



Dunsfold Park Limited

DUNSFOLD ECO-VILLAGE

Draft Site Wide Travel Plan

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Transport Planning Specialists

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Primary Author	Kirsty McMullen	Initialled:
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Contributor		Initialled:
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Review By	David Bird	Initialled:
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1 INTRODUCTION

Background

- 1.1 It is proposed to redevelop the Dunsfold Aerodrome site to deliver an exemplar of sustainable development in the form of a new village with complementary facilities and employment, referred to as the Eco-Village.
- 1.2 This draft Site Wide Travel Plan defines, in an integrated approach, how transport demand for the Eco-Village will be managed. It provides a framework within which the Site Wide Travel Plan will be developed.
- 1.3 The Site Wide Travel Plan will be an over-arching plan to be implemented for the site as a whole and will be the main document for the residential element. Each occupier of the employment floorspace will subsequently be required to implement a Workplace Travel Plan, which will accord with the aims and objectives of the Site Wide Travel Plan. In addition, each of the two schools in the Eco-Village will be required to implement a School Travel Plan, which adheres to the Site Wide Travel Plan.
- 1.4 This framework provides a set of measures that will be implemented in order to meet the travel plan objectives and targets. The measures are aimed at primarily improving travel choices for residents and employees of the Eco-Village, but visitors to the Eco-Village will also benefit from the range of sustainable measures to be implemented as part of the Site Wide Travel Plan.
- 1.5 Surrey County Council (SCC) published a 'Travel Plans Good Practice Guide to Development Related Travel Plans' in June 2007. This guidance has been referred to through the development of the Site Travel Plan Framework to ensure that the plan accords with the latest guidance

Travel Plan Structure

- 1.6 This document sets out the draft Site Wide Travel Plan for the Eco-Village under the following sections:
 - Travel Plan Policy
 - Existing Context



- Development Proposals
- Baseline Mode Share Assessment
- Objectives and Benefits
- Targets
- Management Structure
- Travel Plan Measures
- Monitoring and Review
- Enforcement
- Summary



2 TRAVEL PLAN POLICY

National Policy

2.1 At a national level Planning Policy Guidance 13: Transport (2001) emphasises the need for local authorities to promote the widespread use of Travel Plans. PPG 13 states that Travel Plans contribute to the delivery of sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements.

2.2 The Department for Transport (DfT) published 'Guidance on Transport Assessment' in March 2007 which explains the role of a supporting Travel Plan in delivering sustainable outcomes and provides links to guidance on preparing a Travel Plan.

2.3 The DfT has also published a variety of guidance documents to assist in the development and implementation of Travel Plans. The latest DfT guidance on Travel Plans includes:

- 'Essential Guide to Travel Plans', last updated in April 2008;
- 'Making travel plans work: Lessons from UK case studies', June 2005; and
- 'Using the planning process to secure travel plans: best practice guide', June 2005.

Regional Policy

2.4 Policy T8 of the draft South East Plan states that "All major travel generating developments must have a travel plan agreed and implemented by 2011. Local authorities should ensure that their Local Development Documents and Local Transport Plans identify those categories of major travel generating developments, both existing and proposed, for which travel plans should be developed. Local Transport Authorities should also consider piloting the concept of transport planning advice centres for regional hubs in their Local Transport Plans."



Local Policy

- 2.5 The Surrey Local Transport Plan (2006 – 2011) sets targets for the increase in sustainable travel as follows:
- Reduce percentage of children travelling to school by car (only passenger) from 42% in 2004 to 36% in 2010 for 5-10 year olds and from 28% in 2004 to 22% in 2010 for 11-16 year olds.
 - Increase public transport patronage from 24.2 million in 2004/5 to 25.8 million in 2010/11.
 - Increase cycling by 20% between 2004 and 2010.
- 2.6 Surrey County Council (SCC) published a 'Travel Plans Good Practice Guide to Development Related Travel Plans' in June 2007, which sets out the requirements of Travel Plans, how SCC will evaluate plans and the managing and monitoring process.
- 2.7 The relevant Travel Plan guidance summarised above has been referred to in the development of the Eco-Village Site Travel Plan Framework.



3 EXISTING CONTEXT

Location

- 3.1 The site's location in the regional and local contexts is shown in **Figures 1 and 2**.
- 3.2 Alfold village lies to the south of the site, Dunsfold village to the west and Hascombe village to the north. These villages have few services. The nearest town centre is Cranleigh, which is 7km by road from the planned centre of the proposed village. Cranleigh has an extensive range of shops and services.
- 3.3 Guildford is 18km to the north of the site on the A281 and is the nearest regional centre. Also to the north of the site is Godalming, which is 15km by road. To the south the largest town is Horsham in West Sussex, which is 18km by road. These places provide a wider range of shopping and leisure opportunities, and are also the main employment centres in the locality.

Highway Network

- 3.4 None of the roads in the local highway network are part of the county strategic primary route network. The most significant road in the locality is the A281 running south from Guildford, past the eastern side of the site to Horsham and beyond to join the A23. The other main north-south routes in the area are the B2130 from Godalming to Cranleigh and the B2128 from Bramley to Cranleigh. East-west traffic uses the A248 from Dorking and Chilworth through to Peasmarsh.

