EBR – LOCAL DEVELOPMENT ORDER

Draft Framework Travel Plan
## IDENTIFICATION TABLE

<table>
<thead>
<tr>
<th>Client/Project owner</th>
<th>Arun District Council</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>Enterprise Bognor Regis (EBR)</td>
</tr>
<tr>
<td>Study</td>
<td>EBR – Local Development Order</td>
</tr>
<tr>
<td>Type of document</td>
<td>Draft Framework Travel Plan</td>
</tr>
<tr>
<td>Date</td>
<td>20/07/2015</td>
</tr>
<tr>
<td>File name</td>
<td>20150721 EBR LDO Framework Travel Plan_v1 Draft</td>
</tr>
<tr>
<td>Reference number</td>
<td>103032/13</td>
</tr>
<tr>
<td>Number of pages</td>
<td>26</td>
</tr>
</tbody>
</table>

## APPROVAL

<table>
<thead>
<tr>
<th>Version</th>
<th>Name</th>
<th>Position</th>
<th>Date</th>
<th>Modifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Author</td>
<td>Ben Chimes</td>
<td>Consultant</td>
<td>20/07/2015</td>
</tr>
<tr>
<td></td>
<td>Checked by</td>
<td>Keith Melville</td>
<td>Project Manager</td>
<td>21/07/2015</td>
</tr>
<tr>
<td></td>
<td>Approved by</td>
<td>Simon Watts</td>
<td>Project Director</td>
<td>21/07/2015</td>
</tr>
<tr>
<td>2</td>
<td>Author</td>
<td></td>
<td></td>
<td>DD/MM/YY</td>
</tr>
<tr>
<td></td>
<td>Checked by</td>
<td></td>
<td></td>
<td>DD/MM/YY</td>
</tr>
<tr>
<td></td>
<td>Approved by</td>
<td></td>
<td></td>
<td>DD/MM/YY</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENTS

1. **INTRODUCTION**  
   1.1 **BACKGROUND**  
   1.2 **AIMS OF TRAVEL PLAN**  

2. **TRAVEL PLAN OBJECTIVES**  
   2.2 **NATIONAL POLICY**  
   2.3 **REGIONAL POLICY**  
   2.4 **LOCAL POLICY**  
   2.5 **TRAVEL PLAN AIMS & OBJECTIVES**

3. **EXISTING CONDITIONS**  
   3.1 **SITE LOCATION**  
   3.2 **SITES USES**  
   3.3 **LOCAL HIGHWAY NETWORK**  
   3.4 **ACCESSIBILITY BY SUSTAINABLE MODES**  
   3.5 **ACCESSIBILITY TO KEY SERVICES**

4. **DEVELOPMENT PROPOSALS**  
   4.1 **DESCRIPTION OF SITE DEVELOPMENT**  
   4.2 **DEVELOPMENT SITE ACCESS**  
   4.3 **SERVICING ARRANGEMENTS**  
   4.4 **PARKING ARRANGEMENTS**  

5. **TRAVEL DEMAND FORECASTS**  
   5.1 **INTRODUCTION**  
   5.2 **MODAL SPLIT**

6. **SUSTAINABLE TRAVEL INITIATIVES**  
   6.2 **TRAVEL PLAN CO-ORDINATOR**  
   6.3 **TRAVEL PLAN MONITORING**

7. **TRAVEL PLAN TARGETS**  

8. **SUMMARY**  
   8.2 **TRAVEL PLAN TARGETS**  
   8.3 **CONCLUSION**
LIST OF FIGURES

Figure 1. LDO Site Location Plan 9
Figure 2. Local Highway Network 10
Figure 3. LDO Site Walking and Cycle Catchment 13
Figure 4. LDO Site Illustrative Masterplan 16

LIST OF TABLES

Table 1. Existing Bus Services near the LDO Sites. 12
Table 2. Rail Services Operating from Bognor Regis Station 13
Table 3. Local Services within 2km walk catchment of LDO sites 15
Table 4. EBR LDO Proposed Land Use Schedule 17
Table 5. EBR LDO Sites – Mode Split 19
Table 6. Target Mode Share (7am to 7pm daily trips) 23
1. INTRODUCTION

1.1 Background

1.1.1 SYSTRA Ltd has been commissioned by Arun District Council (ADC) to prepare a Framework Travel Plan (FTP) in support of a Local Development Order (LDO) for Enterprise Bognor Regis (EBR).

1.1.2 The EBR LDO has been prepared by ADC in accordance with the Town and Country Planning Act, Part 3 and the Town and Country Planning (Development Management Procedure) (England) Order 2010. Preparation of the order has included informal and statutory consultation in accordance with the legislation and best practice.

1.1.3 LDOs were introduced with the Planning and Compulsory Purchase Act 2004 and allow local planning authorities to remove the need for planning permission for certain specific forms of development. The Planning Act 2008 removes the requirement that LDOs must implement policies set out in adopted local development documents. The role and process of an LDO in extending permitted development rights in a Local Planning Authority area is set out in the Planning Practice Guidance (March 2014) (reference 13-075-20140306).

