



Firepool Masterplan

Taunton, Somerset



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1 Project Information

1.1 Project Information

Client Somerset West & Taunton Council

1.2 Project Details

Project Name Firepool Regeneration Scheme

Location Taunton, Somerset

Jubb Project Number 21137

1.3 Report Details

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1.4 Project Authorisation

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AUTHORISATION:

Prepared By	Approved By
S. Radford	J. Duffy
S. Radford	J. Duffy
S. Radford	J. Duffy

2 Introduction

2.1 Preamble

- 2.1.1 Jubb has been commissioned by Somerset West & Taunton Council to prepare an overarching Framework Travel Plan in support of a mixed-use regeneration scheme known as Firepool, located on the northern edge of Taunton town centre.
- 2.1.2 The application site occupies an area of approximately 7.2 ha, that is split to the north and south of the River Tone. The northern parcel of the site occupies an area of 5.7 ha whilst the southern parcel occupies an area of 1.5 ha.
- 2.1.3 Locally, the town lies some 3km west of the M5 motorway, which forms part of the strategic road network and provides a strategic link from Exeter through to Bristol and thereafter through to Birmingham. The site is strategically located in relation to a wide range of retail, leisure and social amenities that are on offer in the town centre and benefits from a close proximity to the town's Railway Station. A Site Location Plan in the context of Taunton town centre is shown in **Figure 2.1** below.