Public Transport

Bus

- 3.5 The local bus network is shown in **Figure 4**.
- 3.6 There are no public transport routes directly serving the existing site. The nearest bus stops can be found at Dunsfold Village and Alfold Crossways.
- 3.7 The Institute of Highways & Transportation's (IHT) "Guidelines for Planning for Public Transport in Developments" identifies at section 6.20 that "*Bus stops are located to*



minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."

3.8 It is therefore considered that there is little potential for users of the Eco-Village to utilise existing bus facilities. The proposals for public transport are discussed in detail in Section 8.0 of the Site Travel Plan Framework.

3.9 Details of existing bus services operating within the vicinity of the appeal site are presented in Table 3.1 below.

Route		Number of Buses		
		AM Peak	PM Peak	Weekday
21	Guildford – Redhill	0	2	2
	Redhill – Guildford	1	0	1
24	Guildford – Cranleigh	1	1	8
	Cranleigh – Guildford	0	1	8
25	Guildford – Cranleigh	0	1	6
	Cranleigh – Guildford	1	1	8
42	Guildford – Cranleigh	1	1	7
	Cranleigh – Guildford	1	1	8
44	Guildford – Cranleigh	0	0	3
	Cranleigh – Guildford	0	0	3
50	Cranleigh – Horsham	0	0	1
	Horsham – Cranleigh	0	0	0
53	Guildford – Cranleigh	2	2	33
	Cranleigh – Guildford	2	2	33
63	Guildford – Cranleigh	2	1	13
	Cranleigh – Guildford	2	1	12
	Guildford – Horsham	1	1	13
	Horsham – Guildford	1	1	12
64	Horsham – Plaistow	0	0	2 (Fri)
	Plaistow – Horsham	0	0	2 (Fri)
69	Alfold – Worthing	0	0	1 (Tues)
	Worthing – Alfold	0	0	1 (Tues)
503	Hambledon – Guildford	0	0	2 (M,W,F)
	Guildford – Hambledon	0	0	3 (M,W,F)
523	Guildford – Milford Hospital	0	0	2
	Milford Hospital – Guildford	0	1	2
599	Holmbury St Mary – Guildford	0	0	2 (Thurs)
	Guildford – Holmbury St Mary	0	0	2 (Thurs)



Rail

- 3.10 The local rail network is illustrated in **Figure 5**.
- 3.11 Guildford Station is just less than 18km from the site. This station is served by all trains travelling between Portsmouth and London Waterloo with up to seven trains per hour during the peak hours.

Walking and Cycling

- 3.12 The existing pedestrian and cycle network is illustrated in **Figure 6**.
- 3.13 There are currently no footways between the site and Dunsfold village or Alfold Crossways.
- 3.14 In general the local topography is relatively flat, apart from Stovolds Hill. This makes it feasible in principle to cycle between the site and the adjacent villages. However, there are currently no specific facilities on the local road network around the site to encourage cycling.
- 3.15 The Downs Link is a recreational footway and cycleway, and runs north-south from Guildford to Shoreham-by-Sea via Cranleigh. The pedestrian and equestrian crossing facilities on the A281 for the Downs Link have recently been improved. At present the only way to reach the Downs Link route from the site is along existing roads. The Eco-Village proposes to provide an off-road cycle / pedestrian route to connect the site to the Downs Link.



4 DEVELOPMENT PROPOSALS

Development Proposals

- 4.1 A part outline planning application for the site was submitted to Waverley Borough Council (WBC) in April 2008 (Ref. WA/2008/0788) and appealed against refusal in November 2008.
- 4.2 The part outline planning application for the site proposed the schedule of development summarised in Table 4.1 below.

Landuse		Quantum	
Commercial	Retained and new space	59,854	m ²
Residential	Private and affordable	2,601	Units
Village Centre	Retail	900	m ²
	Restaurants/Cafés	400	m ²
	Hotel	100	Beds
	Primary School	2,500	m ²
	Jigsaw (Special Needs) School	900	m ²
	Health Centre	100	m ²
	Museum	3,800	m ²
	Church	564	m ²
	Leisure Centre	1,900	m ²
	Community Centre	200	m ²
	Country Park	143	Hectares

Access Arrangements

- 4.3 To facilitate access onto the main highway network it is proposed that a new highway link will be provided from the Eco-Village to the A281. This is located on land owned by the Developer.
- 4.4 The new road link will provide access to the commercial and residential areas and will be the only access to the development for heavy goods vehicles (HGVs). This will ensure that HGVs are routed away from existing dwellings on Stovolds Hill and at Alfold Crossways.



- 4.5 A secondary access, which will mainly serve the residential area, will be provided at the existing Compasses Bridge entrance which gives access to the A281 at Alfold Crossways.
- 4.6 The existing Stovolds Hill access will be closed to all vehicles except for buses. This will give bus routes to the north of the site priority over other vehicles. An additional bus-only access will be provided at the existing Tickner's Heath access to the southwest of the site to allow bus routes to serve Dunsfold Village and beyond to Godalming.