1.2 Aims of Travel Plan

1.2.1 A Travel Plan aims to improve and raise awareness of travel choice for visitors and staff employed on the site and promote healthy lifestyles and a sustainable community. It is a management strategy that seeks to deliver sustainable transport objectives by increasing travel choices and reducing the need to travel. It involves identifying a package of measures aimed at promoting sustainable travel, with emphasis on reducing reliance on single car occupancy journeys.

1.2.2 ADC is committed to reducing the impact of the LDO sites on the environment. With the increase in environmental consciousness during the 1980s and 1990s, travel plans evolved from voluntary, self-regulating strategies to an important tool for delivery of national, regional and local transport policy and commonly play an integral role within the planning process in encouraging more sustainable development.

1.2.3 A FTP, also referred to as a site-wide Travel Plan should be prepared for master plan developments comprising more than one site and/or a number of site occupiers. An interim and full Travel Plan will subsequently be prepared for individual sites which will be consistent with the wider targets and requirements of this overall FTP.
2. TRAVEL PLAN OBJECTIVES

2.1.1 This FTP has been produced in accordance with the following policy and guidance documents:

2.2 National Policy

National Planning Policy Framework (March 2012)

2.2.1 Promoting sustainable transport is a key theme of national planning policy. Travel planning offers a long-term management strategy for an organisation or site that seek to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.

2.2.2 Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability. Smarter use of the road network needs to be balanced in favour of sustainable transport modes offering people a real choice about how they travel.

2.2.3 Encouragement should be given to developments which support the use of sustainable modes of transport. Travel Plans should take account of whether the opportunities for sustainable travel have been taken up depending on the nature and location of the site and if safe and suitable access to the site can be achieved for all people.

2.2.4 National Planning Policy Framework (NPPF) published March 2012 Paragraph 35 states that "Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people." It identifies a number of objectives including to 1) give priority to pedestrian and cycle movements, and have access to high quality public transport facilities; and 2) create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians.

2.2.5 Para. 36 of NPPF states that “Travel Plans are a key tool to facilitate these objectives. All developments which generate significant amounts of movement should be required to provide a Travel Plan.”

2.2.6 The NPPF recommends that development should only be prevented or refused on transport grounds if the residual cumulative impacts of the development are severe.

2.3 Regional Policy

West Sussex Transport Plan 2011-2026 (February 2011)

2.3.1 The challenge for West Sussex as a transport authority is to tackle emissions whilst delivering sustainable economic growth, improved safety and access to services in the County. This can be delivered by means of effective partnerships and the support of local businesses and communities.

2.3.2 The local authority seeks to reduce unnecessary trips by motorised vehicles and encourage the use of more sustainable modes of transport. Sussex will encourage walking, cycling and
using public transport where these are viable alternatives by using Travelwise promotional activities to encourage the use of existing and new facilities.

2.3.3 The council will support travel behavioural change programmes which can encourage partnerships with local communities continuing to secure travel plans for new residential and employment developments and continue the trend away from car use for short journeys.

2.3.4 The WSCC Development Travel Plan Policy is an adopted document to aid the preparation and implementation of Travel Plans associated with new development in West Sussex. Chapter 3 (Targets) of the document highlights that in accordance with the targets held within the West Sussex Road Traffic Reduction Report, travel plans should aim to achieve a minimum 15% reduction in the number of vehicle trips generated over a 12 hour period (weekday 7am to 7pm) for sites located in ‘coastal’ towns such as Bognor Regis.

2.4 Local Policy

Arun District Local Plan 2011 – 2013 (Publication)

2.4.1 In accordance with Policy T SP1 Transport and Development sets out to ensure that growth in the District aims to strengthen Arun’s economic base while seeking to reduce congestion. The Council looks to ensure that development provides safe access on to the highway network contributing to highway improvements and promoting sustainable transport.

2.4.2 Policy EMP DM2 states that the areas constituting Enterprise Bognor Regis, identified as sites 1-4 of the Strategic Employment Land Allocation, are allocated to promote economic growth in Bognor Regis and the wider Coastal West Sussex sub-region. A phased mix of B1, B2 and B8 uses will be supported where the following are addressed:

- (a). Suitable upgrading and provision of access and/or junctions to the A29/A259 and Rowan Way as appropriate; and
- (b). A suitable Transport Assessment and Travel Plan demonstrating how the impacts of development can be mitigated and to improve a modal shift towards an increase in sustainable transport;

2.5 Travel Plan Aims & Objectives

2.5.1 It is recognised that in due course there will be a requirement for all occupying businesses to sign up to the Travel Plan. The purpose of this framework document is to provide practical guidelines within which the end user(s) can work. Its success is dependent upon the cooperation and enthusiasm of employers and employees as much as the measures defined.