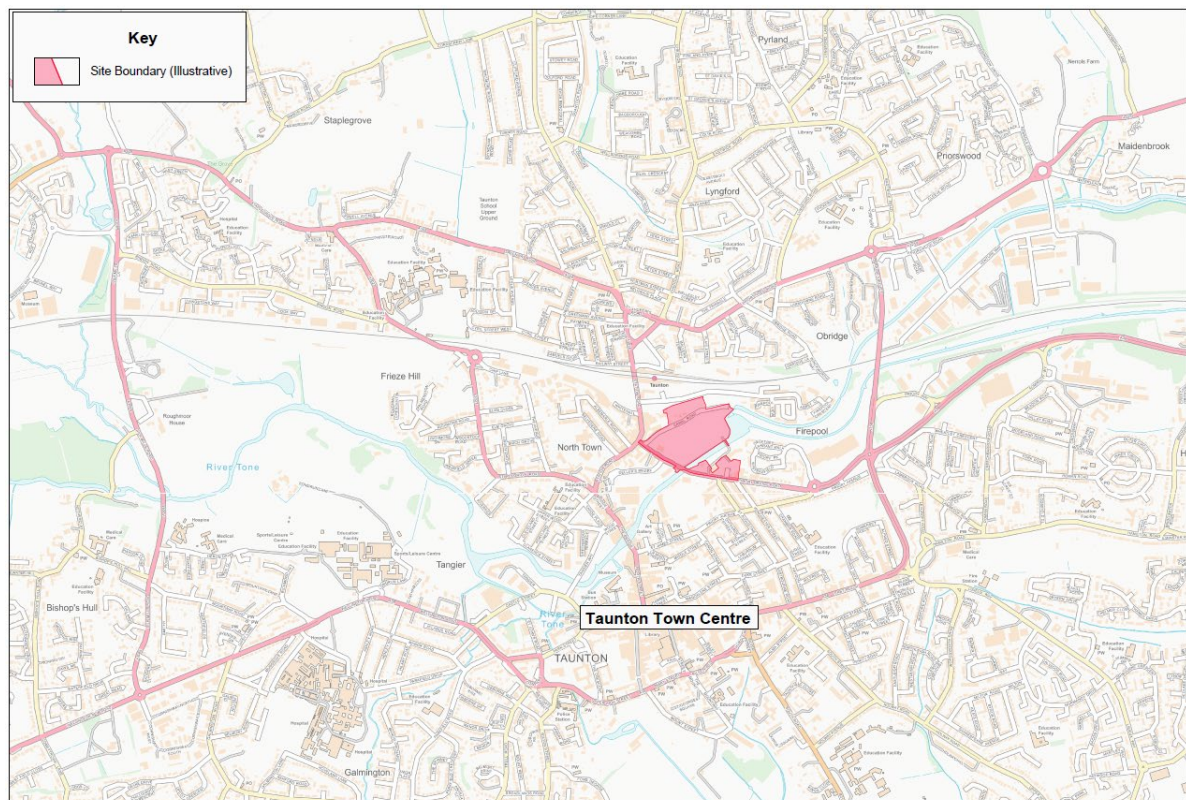


Figure 2.1 – Site Location

2.2 Existing Site

- 2.2.1 The parcel located to the northern side of River Tone is formerly used as Taunton Cattle Market and as such generated traffic in the past. The site is now mostly vacant with the exception of the Auction House, a single small office/showroom building on the south west of the site. A pay and display car park of 120 spaces also operates on part of the vacant site.
- 2.2.2 The southern parcel of the site, south of the River Tone, is currently occupied by a Rowing club and car park associated with the Viridor Office.
- 2.2.3 An outline planning consent (Ref: 38/17/0150) was granted in March 2019 for a retail led mixed use development for the Firepool Regeneration Scheme (referred to as the St Modwen proposals) that would have seen the provision of

"...up to 3500sqm of convenience retail development (Class A1), up to 6000sqm of non-food development (A1), up to 4000sqm of office (B1) or hotel (C1), up to 3900sqm of assembly/leisure (D2) and non-residential institutions (D1) (of which no more than 1500sqm shall be D1) , up to 2600sqm of food and drink establishments (A3/A4/A5), and up to 200 residential units (C3) with redevelopment of the former Priory Bridge Road car park and former 84-94 Priory Bridge Road to provide up to 2964sqm of office (B1) and 5525sqm of office (B1) or hotel (C1) uses and a further 1300sqm of A3/A4/B1 (office) D2 uses"

- 2.2.4 Since then, a revised masterplan is being developed that will replace this consented scheme (Ref 38/17/0150) with a higher proportion of residential use and reduced retail focus. The masterplan (**Appendix A**) will also include for and integrate the following recent proposals within its boundary:
- A proposed Innovation Centre (referred to as Block 6A within the masterplan) with associated parking area to the north west of the masterplan which is under construction
 - The consented Block 3 (planning reference 38/21/0436) proposals that includes office and commercial uses (referred to as Block 3B and 3C within the masterplan)
 - The planning application (planning reference 38/22/0176) relating to the southern boulevard through the centre of the northern area of the masterplan, which has been granted consent which builds upon the planning application (planning reference 38/21/0440) Drainage and Levels.
 - The consented Pedestrian, Cyclist and Vehicle access from Trenchard Way (planning reference 38/21/0465)

2.3 Development Proposals

- 2.3.1 The development proposals would see the transformation of a key Town Centre Regeneration Site into a vigorous and pleasant living quarter encompassing employment, residential, retail, leisure and high quality public realm.
- 2.3.2 The design philosophy of the proposed development echoes Central and Local Government's vision to promote a sustainable transport regime with particular emphasis on priority measures for pedestrians, cyclists and public transport users.

2.4 Travel Plan

- 2.4.1 Travel Plans are seen by the Government as a strategic management tool for achieving traffic reduction and accelerating the development of more sustainable travel trends on both the strategic and local highway networks. Furthermore, they are being increasingly used as part of a tool kit to secure reductions in carbon emissions and contribute to the UK's target to bring all greenhouse gas emission to net zero by 2050.
- 2.4.2 The National Planning Policy Framework states that "transport policies have an important role to play in facilitating sustainable development and contributing to wider sustainability and health objectives".
- 2.4.3 To echo this, the Planning Practice Guidance on "Travel Plans, Transport Assessment or Statement" further adds that "Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation".
- 2.4.4 The Travel Plan is a long-term strategy for encouraging multi modal travel to and from the development with the objective of reducing the dependence on private car usage in favour of more sustainable modes of travel. It will bring several benefits to individuals using the development as well as the wider community. These include:
- Improvements to the environmental image of the development.
 - Reduced traffic generation resulting in reduced air quality, noise, and environmental impact.
 - A reduction in stress caused by driving allied with improved health from adopting alternative travel habits.
 - Enhancement of the role of safe walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists.
 - A reviewable process which allows any adverse transport impact to be quickly dealt with and emerging opportunities maximised.