Internal Layout

- 4.7 **Figure 6** shows the Masterplan for the Eco-Village and the proposed street layout. The plan indicates the location of the proposed 'Car Restrained Area'. This central area will include residential areas as well as the village centre. It is proposed that this area will not provide any on-street parking and access to the zone will be restricted to pedestrians, cyclists, electric vehicles, refuse collection and authorised deliveries and servicing through the use of rising bollards.
- 4.8 The design of the streetscape throughout the village, with shared surfaces for all modes, limited road markings and priority given to pedestrians and cyclists, will further deter car use across the village, not just within the Car Restrained Area.
- 4.9 Parking barns will be provided for residents and visitors to store their cars a short distance away from home within the Car Restrained Area to further reduce the propensity of residents to use their cars for short, internal trips. The location of the parking barns is also shown in **Figure 7**.
- 4.10 The key roads through the Eco-Village will be designed to accommodate the proposed bus routes serving the site. In addition, an electric bus will route throughout the Eco-Village to enable people to access various parts of the village.

Parking

- 4.11 A total of 2,863 resident car parking spaces will be provided for the 2,601 residential units. Based on SCC's parking standards, a maximum of 4,245 car parking spaces would be permitted for the residential units. The proposed residential parking provision is significantly lower than the maximum level permitted by SCC.



4.12 Additional parking at a rate of 10% will be provided for visitors to the residential areas (i.e. 260 resident visitor spaces throughout the site).

4.13 In terms of the employment floorspace, Table 4.2 summarises the proposed parking provision and the maximum level permitted by SCC.

Table 4.2 – Employment Parking Provision			
Landuse	Floorspace	Maximum Car Parking Spaces	Proposed Car Parking Spaces
B1	11,247m ²	375	260
B2	18,941m ²	631	297
B8	29,015m ²	424	199
Disabled (5%)			41
Total		1430	797

4.14 In addition, it is proposed to provide 148 HGV spaces for the B8 floorspace.



5 OBJECTIVES AND BENEFITS

Objectives

- 5.1 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all residents and employees regardless of whether or not they own a car.
- 5.2 The transport principles for the Eco-Village that reflect sustainable objectives can be summarised under the following headings:
- i) Reduce the need to travel;
 - ii) Reduce the level of car use, particularly single occupancy car use; and,
 - iii) Increase the use of sustainable modes of travel.
- 5.3 The above travel plan objectives are consistent with the objectives set out in the Surrey Local Transport Plan (2006 – 2011) which, among other things, aims to increase accessibility to services, reduce the impact and effect of congestion and widen travel choice.

Benefits

- 5.4 The achievement of the objectives will bring about a wide range of benefits for residents and employees as set out below:
- 5.5 Resident and employee benefits:
- Less reliance on the private car;
 - Improved travel options;
 - Opportunity for a healthier lifestyle; and,
 - More vibrant community to live and work in.



5.6 Site Owner benefits:

- Future residents are likely to be attracted by the offer of a wide range of transport benefits and an environment where the intrusion of cars and traffic is minimised.
- A demonstration of the environmental credentials of the Eco-Village; and,
- Assistance with the creation of good relations with the local community.

5.7 Wider benefits:

- Improved cycle and pedestrian routes available to the local community;
- Improved bus services available to the local community;
- On-going reductions in vehicular generated traffic on the local highway network;
- Improvements to congestion levels and delay and queuing;
- On-going improvements to air quality and noise; and,
- An exemplar in sustainable development that provides best practice evidence for other developments both within the region and at a national level.



6 TARGETS

- 6.1 In order to assess whether the Site Travel Plan is successful in achieving the objectives, a set of targets will need to be agreed with Surrey County Council.
- 6.2 All targets will need to be SMART; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related.
- 6.3 There are two types of targets, namely: 'action' and 'aim' targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery. Aim targets provide numerical goals for mode shift.

Action Targets

- 6.4 The Travel Plan Action Plan, included as **Appendix A** of this report, sets out all action targets for the plan. The key action targets are set out below:
 - The Site Transport Co-ordinator will be appointed prior to first occupation of any residential dwelling.
 - The Transport Steering Group (TSG) members will be identified and appointed prior to first occupation of any residential dwelling.
 - The TSG will meet on an annual basis, unless otherwise agreed.
 - Workplace Transport Co-ordinators will be appointed upon first occupation of each unit on the site.
 - Each Workplace Travel Plan will be developed and agreed with SCC within 3 months of the tenant occupying the unit.
 - School Transport Co-ordinators will be appointed upon first occupation of each school on the site.
 - Each School Travel Plan will be developed and agreed with SCC within 3 months of the school opening.

Aim Targets

- 6.5 As noted above, the principle aims of the Site Travel Plan are to reduce the level of car use, to increase the use of sustainable modes of travel and to reduce the need to travel.



- 6.6 Once the TRICS compliant baseline travel survey is carried out the modal split will be ascertained and aim targets agreed in consultation with the Transport Steering Group.
- 6.7 Therefore, the Site Travel Plan targets to be developed once an accurate baseline modal shift has been determined include:
- Reduce the level of single occupancy vehicle use from $x\%$ in the baseline year to $y\%$ by Year 3.
 - Increase the use of the bus services, walking and cycling from $x\%$ in the baseline year to $y\%$ by Year 3.