2.5.2 In accordance with policy objectives at National, Regional and Local levels, the purpose of this FTP is to formalise a strategy to promote access by public transport, walking and cycling and to reduce reliance upon travel by private car, as well as to facilitate considerate servicing. The objectives of the Travel Plan in line with policy context are therefore to:

- Develop a partnership approach between the occupiers and ADC to influence the travel behaviour of building users;
- Raise awareness of the available travel options through targeted promotions;
- Provide infrastructure that encourages greater use of sustainable travel modes such as walking, cycling and public transport;
- Achieve fewer vehicle trips to and from the development than would otherwise have been the case;
- Improve the health of staff that work at the site;
- Improve access for visitors; and
- Promote considerate servicing whereby vehicular trips are minimised and take place out of core hours.

2.5.3 The Travel Plan is an important tool for encouraging transport mode shift, and it is expected that the successes already achieved will be built upon to achieve a further increase in sustainable journeys to the site prior to full occupation of the development in 2031. This will assist in further reducing the number of vehicle journeys to the LDO site identified by the corresponding Transport Assessment.

2.5.4 This Framework Travel Plan sets out initiatives to encourage the use of sustainable modes of transport by staff and visitors of the site. Walking and cycling will be encouraged by the provision of facilities such as signed, well lit walk/cycle routes within the site and linkages with the existing network within the vicinity of the site.

2.5.5 It is inevitable that some journeys to the site will be made by car in the future, and it is considered that there is a need to continue to make provision for this activity at the LDO site whilst at the same time encouraging a switch to more sustainable travel modes through Travel Plan initiatives the details of which are provided in Chapter 6.
3. EXISTING CONDITIONS

3.1 Site Location

3.1.1 The EBR LDO covers a total land area of circa 475,934 m² and includes three sites, Oldlands Farm, Salt Box and Rowan Park.

3.1.2 Figure 1 shows the location of these sites, which are less than 1 km south of the village of Shripney, approximately 3 km north of Bognor Regis Town Centre and 2.5 km east of North Bersted.

![LDO Site Location Plan](image)

3.2 Sites Uses

3.2.1 Salt Box, which is the largest site covering an area of 119,150m², is currently an agricultural field.

3.2.2 Rowan Park is the smallest of the three sites that make up the development area, covering 32,267m². The Rowan Park site is currently in operation as the Rowan Way Caravan Park site.

3.2.3 Oldlands Farm was previously in agricultural use with a total site area of 23.8 ha, of which 7.8 ha is to be included in the proposed LDO. The remaining site area is under development for ‘Rolls Royce’ (planning application reference BE/73/14/PL) and land in the north east of the site, identified as at risk of fluvial flooding (Zone 3b).

3.2.4 The Rolls Royce site proposals are based on the development of two detached industrial/distribution units (38,099 sqm of B1(c)/B2/B8) and associated access, parking provision, landscaping and flood compensation.
3.2.5 A section of the Oldlands Farm site within the proposed LDO boundary has extant permission from an outline planning application, referred to as the ‘Hybrid’ application (planning reference number BE/61/13). This permission consist of 4,366 sqm A1 Retail, 1,858 sqm Sui Generis (car showroom) and 1,858 sqm B8 trade counter.

3.3 Local Highway Network

3.3.1 Figure 2 shows the extent of the local highway network surrounding the site.

3.3.2 A number of major distributor roads pass close to the LDO sites, providing good local and regional links. The LDO area is bisected by the A29 Shipney Road, a dual carriageway road subject to a 40 mph speed limit, which forms the main north/south route between Bognor Regis and the A27. The A27 provides strategic highway east-west connections to Chichester, Portsmouth, Worthing and Brighton.
3.3.3 To the south of the LDO area the A29 Shripney Road forms a roundabout junction with Rowan Way and Steyning Way. The Steyning Way approach to the junction provides access to Oldlands Farm Cottages and the Southern Cross Trading Estate. Rowan Way leads west towards the North Bersted area and provides a route to Chichester via the North Bersted Relief Road and A259 Chichester Road. Both Steyning Way and Rowan Way are subject to a 30 mph speed limit and run along the southern edge of the LDO site area.

3.3.4 Existing highway access to the Rowan Way Caravan Park site is via a priority junction on Rowan Way, approximately 80 metres west of the A29 junction.

3.3.5 The A259 Felpham Relief Road, a dual carriageway road currently being constructed and due to open in autumn 2015, will run along the northern edge of the Oldlands Farm site once completed. As part of the Relief Road proposals a new roundabout has been constructed to the west of the site, which will form a junction with the A29. A spur approach to the junction already constructed in the south-east corner of the roundabout will provide the highway access to the Oldlands Farm site.