2.5 Developer's Commitment

- 2.5.1 In line with the Local Authority's aspiration and thus to deliver a sustainable development that promotes a balanced and vigorous local community and contributes to the Government's shared priorities of reducing congestion, the developer has committed to the implementation of a Framework Travel Plan for the Firepool Proposals with measures proposed to encourage the use of sustainable modes of travel.
- 2.5.2 This Framework Travel Plan forms an overarching strategy for the site, defining key objectives for the plan and containing a package of initiatives and mechanisms designed to reduce the number and length of car trips generated by the envisaged development. Measures include greater support for more sustainable forms of travel, with the aim to positively influence future users travel behaviour.
- 2.5.3 Sustainable travel initiatives and infrastructure that are proposed as part of the wider Firepool Proposals are also included within this Travel Plan.
- 2.5.4 The document has been developed in accordance with Somerset County Council's Guidance on Travel Plan and should be read in conjunction with the Transport Statement.

2.6 IOnTRAVEL

- 2.6.1 iOnTRAVEL is an online travel plan management system that is used by SCC to ensure agreed travel plans are implemented effectively, accurately and on time, and compiles an evidence base of progress against targets.
- 2.6.2 The Framework Travel Plan will be registered on iOnTRAVEL prior to approval of the document and will be managed and reviewed by the system for the lifespan of the Travel Plan from approval through to implementation and monitoring process.
- 2.6.3 It is understood that the Framework Travel plan will not be approved until the agreed documents have been uploaded onto the iOnTRAVEL system along with the relevant Site Synopsis, Targets and Action Plan.

3 Aims and Objectives

3.1 Aims

3.1.1 Considering the complexity of the Wider Firepool Proposals, it is important that the Travel Plan will:

- Address the future residents, employees and visitors needs of access.
- Look into the possible difficulties and special requirements that everyone may face when travel is required; and
- Ensure as many amenities and destinations as possible can be easily reached through travel by modes other than the private car.

3.1.2 The ultimate aim of such document is to provide measures, information and support initiatives that will facilitate a range of realistic and achievable alternative modes of travel and provide residents, staff and visitors with an opportunity to reduce the number of single occupancy vehicle trips.

3.2 Objectives

3.2.1 The key objectives are identified as follows:

- Raise awareness of transport issues and reduce the impact of the traffic on the local environment.
- Reduce car dependency and in particular the number of single occupancy vehicle journeys.
- Increase travel choice for future residents, employees and visitors.
- Provide all necessary on-site facilities to encourage the usage of walking, cycling and public transport as appropriate.
- Cooperate with neighbouring communities, Local Authority, and other relevant organisations in achieving the greatest modal shift away from solo car journeys.
- Minimise the impact of the social exclusion caused by poor health and mobility issues.

3.2.2 In order to meet the aim of the travel plan and achieve these objectives, the introduction of a wide range of measures, initiatives and mechanisms is proposed onsite once the development is built and the travel demand is fully understood. Details are included in **Section 8** below.

4 The Wider Firepool Masterplan

4.1.1 The wider proposals will see the delivery of a high-quality built residential led mixed-use development that encompasses C3 residential dwellings, A1/A2 retail units, B1 Employment Floorspace, C1 Hotel, A3/A4/A5 food and drinking establishments, and D2 leisure complex including a cinema and a music venue. Details of the draft masterplan relating to these proposals (Ground and Upper Floor) is included as **Appendix A** with an extract of the ground floor also provided as **Figure 4.1** below.

