development.

7.5 Private Car

It is important that car use and parking are managed in association with a TP. The role the car has in providing transport for residents and visitors who cannot realistically travel by any other means of transport is recognised. The car parking strategy will therefore not be “anti-car” but be part of a balanced transport strategy for the development.

7.5.1 Car Club Parking

Dedicated, preferential car parking spaces will be provided for car club parking. This will assist in encouraging people to utilise the car club, with the guarantee of a car parking space on return.

7.5.2 Car Sharing

Car sharing refers to a situation where two or more people travel by car together, for all or part of the car trip.

If working residents are not already part of a car sharing scheme through their employers, they can register with Liftshare (<https://liftshare.com/uk>) which is a national car share scheme available to everyone. Travellers can register as drivers or passengers and are able to share journeys as often or little as they wish. The Liftshare website matches people who live in proximity to each other and travel to a similar location for work. The site also provides details on the monetary and environmental saving of car sharing.

Information on the Liftshare scheme will be provided within the residents’ welcome packs.

7.6 Powered Two Wheelers

Motorcycles, mopeds and scooters represent a small proportion of travel, although numbers licensed have increased. Powered two-wheelers have both benefits and dis-benefits as compared to travel by private car and by more sustainable modes. As a result, they do not always feature within a TP and greater effort is generally expended promoting other, more sustainable modes.

7.7 Personalised Travel Planning

Personalised Travel Planning (PTP) will be administered centrally by the TPC. This will be offered to residents within three months of first occupation, with the opportunity to request “top up” sessions through the life of the TP. PTP will provide tailored information to residents so that they receive information most relevant to their potential travel patterns. In addition to this, Travel Devon offers a free online personal travel planning service via <https://www.traveldevon.info/personal-travel-plans/>.

7.8 Action Plan

The Action Plan for this TP is shown at **Table 7-1** summarising the points from the above sections.

The Action Plan will form the mechanism through which the TP is delivered. The TP is a living document and therefore it is anticipated that the Action Plan will be updated to reflect the changing requirements of the development over time.

Table 7-1: Action Plan Summary

Action Type	Action	Responsibility	Timeframe
Management	Appoint a TPC	Developer/Site Occupier	Prior to Occupation
Marketing	Provide all residents upon arrival with a Residents' Welcome Pack	TPC	Following appointment of TPC/ Prior to Occupation
	Ensure notice boards across the site are populated with relevant information. Notice boards could be located within the open/play space, and at each entrance to the site.	TPC	Following appointment of TPC/ Prior to Occupation
Measures and Initiatives	Deliver Personalised Travel Planning	TPC	Within three months of first occupation
Walking and Cycling	Ensure sufficient cycle parking is provided for each residential block	Developer	During Planning/Prior to Occupation
Car Sharing	Investigate the potential to implement a site-specific car share group	TPC	Following appointment of TPC
Travel Plan	Develop a full Residential Travel Plan	TPC	Within 12 months of first occupation

8. Monitoring and Evaluation

8.1 Introduction

This section sets out a strategy for the monitoring and evaluation of the success of the TP and its measures against proposed targets. This will provide an indication of the proportion of journeys made by each mode of transport to and from the proposed development. Monitoring will also be able to identify problem areas and initiate corrective action in order to ensure targets are met.

8.2 Annual Travel Surveys

A biennial travel survey should be carried out by the appointed Travel Plan Co-ordinator and conducted with residents living within the development. The results of the travel survey will highlight how the development is doing in terms of achieving the objectives set out in the full Travel Plan Action Plan.

The travel survey should include feedback sections to allow for residents to identify any potential barriers to sustainable travel, within the development.

8.3 Travel Plan Review

The TP will be reviewed regularly against the targets. If the targets are not met and aspects of the TP are seen to be underperforming, the TPC will review the measures in place and revise them where appropriate. Mitigation measures such as increasing transport information provision and promotional material or providing incentives will be considered. The TPC will work closely with Devon County Council to ensure that all national and local sustainable travel initiatives are promoted within the site.

8.4 Remedial Strategies

In the event that an individual TP is shown to be underachieving, a remedial strategy will be enacted which will implement measures targeted towards getting that TP 'back on track'. The decision to introduce a remedial strategy will follow review of the results of annual monitoring, and will be a mutual decision between the TPC and DCC. A key trigger will be the failure of the Full TP to meet its targets.

The package of measures included in the remedial strategy will be determined through review and assessment of the travel survey results which may assist to identify barriers to sustainable transport usage.

Remedial measures could include:

- More active marketing and promotion of sustainable travel information;
- Offer incentives to households / employers / schools to encourage residents / staff / pupils to use sustainable travel modes more often, for example cycle discounts, cycle training, bus taster tickets; and
- "Top up" PTP for residents and staff.