3.3.6 Together the North Bersted Relief Road and A259 Felpham Relief Road both form key road sections of the overall Bognor Regis Relief Road (BRRR), proposed to improve traffic flows and reduce congestion around the Bognor Regis area. The BRRR will be subject to a 50 mph speed limit.

3.4 Accessibility by Sustainable Modes

3.4.1 This section provides an overview of the provision for pedestrians and cyclists and summarises the nature of the local public transport within and the vicinity of the LDO development sites.

| Bus Services |

3.4.2 The development sites within the EBR LDO are located within an acceptable walking distance to regular bus services along the A29 Shripney Road. Stagecoach South provides the majority of bus services in the Bognor Regis area.

3.4.3 The closest bus stops to the sites are located along the A29 Shripney Road. To the south, bus shelters are available at the Bognor Regis Retail Park. These are well maintained, well lit and timetable information is available. To the north of the site, bus stops are also available in the vicinity of Shripney Lane.

3.4.4 Table 1 presents details of existing bus services, including their route, frequency and nearest bus stop to the site.

3.4.5 From the bus services above it is possible to reach the centre of Bognor Regis where an extensive bus network is available. Services provide a good level of service throughout the town centre and connections into the surrounding residential areas and further afield.
### Table 1. Existing Bus Services near the LDO Sites.

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>NEAREST BUS STOP</th>
<th>ROUTE</th>
<th>WEEKDAY DAYTIME FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>66</td>
<td>A29 Shripney Road (immediately adjacent to site)</td>
<td>Bognor Regis – Walberton – Westergate – Woodgate Shripney – South Bersted – Yapton</td>
<td>90 minutes</td>
</tr>
<tr>
<td>61</td>
<td>A29 Shripney Road (Outside Sainsbury’s)</td>
<td>North Bersted – South Bersted – Bognor Regis – Stroud Green – West Meads – Nyewood Lane – Bognor Regis Town Centre – Sainsburys – Shripney Road</td>
<td>5 per day</td>
</tr>
<tr>
<td>62</td>
<td>A29 Shripney Road (Outside Sainsbury’s)</td>
<td>Rose Green – Aldwick – Bognor Regis Town Centre – Sainsburys – Shripney Road</td>
<td>Every 2 hours</td>
</tr>
<tr>
<td>65</td>
<td>A29 Shripney Road (Outside Sainsbury’s)</td>
<td>South Bersted – North Bersted – Sainsburys – Shripney Road</td>
<td>Every 2 hours</td>
</tr>
<tr>
<td>U7</td>
<td>Rowan Way j/w Woodlands Road</td>
<td>Chichester University – Durban Road – Bognor Campus – Bognor Regis</td>
<td>1 per hour</td>
</tr>
</tbody>
</table>

#### Rail Access

3.4.6 The nearest rail station to the EBR LDO sites is Bognor Regis Railway Station, which is situated within Bognor Regis Town Centre, approximately 2.4 km to the south west of the development. Bognor Regis Railway Station is a terminus at the end of a short branch off the West Coastway Line.

3.4.7 The station, which has 4 platforms currently in use, is managed by Southern Railways and has a ticket office and, rail passenger car park. Details of the rail services from the station are show in Table 2.

3.4.8 There is a half hourly service daily to London Victoria via Horsham and Gatwick Airport as well as a regular connecting service to Barnham for the West Coastway Line services to Brighton. Connections can also be made at Barnham to Portsmouth and Southampton.

3.4.9 In terms of journey times on weekdays the direct service from Bognor Regis takes around 40 minutes to Horsham, 1 hour 7 minutes to Gatwick Airport and 1 hour 48 minutes to London Victoria. Saturday services are also at a 30 minutes frequency whilst Sunday services operate on an hourly basis.
Table 2. Rail Services Operating from Bognor Regis Station

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>ROUTE</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barnham</td>
<td>Bognor Regis – Barnham</td>
<td>1 train per hour</td>
</tr>
<tr>
<td>London Victoria</td>
<td>Bognor – Horsham – Gatwick Airport – Clapham J</td>
<td>2 trains per hour</td>
</tr>
<tr>
<td>via Horsham</td>
<td>Junction – London Victoria</td>
<td></td>
</tr>
<tr>
<td>Littlehampton</td>
<td>Bognor – Barnham – Ford – Littlehampton</td>
<td>1 train per hour</td>
</tr>
</tbody>
</table>

3.4.10 Services to Littlehampton are provided at an hourly frequency throughout the week. Direct journeys take around 17 minutes from Bognor Regis. The service from Bognor Regis to Portsmouth takes approximately 1 hour, including a change at Barnham. Services operate every 20 to 30 minutes, every day of the week.

Walking and Cycling

3.4.11 Walking accounts for the majority of short distance journeys. It is also an essential element of all public transport travel. Bus stops are usually accessed on foot and most rail journeys involve a journey to the station on foot.

3.4.12 Figure 3 indicates the potential walk and cycle catchment areas of the application site.
3.4.13 As shown in Figure 3 almost the entire Bognor Regis area is within the 5km cycle catchment in addition to many retail, health and other services within a short walk.