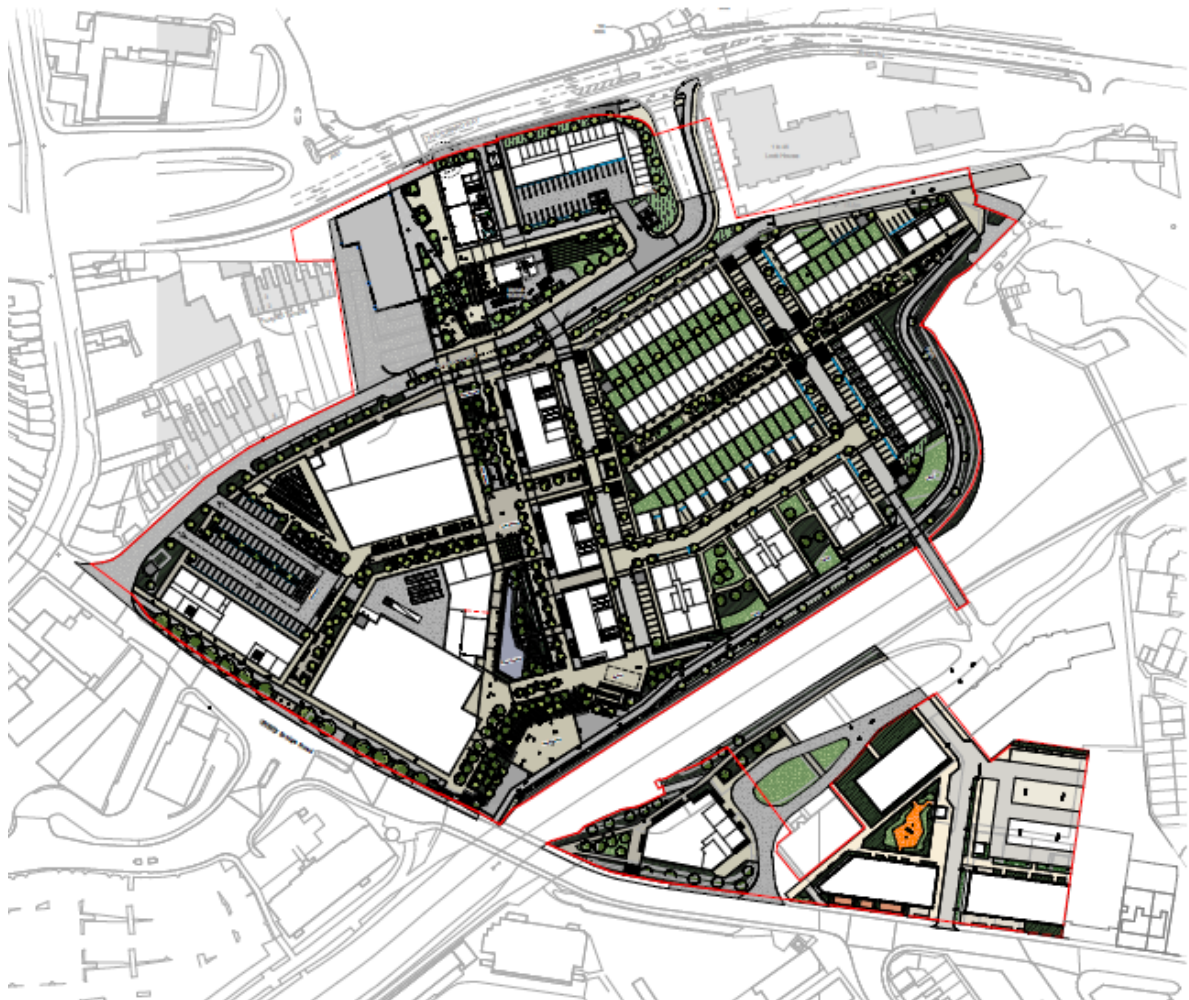


Figure 4.1 – Illustrative Masterplan

4.1.2 Table 4.1 below outlines the potential highest mix of development on site. This table also includes details of the consented proposals at Block 3B/C (Planning Reference 38/21/0436) and Block 6 (Planning Reference 38/20/0419) to the north of the site. A Parameter Plan shows the development blocks as included within Appendix A. The consented employment scheme (Innovation Centre) at Block 6 has its own dedicated onsite parking provision with the layout design and capacity being agreed with SCC as part of the planning consent. The consented Block 3B/3C proposals form part of the Firepool masterplan and would share the parking provision within the wider scheme.