7 MANAGEMENT STRUCTURE

7.1 This section sets out the proposed management structure of the Site Travel Plan and the responsibilities of each stakeholder. A management structure chart is included as **Appendix B.**

Transport Steering Group

7.2 Implementation, monitoring and management of the Site Travel Plan will be the responsibility of the Site Owner. A Transport Steering Group (TSG) will be formed prior to first occupation of any of the residential dwellings. The TSG will act as a basis for working in partnership with key stakeholders and will meet on an annual basis, unless otherwise agreed. The core TSG members will be:

- Representatives of the Site Owner (Dunsfold Park Ltd);
- Site Transport Coordinator;
- Representatives of the residents and tenants;
- Surrey County Council;
- Waverley Borough Council; and,
- Other relevant stakeholders.

7.3 In terms of other relevant stakeholders, they could include local transport operators and other local Councils that may be required to assist with the implementation of parts of the Site Travel Plan.

7.4 Membership of the TSG will not fetter the members in the carrying out of their statutory duties.

7.5 The TSG will be responsible for the following tasks:

- The overall management of the Site Wide Travel Plan;
- Setting and reviewing Site Wide Travel Plan targets;
- Monitoring and ensuring the continued performance of the Site Transport Coordinator;
- Ensuring the implementation of the action plan and monitoring strategy;
- Effective communication and co-ordination of actions; and
- Reviewing measures in the light of annual monitoring reports.



7.6 The Site Wide Travel Plan will be agreed with the TSG prior to the first occupation of any of the residential dwellings.

Site Transport Co-ordinator

7.7 The Site Owner will appoint a Site Transport Co-ordinator prior to first occupation. Given the extensive range of Site Wide Travel Plan measures (as discussed in Section 8.0) it is envisaged that the Site Transport Co-ordinator will be a full time role.

7.8 The Site Transport Co-ordinator will have the following responsibilities:

- Managing the development and implementation of the Site Wide Travel Plan measures;
- Promoting the objectives and benefits of the Site Wide Travel Plan;
- Monitoring the success of the Site Wide Travel Plan against the agreed targets;
- Reporting the results of the Site Wide Travel Plan to the stakeholders at the annual TSG meetings;
- Assisting with the development of Workplace and School Travel Plans; and,
- Acting as the point of contact for information for residents, employees and visitors.

Occupier Commitments

7.9 It will be a condition of all leases for the individual occupiers (above the thresholds in Figure 3.1 of the SCC Travel Plans Good Practice Guide) to prepare and implement a Workplace Travel Plan. The Workplace Travel Plans will be agreed with SCC within 3 months of occupation.

7.10 The Site Wide Travel Plan provides a framework within which the Workplace Travel Plans will be developed. The Site Wide Travel Plan will thereby secure a co-ordinated approach to transport policy and provide occupiers with the standards that will be required of them.

7.11 The Workplace Transport Coordinator role will involve the following:

- Production and continued updating of the Workplace Travel Plan to take into account the results of the monitoring;
- The implementation of any measures that relate specifically to the company;



- Attendance at TSG meetings; and
- Acting as a liaison between the Site Transport Coordinator and employees of the company on matters relating to travel and the Workplace Travel Plan.

School Commitments

- 7.12 Each school will be required to develop and agree a School Travel Plan within 3 months of occupation. The School Travel Plans will accord with the aims and objectives of the Site Wide Travel Plan.
- 7.13 The Primary School will have limited parking for staff and it is expected that the vast majority of pupils will live within the Eco-Village and travel to school by sustainable modes. Notwithstanding this, the school will be required to develop a Travel Plan that looks at ways of continuing the use of sustainable modes of travel such as the implementation of 'walking buses' (i.e. a group of children walk to school together with accompanying adults), cycling proficiency courses, road safety lessons etc. Children can positively influence their parents travel behaviour and therefore it will be important to educate the school pupils of the benefits of walking, cycling and public transport.
- 7.14 The Jigsaw School has limited parking available for staff only (28 parking spaces for 80 staff) which will actively encourage the use of sustainable modes of travel to and from the school. The school is for children with special needs and therefore the Travel Plan will need to provide a bespoke package of measures that cater for the individual travel needs of the pupils.
- 7.15 The School Transport Coordinator role will involve the following:
- Production and continued updating of the School Travel Plan to take into account the results of the monitoring;
 - The implementation of any measures that relate specifically to the school;
 - Attendance at TSG meetings; and,
 - Acting as a liaison between the Site Transport Coordinator and the school on matters relating to travel and the School Travel Plan.



8 TRAVEL PLAN MEASURES

Introduction

- 8.1 A range of travel measures aimed at promoting and facilitating the use of sustainable modes of transport and reducing the emphasis on car use will be developed.
- 8.2 It is important that the Site Wide Travel Plan is flexible to deal with changing conditions, and that it seeks to involve transport stakeholders to develop and deliver a strategy that reduces the need to travel and encourages movement by means other than the car.
- 8.3 The measures proposed as part of the Site Wide Travel Plan are summarised in this section. As stated earlier, the Action Plan for the Site Wide Travel Plan is included as **Appendix A**. The Action Plan sets out the implementation programme for the proposed measures.