3.4.14 In general pedestrian provision along Shripney Road (A29) is provided to a high standard. A fully lit shared footway and cycleway is provided to a width in excess of 2.0 metres. In relation to cycling, there are no dedicated cycle lanes currently available along sections of Shripney Road. However in general, carriageway widths and facilities at junctions make the local road network highly conducive to cycling.

3.4.15 In the vicinity of the EBR LDO site there is a pedestrian route along the western side of Shripney Road. The footpath provides a direct link to the settlement of Shripney to the north. To the south of the site this route has recently been upgraded, where a 3 metres wide footway/cycleway is provided and connects with the existing footway/cycleways at the Rowan Way roundabout via an improved crossing facility. No cycleway is currently available on Rowan Way, although pedestrian footpaths exist along both sides of the carriageway that continue west towards North Bersted.

3.4.16 South of the Rowan Way roundabout segregated footway and cycleways are available on both sides of Shripney Road. These routes continue to the south towards the centre of Bognor Regis.

3.4.17 To the east of the LDO sites a segregated footway and cycleway will be provided along the BRRR to connect the A29 with the A259 and new large scale housing development. The 3 metres wide facility will be well lit and enable direct links to Flansham. The new housing area is approximately 2.2km east of the site, well within a cycling distance.

3.4.18 The South Coast Cycle Route (SCCR) runs generally west to east between Emsworth and Worthing and passes through Bognor Regis and Chichester. From Chichester this cycle route follows the A259 and when it reaches North Bersted the route follows minor roads predominantly to the south of the A259 and towards the centre of Bognor Regis.

3.4.19 National Route 2 (NCN2) is a long distance route linking Dover with St Austell and routes along the south coast. Currently NCN2 is not continuous, however in the vicinity of Chichester and Bognor Regis it provides a continuation of the SCCR.

3.4.20 The Barnham to Flansham Cycle Route (Whittingtons Way) runs in a north to south direction and passes to the east of the site. Whittingtons Way connects Hoe Lane in Flansham and Church Lane in Barnham and will route close to the BNRR, where a crossing/connection will be constructed.

3.4.21 WSCC is currently developing an unsegregated off-road shared foot/cycle way along the Rowan Way from the Bersted Street/Shripney Lane mini-roundabout to the A29 Shripney Road / Rowan Way roundabout. This will run along the southern side of the Rowan Way carriageway and transfer to the northern side around 300 metres east of the A29 roundabout and then link with the existing shared foot/cycle way facilities which travels between the A29 and the A259 BRRR roundabout.

3.4.22 WSCC is also planning to implement an unsegregated shared foot/cycle way from the A29/A259 BRRR roundabout to Shripney Lane. It is understood that these walking and cycling facilities along the A29 and Rowan Way are programmed to be implemented by April 2016.
3.5 Accessibility to Key Services

3.5.1 This section considers how accessible the EBR LDO site is by sustainable modes to key services such as food and non-food retail, health facilities and sports/leisure facilities.

3.5.2 A key element of planning at national and local level is to ensure that employment sites are in easy access by public transport, walking and cycling to a range of facilities including residential areas, shopping, leisure facilities and community services. By locating employment sites in locations that are accessible to local amenities without necessarily requiring the use of a private car ensures the site will remain sustainable.

<table>
<thead>
<tr>
<th>Service</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitness First Gym</td>
<td>0.3km</td>
</tr>
<tr>
<td>Robin Hood Pub</td>
<td>1.0km</td>
</tr>
<tr>
<td>Bersted Green Surgery</td>
<td>1.5km</td>
</tr>
<tr>
<td>Durlston Drive Post Office</td>
<td>1.6km</td>
</tr>
<tr>
<td>Bognor Regis War Memorial Hospital</td>
<td>1.8km</td>
</tr>
<tr>
<td>TESCO (with pharmacy and café)</td>
<td>1.2km</td>
</tr>
<tr>
<td>Laburnum Grove Junior School</td>
<td>1.5km</td>
</tr>
<tr>
<td>South Barsted C of E Primary School</td>
<td>1.7km</td>
</tr>
<tr>
<td>Little Acorns Pre-School</td>
<td>1.9km</td>
</tr>
<tr>
<td>The Base Stake Park</td>
<td>0.5km</td>
</tr>
</tbody>
</table>

3.5.3 Given the location of the development site there are a wide range of facilities located within a 2 km walking distance (25 minute walk time). Table 3 details the location of the local services within a 2 km walk distance.

3.5.4 It should be noted that the majority of North & South Bersted residential areas and Shripney Village fall within the 2km walk catchment of the site, including a range of leisure facilities, restaurants and shops.

3.5.5 Immediately south of the site is the Bognor Regis retail park including Matalan, Lidl and Halfords. In addition to fixed services Bognor Regis has a number of mobile businesses such as hairdressers who could provide services on site to the occupants of the LDO site further negating the need to travel by car.