Considered Development Elements	Additional within Redline Boundary (excluding consents at Block 3 / Block 6A)	Block 3B / 3C Consented	Block 6A
Houses	77 dwellings (Block 2B)		
Student Accommodation	100 bed (Block 3A)		
Flats	334 dwellings (Block 2A 111 Apartments, Block 1A 140 apartments, Block 4A 83 apartments)		
Office	-	1100sq.m/58 employee @ 1 per 19sq.m (Block 3B)	Up to 2800sq.m
Cinema (Block 5)	Up to 900 seats (Block 5B)		
F&B and Leisure	Up to 1,100 sq.m (Block 1A 100 sq.m, Block 4A 1000sq.m)	700sq.m (Block 3C 400sq.m, Block 3B 300sq.m)	
Nursery	60 pupils (Block 5C)		
Health Hub	Up to 2,000 sq.m (Block 5C)		
Hotel	120 rooms (Block 5A)		
Music Venue	1,800 attendees (Block 5D)		

Table 4.1 – Details of proposed Land uses within Emerging Firepool Proposals

4.2 Pedestrian and Cyclist Accesses

4.2.1 The public realm and landscape design sets out to provide universal access throughout the Firepool Scheme, by providing:

- Safe, direct and convenient pedestrian and cycle routes which connect to the existing street network in the local area.
- Step-free, level access routes to all building entrances and to nearby amenity spaces.
- Well-lit, traffic-calmed streets, which, through their design features, will be used as both places for movement and for social interaction, thereby encouraging inclusivity for all users.
- The streets will also include appropriate sight lines to ensure that users have sufficient visibility in areas of interaction (for example along the main boulevards), however, traffic speeds will be of a low level in any case.
- Streets will include appropriate natural surveillance, with appropriate gradients and facilities for mobility and visually impaired users (i.e. such as drop kerbs and tactile surfacing). Thus, the design of the proposals has been developed in consideration of all genders and in consideration of vulnerable groups.
- Streets will be designed as 20mph roads with appropriate road width and built in traffic calming features such as raised tables introduced to ensure that vehicles observe these speeds.

- 4.2.1 Pedestrian and cyclist links, by means of footway and/or segregated cycleway and footpath, will be facilitated along the vehicular access roads onto Trenchard Way and Priory Bridge Road. These routes will tie into the existing provisions along the adjoining highway facilitating onwards connection into the local communities.
- 4.2.2 In addition, a ramped pedestrian and cycle access will be provided from Priory Bridge Road enabling direct access from the existing footways and crossing points provided at the signal junction with Morrison's.
- 4.2.3 National Cycle Network Route 3, which passes through the wider scheme, will be retained and enhanced along the river front to facilitate an east-west pedestrian and cyclist corridor. The route passes under Priory Bridge Road on the northern side of the river and cross the River Tone at the existing footbridges at either end. This route accommodates both pedestrians and cyclists and provides onwards traffic free connections into Taunton Town Centre.
- 4.2.4 The existing towpath along the southern embankment of the River Tone will be upgraded to provide a wide Riverside pedestrian/cycle route that will accommodate NCN route 3 as it continues north-east.
- 4.2.5 In addition, cycle routes are planned along the main north-south boulevard, facilitating a key north-south connection that links to Taunton Railway Station to the north and routes along the River Tone to Somerset County Cricket Club and the Town Centre to the south.