Public Transport Measures

- 8.4 It is proposed to provide three new bus services to serve the Eco-Village. The provision of a quality bus system is one of the key elements of the sustainable transport strategy for the Eco-Village. The Site Owner is committed to providing the required bus service in perpetuity, unless agreed otherwise with SCC. The commitment of the Developer to provide the quality bus service is absolute. Any shortfall between operating costs and revenue will be met by the Site Owner, part funded by the Cordon Charge and employee parking charge.
- 8.5 It is not possible, at this stage, to be too prescriptive over the details of the services to be provided. These details will depend upon a whole range of factors including where employees live, where residents work and want to access. These factors will be the main drivers in finalising routes, frequencies, number of stops etc.
- 8.6 The introduction of the service will be phased to fit in with the occupation of the site. The phasing will be agreed with SCC and will balance the need to provide a service from commencement with the efficient use of resources.



- 8.7 Notwithstanding the need for flexibility, a possible scheme has been prepared which would fulfil the requirements of the service and has been used to agree the necessary funding.
- 8.8 It is proposed to provide the following new bus services to serve the Eco-Village:
- **Route 1 Eco-Village – Guildford:** this will be a limited stop service between the Eco-Village and Guildford via the A281 stopping only at Bramley and Shalford. The proposed route is illustrated in **Figure 8**.
 - **Route 2 Godalming – Eco-Village – Cranleigh:** this bus service will route from Godalming to the Eco-Village via the B2130 and on to Cranleigh via Stovolds Hill (bus only access) and the B2130 Elmbridge Road. The proposed route is illustrated in **Figure 8**.
 - **Route 3 Cranleigh – Eco-Village – Horsham:** this service will route from Cranleigh to the Eco-Village via B2130 Elmbridge Road and Stovolds Hill (bus only access) and on to Horsham via the A281. The proposed route is illustrated in **Figure 8**.
- 8.9 All routes will operate on a limited stop basis but would be available to the general public for travel. The current proposal is that the Eco-Village residents would be charged a flat fare of £1 per single journey, regardless of destination. The £1 fare will be paid using the resident smart card (discussed later in the draft Site Wide Travel Plan). General public using the new bus services would be charged a cash fare at a higher rate, in line with other bus services operated in the area. This is a similar fare system to that used in London whereby Oyster Card (smartcard) users pay a lower fare to cash passengers. Fare levels will be agreed by the TSG prior to first occupation of the site.
- 8.10 Table 8.1 below sets out the proposed frequencies of the bus routes upon full occupation (i.e. 10 years). It should be noted that Routes 2 and 3 overlap between the Eco-Village and Cranleigh and therefore the frequency of service along this section of route would be a bus every 10 minutes in the peak periods, a bus every 15 minutes during the day and a bus every 30 minutes in evenings and on Sundays.



Table 8.1 – Route Frequencies (minutes)					
Route		Monday - Saturday			Sunday
		Peaks	Daytime	Evening	Daytime
1	Guildford – Eco-Village	15	20	30	60
2	Godalming Eco-Village – Cranleigh	20	30	60	60
3	Cranleigh Eco-Village - Horsham	20	30	60	60
2+3	<i>Service between Cranleigh and Eco-Village</i>	<i>10</i>	<i>15</i>	<i>30</i>	<i>30</i>

- 8.11 It is proposed to use the Optare Versa buses. These vehicles seat 38 with up to 23 standees, are of low-floor easy access design with pushchair/wheelchair roll-on/roll-off capability. The proposed vehicles would be powered by a Cummins 6-cylinder diesel engine achieving at least Euro 5 level emission standards (as required from September 2009).
- 8.12 An initial fleet of Optare Versa buses, or such similar vehicle, will be purchased or rented for the early years of the development of the Eco-Village. It is currently planned that the fleet will be replaced within five to seven years of first occupation to provide a fleet of diesel/electric hybrid vehicles. By this time hybrid vehicles will be more tried-and-tested and available for volume purchase.
- 8.13 The vehicles will be fitted with a satellite tracking system for control and schedule monitoring purposes. This will be used to provide real time travel information at the Eco-Village which I describe later in this section.
- 8.14 Vehicles would also be fitted with electronic ticket reading machines to read the resident smart cards.
- 8.15 To enhance the travel experience the buses will be equipped with leather seats, wood-effect flooring, wi-fi enabled, air-conditioning, stereo/CD and CCTV camera system.
- 8.16 The bus services will be promoted through the provision of:
 - High quality bus facilities within the Eco-Village;
 - Real time information provided at the transport hub in the village centre, at bus stops throughout the Eco-Village and real time information screens within the residential units.



- On-line bus timetable and route information made available to all residents, employees and visitors. This will be made available through the community website as well as occupier web and / or intranet sites.
- Physical displays of public transport information (route maps and timetables) will be provided throughout the site. These will be located at bus shelters and at information points located in communal areas.