3.5.6 Within a 10 minute walk from the site is a Sainsbury’s Superstore providing a wide range food and retail choices for future tenants. Furthermore, Bognor Regis Rail Station is only just beyond the 2km walk catchment and is also easily accessible by bus.
4. DEVELOPMENT PROPOSALS

4.1 Description of Site Development

4.1.1 **Figure 4** below presents an illustrative Masterplan for the LDO sites. The sites are within the Built-Up Area Boundary of the Arun District Local Plan 2011-2031.

![LDO Site Illustrative Masterplan](image)

4.1.2 As highlighted in section 3.2 an eastern section of Oldlands Farm (designated by the red hatched area in Figure 4) forms a site outside the LDO, which was recently granted planning permission (Planning Application reference BE/73/14/PL) for the development of two detached industrial/distribution units and associated access, parking provision, landscaping and flood compensation.

4.1.3 **Table 4** below highlights the proposed land use schedule (B1 and B2) for each of the development sites within the EBR LDO.
### Table 4. EBR LDO Proposed Land Use Schedule

<table>
<thead>
<tr>
<th></th>
<th>OLDLANDS</th>
<th>SALT BOX</th>
<th>ROWAN PARK</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assumed Gross Floor Area (GFA) (m²)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1 User Class (assume 2 storey)</td>
<td>13,253</td>
<td>11,417</td>
<td>8,781</td>
<td>33,451</td>
</tr>
<tr>
<td>B2 User Class</td>
<td>9,670</td>
<td>13,488</td>
<td>N/A</td>
<td>23,158</td>
</tr>
</tbody>
</table>

### 4.2 Development Site Access

#### Highway Access

4.2.1 The proposed highway access arrangements to the LDO sites will be based on one of the following two scenarios:

- **Site Access Option 1** – The Salt Box and Oldland Farm sites will be accessed via the roundabout which forms the junction of the A259 BRRR and the A29. The Salt Box site will be provided with an access from the west side of the roundabout (as shown on figure 1), whilst Oldlands Farm will be accessed via the spur approach already constructed in the south-east corner of the roundabout. It should be noted that whilst Figure 1 does not include details of the internal layout of the LDO sites, proposed highway access to the Rowan Park site will be via the Salt Box access road.

- **Site Access Option 2** – As in option 1, the Salt Box and Oldlands Farm sites will be accessed via the A29 / A259 roundabout. However, Rowan Park will be accessed via the existing Rowan Park Caravan Club site access on Rowan Way (approximately 80 metres west of the existing A29 / Rowan Way junction). It should be noted that the internal road layout within the Rowan Park and Salt Box sites will ensure that vehicles are prohibited from ‘rat running’ through the master plan site to avoid any traffic delays at the A29 / Rowan Way junction.

#### Pedestrian and Cycle Access

4.2.2 The proposed highway site accesses highlighted above will also include provision for access by pedestrians and cyclists.

4.2.3 However to increase the sites’ permeability by sustainable modes, a number of pedestrian and cycle links will permeate the site and provide connections with the existing pedestrian and cycle networks in the vicinity of the site.

4.2.4 Highway access option 1 will also include a pedestrian and cycle only access to Rowan Park via Rowan Way, located at the existing highway access to the Caravan Park. Furthermore access options 1 and 2 will also include pedestrian and cycle only accesses to the south of Oldlands Farm via Steyning Way.
4.3 Servicing Arrangements

4.3.1 Service access to the LDO sites will be via the proposed highway access arrangements as highlighted above.

4.3.2 The internal layout of the LDO sites will ensure such vehicles can safely travel throughout the site and there will also be ample turning room for such vehicles to enter the site, move around and leave the site in a forward gear.

4.4 Parking Arrangements

4.4.1 The level of vehicle and cycle parking on the LDO sites will be in accordance with WSCC Parking Standards Supplementary Guidance November 2003.
5. TRAVEL DEMAND FORECASTS

5.1 Introduction

5.1.1 The LDO Transport Assessment considered the vehicle trip generation of the proposed scheme, the proposed Oldlands Farm and Salt Box sites are currently agricultural fields therefore it is assumed that no trips are currently generated by these sites.

5.1.2 Typically, the industry standards software program TRICS is used when assessing the potential level of trip generation associated with development. TRICS enables vehicular and multi-modal trip rates to be identified based on analysis of analogous existing sites around the country. The TRICS database allows the end user to take account of a range of factors such as type of development, location and accessibility to public transport.

5.1.3 The TRICS database has been used to identify appropriate vehicle trip rates and subsequently to forecast the level of vehicle trips generated by each proposed phase of development. Sites within the TRICS database have been selected to be comparable with the development both in terms of size and location. The selection criteria and sites selected can be found in Appendix E of the transport assessment.