4.3 Vehicular Access

- 4.3.1 The principal of the access strategy consists of three vehicle access points in total, in addition to one emergency vehicle access.

North River (Cattle Market)

- Vehicle access to Block 2, 3 and 4 is from Trenchard Way and is via a new 4-arm signal-controlled crossroads junction with Trenchard Way and Station Car Park Exit; and
- Vehicle access to the parking provision in Block 5 and at the Innovation Centre in Block 6 is from Canal Road. This access will also be used as a service and emergency access to the service yard of the Cinema Complex and Venue and provide vehicle access to the existing houses along Canal Road.

South of River (Former Priory Bridge Road Car Park)

- Vehicle access to the southern side of the River (i.e. Block 1) will be via a newly built priority T-junction off Priory Bridge Road at the location of a former car park access.
- The existing Viridor access junction off Priory Bridge Road will serve as a secondary route dedicated to provide access to the rowing club and Viridor Office.

- 4.3.2 **Figure 4.2** below shows an extract from the illustrative movement and access strategy.



Figure 4.2 – Movements Strategy

Northern Access

Trenchard Way

4.3.3 Primary access to the wider regeneration area will be formed via a signal-controlled crossroads junction with Trenchard Way. The junction will also include a fourth arm to the north, which will serve as an exit arm for Taunton Station car park. The Trenchard Way access will accommodate the majority of vehicle movements associated with the development. The design of this access junction has approval under the planning reference 38/21/0465 and is currently under construction. The access drawing and swept path analysis drawing that was submitted with the consented application is provided in **Appendix C**.

Canal Road

4.3.4 The access from Canal Road will be maintained providing limited access to the existing houses, proposed Hotel parking, Venue, Cinema and Hotel for Service Vehicles. Canal Road will also provide access to a surfaced car parking for the Innovation Centre at Block 6 and serve as service and emergency access to the leisure amenities at Block 5.

4.3.5 As part of the proposals, Canal Road will be amended as it crosses the central Boulevard to restrict vehicular through traffic from Trenchard Way through to Canal Road. Vehicular access will be retained for emergency vehicles and potential future bus use. Pedestrian and cycle links will be maintained through to Firepool lock, the national cycle network and bridleway.

- 4.3.6 Parking provision for the existing residents on Canal Road will also be incorporated as part of the layout design as shown on the masterplan for the wider scheme.

Southern Access

Priory Bridge Road

- 4.3.7 The two existing vehicular access points to the Block 1 from Priory Bridge Road will be retained. These accesses encompass:
- The existing access adjacent to the Viridor Office and car park; and
 - The existing access approximately 50m east, to the disused surface car park.
- 4.3.8 The proposed surface level car park on the southern parcel of development (i.e. Block 1) will be accessed via a new built priority T-junction off Priory Bridge Road at the location of the former car park access.
- 4.3.9 Good quality wayfinding signage will be provided both across the site and along the key routes connecting the site and the nearby day to day destinations for walking, cycling and vehicle. This signage will provide directional information within the site alongside guidance for local transport hubs, main shopping areas, education and health facilities in the local area.

4.4 Vehicle Parking Provision

- 4.4.1 The proposals at Firepool are located in a sustainable location in close proximity to Taunton railway station and within the town centre with all of its associated day to day facilities. In addition, the proposals will also include a range of facilities on site that would bring further day to day facilities within walking and cycling distance of the proposed residential units.
- 4.4.2 Moreover, high quality walking and cycling connections will be provided throughout the site to maximise the opportunity for journeys to be undertaken by active modes. Thus, a low level of parking provision in a community such as this is considered justified and in accordance with the SCC parking policy.
- 4.4.3 An overall parking provision of up to 266 parking spaces is proposed onsite including:
- 165 parking bays associated with residential proposals at a ratio of 0.4 spaces per dwelling; and
 - 101 vehicle spaces for non-residential uses
- 4.4.4 Parking for non-residential elements encompasses 68 spaces to the east of the proposed hotel and 33 spaces just east of the aforementioned consented development at Block 3 and to the south of the proposed student accommodation. In addition, 9 on-street parking spaces will also be introduced at Canal Road to serve the existing residential properties along the single carriageway.
- 4.4.5 A total of 11 disabled parking spaces will also be provided onsite in accordance with the requirements of the "Taunton Deane Adopted Site Allocations and Development Plan" dated December 2016 which requires that development with 25 or more parking spaces provide for 5% of total capacity, plus 2 additional spaces (i.e. equating to a requirement of 7 spaces for a 101 space car park). Furthermore, this parking is appropriately distributed with 4 spaces provided at the smaller car park to the north and 7 provided at the larger car park east of the Hotel.