Walking Measures

8.17 The following measures are proposed in order to promote walking, particularly for trips within the Eco-Village:

- All residents and employees will be within 400m walking distance of a bus stop.
- All residents will live within 800m walking distance of the Eco-Village Centre.
- The Eco-Village Centre will not be accessible to cars (i.e. Car Restrained Area) except for electric vehicles which will provide a safe environment for pedestrians to move within.
- Beyond the Car Restrained Area the streetscape will be designed to provide a legible and convenient hierarchy of pedestrian routes, both within the village and recreational routes in the Country Park.
- The streets will be designed to encourage slow vehicle speeds (i.e. shared surface, minimal road markings, appropriate landscaping etc);
- All residents and employees will be provided with an Information Pack which will include maps of local walking routes and information.
- Accessibility and orientation will be assisted through consistent treatment of the public domain and wayfinding signage.

Cycle Measures

8.18 In order to promote cycling the following measures will be implemented:

- Each household will be provided with one free bicycle upon occupation.
- A bicycle rental scheme will be established that will allow residents and employees to pick up a bicycle at a docking station on the site.
- A high quality network of cycle routes will be provided throughout the Eco-Village and Country Park.



- The Eco-Village Centre will not be accessible to cars (i.e. Car Restrained Area) except for electric vehicles which will provide a safe environment for cyclists.
- The design of the streetscape, with shared surfaces for all modes, limited road markings will encourage low vehicle speeds and provide priority for pedestrians and cyclists.
- High quality cycle parking will be provided at convenient and visible locations throughout the village in accordance with the minimum cycle standards for each of the proposed land uses as set out in Annex B of the Surrey Parking Strategy (March 2003) or as otherwise agreed in consultation with the County Council. The cycle parking will be implemented in a phased approach in accordance with occupancy levels.
- All employees and residents will be provided with an Information Pack containing maps of cycle routes in the local area;
- The community website will include electronic information on cycling facilities within the site and local cycle routes;
- The Transport Co-ordinator will raise awareness of the health benefits of cycling;
- Cycle repair facilities will be provided on site to enable cyclists to undertake maintenance;
- Residents will be provided with discounts at the local bicycle store, Beyond Mountain Bikes, which is approximately 1km from the Eco-Village.
- A Bicycle User Group (BUG) will be set up by the Transport Co-ordinator to provide suggestions for further improvements to encourage cycle use;
- The occupiers of the individual employment buildings will be required to sign up to Cyclescheme, or such similar scheme, to provide employees with tax-free bicycles.
- Showers, lockers and changing facilities will be provided in all employment space.

8.19 In terms of off-site facilities, the Site Owner is proposing to implement a cycle and pedestrian route between the Eco-Village and Cranleigh as shown on **Figure 6**. Whilst the Site Owner is committed to pay for the proposed cycle / pedestrian route in full, the potential to obtain funding from cycle stakeholders such as Sustrans will be explored.



Car Measures

Cordon Charge

- 8.20 An innovative feature of the Site Wide Travel Plan proposals is the introduction of a cordon charge for residents. Introduction of such a charge will increase the cost of any vehicular trips leaving the site at point of use and will act as a further incentive to use non-car modes.
- 8.21 All residents will be required to register their car with the Eco-Village Management Company and will be issued with an electronic tag which can be read by the electronic gates on vehicular exits to the site. Every time a registered car passes the exit gate, a charge will be registered to their account. The charge will vary depending upon the time of day in order to further discourage travel by car during the peak periods. In addition, the charge will vary depending on carbon emissions to encourage the use of low emission vehicles. Concessions will apply to those people that need their car (i.e. disabled people, carers etc).
- 8.22 Visitors to the residential units will be required to display a visitor permit which will be previously acquired by the residential property they are visiting.

Car Club

- 8.23 A car club will be established by the Site Owner for the residents and employers of the Eco-Village. The car club will provide people with access to a fleet of cars without having to own a car (residents) or bring a car onto the site (employees).
- 8.24 The car club members will be required to pay an annual membership fee to the car club. Members can then book a vehicle either online or over the phone and pick it up at a scheduled time from the car club using their smartcard.
- 8.25 If the Eco-Village employees can rely on using the car club for work trips when necessary (i.e. meetings, site visits etc) it will remove the necessity to commute to work by car. Belonging to a car club will also make it easier for residents to meet their transport needs without running their own car. They will also be better placed to choose the best option for each journey. Since there will be a genuine comparison of car and public transport costs.

- 8.26 The Site Owner obligations are:



- To procure a car club prior to occupation of the first 100 dwellings. These cars will use up to date "green" technology.
- To establish a car club database as part of the community website.
- To promote the car club through the Site Transport Co-ordinator.

Car Share

8.27 It is proposed that the Eco-Village residents and employees will be provided with a secure, web based, car share database. The Car Share Scheme will maximise the opportunities to identify a potential car share partner by offering a 'ride matching' service to all employees and residents with the aim of reducing single occupancy car use.

8.28 The Owner obligations are:

- To establish a car share database as part of the community website prior to first occupation of the Eco-Village.
- To manage and maintain the car share database, through the Site Transport Co-ordinator.
- To promote the car share database to all residents and employees at the site.

Parking Measures

8.29 The availability of parking both at the origin (residential units) and destination (employment, leisure facilities etc) is a key determinant in the proportion of trips that are undertaken using private car. Paragraph 49 of PPG13 states that "*The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly for the journey to work) even for locations very well served by public transport*".

8.30 The Eco-Village proposals have two particular features:

- The proposed parking provision is well below Local Authority standards therefore restricting the availability of parking spaces.
- The layout of the parking spaces will create a good quality urban environment, removing cars from streets and confining them to parking areas.