5.1.4 The trip generation analysis indicated that on full completion of the development, the LDO sites will generate a total of 1005 two-way person trips in the morning peak and 784 two-way person trips in the evening peak.

5.2 Modal Split

5.2.1 Table 5 shows the forecast mode share for trips generated by the LDO development sites. This mode share has been derived by interrogating ‘multi-modal’ sites within the TRICS database. As with vehicle trip generation analysis, the selection of multi-modal sites has been based on comparable development both in terms of size and location.

<table>
<thead>
<tr>
<th>MODE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Driver</td>
<td>74%</td>
</tr>
<tr>
<td>Car Passenger</td>
<td>9%</td>
</tr>
<tr>
<td>Other vehicles (Taxi, OGVs, Coaches, PSVs)</td>
<td>3%</td>
</tr>
<tr>
<td>Public Transport Passengers</td>
<td>7%</td>
</tr>
<tr>
<td>Cycle</td>
<td>3%</td>
</tr>
<tr>
<td>Walk</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
5.2.2 The analysis indicates that a significant mode share of 77% vehicles (Car Driver and other vehicles) is likely to be generated by the development. This relatively high vehicle mode share is understandable given the location and type of development proposed on the site.

5.2.3 Upon occupation of the LDO site and surveys will be undertaken to determine more representative modal split data that will be used to form SMART targets in order to facilitate a reduction in vehicle single-occupant mode share.

5.2.4 Potential methods for achieving changes to mode share are discussed in the following chapter.
6. SUSTAINABLE TRAVEL INITIATIVES

6.1.1 This section outlines Travel Plan measures to be considered at the site. Implementation of the listed measures, including awareness initiatives and small scale infrastructure provision, is at the core of the Travel Plan process.

6.1.2 The initiatives within the Travel Plan will be implemented upon occupation and monitored by an assigned Travel Plan Coordinator. This plan will be supported by the site's management throughout the site's operation.

6.1.3 Whilst some of the travel initiatives can be outlined prior to occupation, others will need to be determined once the site is occupied dependent on the operational nature of the end user within each unit.

### Travel Information

6.1.4 A travel notice board will be placed in the main communal areas. This will display information relevant to all modes of transport that are available for travel to and from the LDO Site. Information will include details of car sharing schemes, public transport timetables and local cycle routes. Information will also be made available on public transport promotions and other sustainable transport related incentives.

### On-site Facilities to Promote Walking & Cycling

6.1.5 Extensive facilities to promote walking and cycling to the site will be incorporated into this development. Cycle parking, lockers and changing facilities will be available for use by all employees. Space has been allocated for showering facilities. Convenient connections to the surrounding foot and cycle way networks will also be incorporated into the design of the development.

6.2 Travel Plan Co-ordinator

6.2.1 As part of a Full Travel Plan a Travel Plan Co-ordinator will be appointed. Their role is to act as the main contact for the Travel Plan ensuring the Travel Plan is effectively managed across the LDO site. This position could be undertaken by a dedicated employee, a senior manager, a steering group, or a management company/consultant and may change as the plan develops. The contact details of that post holder will be stated in the Travel Plan document.

6.2.2 The Travel Plan Co-ordinator will be responsible for:

- Leading on the delivery / implementation of the Travel Plan measures once approved and ensuring its component parts are being actioned.
- Promotion and marketing of the plan and the individual measures contained within the Travel Plan.
- Personalising the Travel Plan for individual site occupants.
- Arranging the both formal (i.e. TRICS) and informal (i.e. Travel Questionnaires) monitoring of the Travel Plan.
6.2.3 One of the main responsibilities of the Travel Plan Coordinator is the marketing and promotion of the Travel Plan to the site occupiers and visitors.

6.2.4 Promotion of the Travel Plan should run throughout the life of the Travel Plan. There are a wide range of marketing techniques available, and the range of incentives used will be site specific however below are a few of the most commonly used:

- Use of site notice boards,
- Magazines, newsletters and leaflets,
- Travel Plan Website
- Information packs for new employees
- Public transport discount vouchers
- Bicycle shop discount vouchers
- Transport Challenges, competitions and prizes

6.2.5 Promotion of the plan is key to its success and the level of uptake of the Travel Plan measures is a good way to measure the success of the marketing campaign.

6.3 Travel Plan Monitoring

6.3.1 The Travel Plan should include a robust monitoring and auditing strategy detailing when and how performance will be measured and establishing a monitoring and review programme. West Sussex County Council requires that all Full Travel Plans are monitored for at least 5 years after the date of first occupation to assess impact of Travel Plans.

6.3.2 It is recommended that an informal baseline survey be carried out within a year after the date of occupation, this will enable the Travel Plan measures to be reassessed if necessary. A representative sample of the occupiers will be surveyed to ensure that the information is reliable.
7. TRAVEL PLAN TARGETS

7.1.1 In-line with best practice, it is important to ensure that Travel Plan targets are realistic, appropriate and challenging to help focus efforts and evaluate success of the plan. The targets presented in this Travel Plan are considered to be SMART targets.