4.5 Electric Vehicle Charging Points

4.5.1 The provision of Electric Vehicle Charging Facilities onsite will be delivered in line with the requirements set out in the Somerset Vehicle Charging Strategy, published in October 2020, to encourage the use of more sustainable type of vehicles.

4.5.2 The relevant standards for both Active and Passive provisions are abstracted in **Table 4.2** below:

Land Use	Active Provision	Passive Provision
Residential	All new residential developments with an allocated car parking space to have a charge point.	n/a
	All new residential developments with more than 10 unallocated off-street and/or on-street car parking spaces to have active provision for 10% of unallocated spaces	20%
Non-Residential	All new non-residential buildings with more than 10 car parking spaces to have at least one charge point, with active provision for 10% of spaces.	20%
	At least 1 charging unit should be provided for every 5 disabled parking spaces. Where 50 parking spaces or more are provided then 1 rapid charging unit (minimum 43 kW) per 50 spaces shall be provided and parking time limited to 1 hour.	20%

Table 4.2 – EV Provision Standards

4.5.3 In view of the above some 10 active electric vehicle charging spaces will be provided onsite for non-residential parking provision including 2 electric charging disable bays.

4.6 Car Club

4.6.1 A car club (2 vehicles) will be introduced as part of the wider scheme to support the proposed “Low Car” residential apartments offering access to vehicles for these residents without being tied to car ownership.

4.6.2 Car clubs are a growing form of urban mobility, providing an alternative to private car ownership. They are an easy way to allow people who don't own a private car, to access a vehicle as and when they need it. Car clubs provide access to shared vehicles to members on a pay as you drive basis. They provide much of the convenience of owning a car without the hassle or costs of repairs depreciation, insurance, servicing and parking.

4.6.3 The recent Collaborative Mobility UK (CoMoUK) report 'New Developments and shared transport: cutting car dependency' found one car club space can replace the demand for 18 private vehicles.

4.7 Cycle Parking Provision

- 4.7.1 Suitable cycle parking storage will also be facilitated onsite in accordance with the minimum cycling parking standards set out within the “*Taunton Deane Site Allocations and Development Management Plan*” dated December 2015 for the proposed land-uses.
- 4.7.2 The minimum parking standards for the land-uses that are of relevance to the Firepool proposals are subsequently abstracted from Appendix E of the Plan and summarised in **Table 4.3** below. Taking into account the town centre location of the Firepool proposals, the cycle parking standards set out for Taunton Town Centre are adopted.

Land Use		Minimum Level of Cycle Parking Provision
A3/A4/A5 Food & Drinks		1 space per 20sq.m
B1 Office		1 space per 80sq.m
C1 Hotel		1 space per 10 beds
D1b Clinics, Health Centre, Surgeries		1 space per 60 sq m
D1e Primary Schools		1 space per 10 pupils + 1 space per 5 employees
D2a Cinemas		1 space per 25 seats
D2b Exhibition Centres		
Residential	Flats	A minimum of 1 space per bedroom
	Houses	
	Student Accommodation	