Residential Parking

- 8.31 All dwellings with one to four bedrooms will be provided with 1 parking space, and the five bedroom dwellings will be provided with 2 parking spaces. This equates to 2,863 car parking spaces for the 2,601 dwellings. An additional 260 visitor parking spaces will be provided for visitors to the residential units. This is a total of 3,123 spaces for the residential use. In accordance with Surrey County Council’s parking standards, a total of 4,245 spaces would be permitted on the site for the residential units. Therefore the provision is 75% of the standard.

- 8.32 There will be a system of resident and visitor parking permits; very similar to a controlled parking zone within an existing urban area. Only residents with permits will be permitted to use the designated resident spaces, whilst only visitors with permits will be permitted to use the visitor’s spaces. Visitor permits will be supplied to residents who will have the responsibility of passing them onto visitors, again as is common in controlled parking zones. Each household will be provided with 10 free visitor permits a year. Additional visitor permits can be purchased as required from the Site Transport Co-ordinator.

Employment Parking

- 8.33 It is proposed to provide 797 parking spaces for the employment floorspace within the Eco-Village, which includes 41 disabled parking spaces. 148 HGV parking spaces will be provided for the B8 floorspace. If Surrey County Council’s standards were applied, a total of 1,430 spaces would be provided. Therefore the provision is only 56% of that permitted under Surrey’s standards.

- 8.34 A charge of £3 per day will be made direct to employees to park on site, operated by a permit scheme. The implementation of such a charge will act as a real disincentive for employees to bring their car to work since the charge, plus the car running costs will, in many cases, make public transport more competitive than use of the car.

Village Parking

- 8.35 A key feature of the Eco-Village parking strategy is the creation of a car free area at the centre of the development. This area will contain a number of community and other facilities such as shops, a hotel and two schools and these will require some small amounts of car parking. The parking for these areas will be incorporated within the parking barn to the north of the Market Square.



8.36 Visitors parking in the visitor spaces allocated for the village uses will be required to pay for parking on a pay and display basis, as is common in controlled parking zones. Employees of the village uses travelling to work by car will be required to pay to park in the parking barn (same rate as other employees on the site) and display a parking permit.

Community Electric Vehicles

8.37 It is proposed that a free Community Electric Bus Service will route around the site to enable residents and employees to access the village without using a car. The Community Electric Bus will be able to route within the Car Restrained Area to serve both the Village Centre and Transport Hub where all buses will route.

8.38 In addition, all post and deliveries to the site will be delivered to a central Delivery Centre to reduce traffic flows within the village. Residents will then either be able to collect their deliveries from the Delivery Centre or a Community Electric Vehicle will distribute post / deliveries to homes and businesses.

Smart Technology

8.39 Each resident will be provided with a Resident Smartcard. The smartcard will enable all residents to access the transport facilities on the site such as the car club, the bicycle rental scheme and the buses. The relevant charge will be registered on the smartcard and this will be charged to the resident on a regular basis in addition to any cordon charge payments. The smartcard technology will provide a seamless transport experience for all residents. In addition, this technology will be used to monitor the success of the Site Wide Travel Plan measures and will be incorporated into the Site Travel Plan annual monitoring report.

Individualised Marketing

8.40 The Site Transport Co-ordinator will implement an Individualised Marketing scheme. A customised Travel Pack will be prepared for each resident that registers with the scheme. The Travel Pack would include the following information, where applicable to the targeted resident:



- Information regarding the journey to and from work by public transport including a map of the route and location of bus stops, timetable information for the journey to and from work, and the cost of travel. Similar information provided for other regular journeys made by the resident that could be made by public transport.
- Free tickets to enable the resident to trial travel by bus.
- Map showing cycle routes to regular destinations and information on the cycle facilities applicable to the person.
- Financial incentives for bicycle ownership.
- Information regarding the health and cost benefits of sustainable modes of travel.

Business Practices

8.41 The Site Transport Co-ordinator will work with the Occupier Transport Co-ordinators to review the business practices of the individual companies and make recommendations for improvements to encourage sustainable transport use. It will be necessary to review business practices such as company cars, recruitment policy, business travel policy, flexible working, tele-conferencing and home working.

Communication Strategy

8.42 The Site Owner, through the Site Transport Co-ordinator, will develop and implement a communication strategy to maximise the effectiveness of the Transport Strategy. The communication strategy will include the following elements:

Branding

8.43 The Site Wide Travel Plan will be given a recognisable identity to assist in maintaining its profile. A logo will be designed that is adaptable, easily recognisable and can be used in a variety of different formats. All Site Travel Plan initiatives will be identified by branded signing to increase awareness and the plan profile.

Newsletter

8.44 The Site Owner will produce and distribute a newsletter to residents and employees on the site every quarter. The newsletter will provide an opportunity for local business advertising, community announcements, publicising events and disseminating local news stories in addition to publicising the Site Travel Plan.



Community Website

8.45 The Site Owner will set up and maintain a community web site providing the latest information about the Eco-Village. The web site will provide access to on-line travel information, real time public transport information, information on the car club and car share databases, details of walking and cycle facilities, forthcoming travel events and forums, new promotional offers and delivery information.