7.1.2 The targets seek a year-on-year percentage reduction in the number of single occupant car journeys with targeted percentage increases in all other modes.

7.1.3 Performance targets will help assess the performance of the Travel Plan in achieving its goals. Action targets will help assess if a particular action or task has been undertaken in order to contribute towards the aims and objectives of the Travel Plan.

7.1.4 Table 6 shows the proposed mode share targets applicable to this FTP for 3 and 5 years after occupation of the LDO sites. The targets are based on a 15% reduction in car driver trips during a typical 12 hour (7am to 7pm) weekday period, which is consistent with WSCC’s Development Travel Plan Policy document. This reduction in car trips is counteracted by a corresponding 15% increase in sustainable transport modes to and from the site (Car passenger +6%, Public Transport +4%, cycling +3%, walking +2%).

7.1.5 A baseline travel survey of the site will be carried out within the first year of site occupation and following analysis of this survey the travel plan will be modified to accurately reflect each site’s up to date travel characteristics.

Table 6. Target Mode Share (7am to 7pm daily trips)

<table>
<thead>
<tr>
<th>MODE</th>
<th>PERCENTAGE (FROM TA)</th>
<th>BASELINE *</th>
<th>3RD YEAR TARGET</th>
<th>5TH YEAR TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Driver</td>
<td>74%</td>
<td></td>
<td>64%</td>
<td>59%</td>
</tr>
<tr>
<td>Car Passenger</td>
<td>9%</td>
<td></td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Other vehicles (Taxi, OGVs, Coaches, PSVs)</td>
<td>3%</td>
<td></td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Public Transport Passengers</td>
<td>7%</td>
<td></td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Cycle</td>
<td>3%</td>
<td></td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Walk</td>
<td>4%</td>
<td></td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Baseline to be compiled from survey during first year of occupation
8. SUMMARY

8.1.1 ADC commits to issue a copy of the FTP to all occupiers of the LDO Site. An interim and full Travel Plan will subsequently then be prepared for individual sites which will be consistent with the wider targets and requirements of this overall FTP. In this way the building users will promote the use of sustainable modes of transport to their employees and visitors through the initiatives set out in this report.

8.1.2 The overall Travel Plan target will be to minimise car trips to and from the site through all occupiers promoting travel to the site by sustainable modes of transport. This will be supported by the existence of relevant infrastructure both internally and externally to facilitate travel by non-car modes.

8.1.3 The Travel Plan will be produced in accordance with the relevant national and local policy and guidance. The over-arching aim of the Travel Plan is to ensure that staff and visitors have the opportunity to travel to and from the site in the most sustainable manner appropriate for their journey.

8.2 Travel Plan Targets

8.2.1 In-line with best practice, it is important to ensure that Travel Plan targets are realistic, appropriate and challenging to help focus efforts and evaluate success of the plan. The targets presented in this Travel Plan are considered to be SMART targets.

8.2.2 The targets seek a 15% reduction in the number of single occupant daily car journeys with targeted percentage increases in all other modes.

8.2.3 Performance targets will help assess the performance of the Travel Plan in achieving its goals. Action targets will help assess if a particular action or task has been undertaken in order to contribute towards the aims and objectives of the Travel Plan.

8.3 Conclusion

8.3.1 The FTP is a live document providing a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using this site. The documents sets out proposals for monitoring and review of the Travel Plan over the next 5 years.

8.3.2 ADC shall appoint a Travel Plan Coordinator (TPC) to manage the day-to-day duties required for the Travel Plan. The TPC is suitably qualified and has been fully briefed on the aims, targets and requirements. The TPC will not be required to undertake all Travel Plan actions, but should ensure that they are undertaken in line with the plan.

8.3.3 The Travel Plan Co-ordinator will head a steering or reference group the input of which is also important to the success of a Travel Plan. This group will be made up of representatives from the occupying businesses senior management teams to provide support and direction, the TPC to provide ownership and implementation) and the steering element being provided by representatives from other site occupants.
8.3.4 The group allows opportunities for the sharing of knowledge, experience, valuable information and contacts. It ensures that different stakeholders within (and sometimes beyond) an organisation are represented during the plan’s development and can contribute towards the identification and implementation of strategies that span across many areas of interest.

8.3.5 The Full Travel Plan once completed will be used as a mechanism to manage the impacts of employee and visitor travel to and from the LDO site. It contains a wide number of initiatives and measures to help minimise the number of single-occupancy car journeys made.

8.3.6 The TPC is tasked with the implementation a package of measures in order for the Travel Plan to be attractive to all staff and visitors. The measures include both incentives to encourage travel by alternative modes to single occupancy car journeys, as well as disincentives to discourage unsustainable travel.
SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.

For more information visit www.systra.co.uk