Consultation

8.46 Consultation with residents and employees will be undertaken by the Site Transport Co-ordinator in developing and implementing the Site Wide Travel Plan.

Administration

8.47 The Site Transport Co-ordinator will be responsible for creating and managing an information database which will hold information relevant to the Site Wide Travel Plan, such as the results of all surveys, employee information, site operation information etc.



9 MONITORING AND REVIEW

Introduction

9.1 The key objectives of the Site Wide Travel Plan are to reduce car use, increase sustainable travel and reduce the need to travel. Data collection and monitoring has two roles:

- To provide feedback so that the Site Wide Travel Plan can be refined; and,
- To measure the level of success in meeting identified targets using key performance indicators.

9.2 A framework for the Monitoring and Review Plan is outlined in this section.

Monitoring Strategy

9.3 It is proposed to follow the Standardised Monitoring Methodology set out in the TRICS guidance 'The Effectiveness of Travel Plans' 2003, as recommended by SCC in their travel plan guidance. The travel survey to be used for monitoring will be the same survey used to establish the baseline travel patterns.

9.4 Key performance indicators will include the following:

- Traffic generation (cordon charge data and parking revenue);
- Car sharing (car share database);
- Car club (smartcard information for car club use);
- Cycle parking utilisation (on-going monitoring by Transport Co-ordinators and smartcard information for bike rental scheme);
- Public transport patronage (smartcard information and bus operator revenue data); and,
- Awareness of transport options (resident / employee questionnaire).



9.5 The TRICS monitoring methodology gives guidance on the timing and frequency of monitoring. Based on this guidance the following procedures will be followed when monitoring the Site Travel Plan:

- Frequent monitoring will result in survey fatigue. It is therefore proposed that the first (baseline) survey will be undertaken upon occupation of the first 50 residential dwellings and annually thereafter;
- Where possible, monitoring will take place in neutral months. At the very least, school holidays and the week either side will be avoided;
- Any surveys will take place on Tuesday, Wednesday or Thursday, as commuting patterns can be inconsistent outside of these days; and
- Any monitoring will take place at the same time of the year as the baseline Site Travel Plan survey and on a day with similar weather conditions.

9.6 Every time the monitoring of the Site Travel Plan is undertaken, it will be necessary to record key background information so that, among other things, the survey sample can be growthed to represent the number of residents and employees. The following background information should be collected:

- Number of residents and employees living and working in the Eco-Village;
- Weather conditions;
- Sustainable transport measures available;
- Car and cycle parking provision and utilisation.

9.7 In addition to the annual monitoring survey, data from the cordon charge system can be used to determine trends in traffic generated by the Eco-Village over the course of each year.

9.8 The Site Transport Co-ordinator will prepare an annual monitoring report starting one year following the baseline travel surveys (i.e. upon occupation of the first 50 residential dwellings) for a period of 10 years, unless otherwise agreed with SCC.

Travel Plan Review

9.9 The annual monitoring report will set out how successful the Site Wide Travel Plan has been in achieving the agreed targets and make recommendations to further support the sustainable transport objectives of the Site Travel Plan.



9.10 Unless otherwise agreed, the TSG will meet on an annual basis to review the monitoring report and agree recommendations. After 10 years, it is envisaged that the Eco-Village Management Company will review the Site Travel Plan and as such the cost for this will be incorporated within the service charge budget.



10 ENFORCEMENT

- 10.1 This section provides a summary of the mechanisms that will ensure that the Site Wide Travel Plan is effectively enforced.
- 10.2 Prior to first occupation of the site, the Site Owner will pay £30,000 to SCC to pay for the cost of monitoring the Site Travel Plan over a 10 year period.
- 10.3 A Transport Steering Group will be set up prior to first occupation of the site that will be charged with the overall management of the Site Travel Plan. The TSG will meet on an annual basis to ensure continued performance of the Site Wide Travel Plan and make recommendations where necessary.



11 SUMMARY

- 11.1 This draft Site Wide Travel Plan defines, in an integrated approach, how transport demand for the proposed Eco-Village will be managed. The Site Wide Travel Plan is an over-arching plan to be implemented for the site as a whole. Each employment occupier will subsequently be required to implement a Workplace Travel Plan, which accords with the aims and objectives of the Site Wide Travel Plan. Each school will also be required to prepare and implement a School Travel Plan in line with the Site Wide Travel Plan objectives.
- 11.2 It is intended that the Site Wide Travel Plan will be agreed by SCC and other relevant transport stakeholders prior to first occupation of any of the residential units.
- 11.3 The Site Wide Travel Plan will be funded by the Site Owner. A Site Transport Co-ordinator will be appointed by the Site Owner to manage and implement the plan.
- 11.4 A monitoring strategy has been set out which will:
- Provide feedback so that the Site Wide Travel Plan can be refined; and,
 - Measure the level of success in meeting identified targets using key performance indicators.
- 11.5 A monitoring report will be submitted to the TSG on an annual basis which will set out how successful the Site Travel Plan has been in achieving the agreed targets and make recommendations to further support the sustainable transport objectives. The TSG will review the monitoring report and reach agreement on any recommendations.