Table 4.3 Taunton and Dean Cycle Parking Standards

- 4.7.3 It is also noted that no specific cycle parking standards are provided within the Plan for the nursery and the Venue. Taking into account the operation and nature of these land-uses, the minimum requirements set out for residential dwellings, primary school and Exhibition Centres/Cinema are used to provide a robust estimation.
- 4.7.4 The forecast minimum cycle parking provision required for each proposed land-uses at the Firepool Scheme are established in **Table 4.4** below.
- 4.7.5 All residential cycle parking will be provided at suitable locations for each relevant plot. The design of the proposed onsite cycle parking provision will be designed in compliance with DWDG SPG.. In addition, further parking will be provided both within a secure central hub (164 spaces) with the remaining spaces 144 spread throughout the masterplan at appropriate locations. This additional cycle parking (i.e. 308 spaces in total) will in part cater for the non-residential parking requirement as identified in **Table 4.4** (267 spaces) and will also include 42 spaces for use by the student accommodation users. Bike parking will also be provided within the main building of the student accommodation.

4.7.6 The location of these bicycle spaces is set out on a plan submitted with the masterplan proposals. This plan includes detail of the location of the central cycle hub. This central cycle hub will include secure spaces that will be undercover with use of the facility provided on a membership basis. It is proposed that the facility will also include locker facilities for users.

Land Use		Scale	Required Minimum Cycle Parking Provision
A3/A4/A5 Food & Drinks		1800sq.m	90 spaces
B1 Office		1100sq.m (Exclude Block 6)	14 spaces
C1 Hotel		120 bedrooms	12 spaces
D1b Clinics, Health Centre, Surgeries		2000sq.m	34 spaces
Nursery		60 pupils (Assuming 15 staff at a ratio of one adult per four children)	9 spaces
The Venue		1800 attendees	72 spaces
Cinema		900 seats	36 spaces
Residential	Flats	334 units	589 spaces
	Houses	77 units	308 spaces
Total - Residential		-	897 spaces
Total - Non Residential		-	267 spaces
Total		-	1164 spaces

Table 4.4 Required Minimum Provision

4.8 Baseline Travel Pattern

4.8.1 Baseline travel patterns that were established using TRICS database and TEMPRO NTM forecasts are abstracted from the supporting TS and summarised in Table 4.5 below:

Mode	Residential	Non-Residential
Car Driver	48%	31%
Car Passenger	23%	20%
Pedestrian	18%	35%
Cycling	2%	
Train	2%	8%
Bus	6%	7%
Total	100%	100%

Table 4.5 2011 Census Modal Split

4.8.2 It is noted that the above mode share forecasts are based upon NTM data and travel surveys carried out before the pandemic and present a pre-covid condition, and hence do not take into account the potential long term implications of national lockdown and associated measures implemented during the Covid-19 on travel tendency and behaviour change. Based upon the recent DfT studies and the parking sales data obtained from SW&T parking sales, a mode shift of **15%** could potentially be achieved upon the pre-covid level.

4.8.3 However, the true impact of the Post Covid behaviour change in the local community will be reviewed following a baseline survey carried out upon the occupation of the Firepool scheme. And to present a worst-case scenario, the established pre-covid mode splits are adopted as baseline travel patterns for this Travel Plan, upon which the target in mode shift is proposed.

4.8.4 The first baseline travel surveys will be undertaken once a mass occupancy of 50% is reached at the wider site. Upon the completion of the first baseline travel survey, the collated travel information will be analysed to establish an accurate picture of the residents and employees' travel patterns and thus set out detailed targets in terms of modal shift for each year of implementation to account for the survey results. Measures will also be adjusted where is necessary to reflect the changes in travel needs. This will be submitted to SCC as part of the Monitoring and Review process as set out in **Section 10**.

5 Existing Conditions

5.1 Introduction

- 5.1.1 The preceding review of national and local planning policies highlights the importance of integrating land-use, transport and planning decisions to address the needs of the future and present community to create a development that is well integrated with the existing sustainable transport network.
- 5.1.2 As aforementioned in **Section 4**, the wider Firepool Proposals will facilitate a comprehensive sustainable transport network to enhance the accessibility and connections of new developments in the area to Taunton Town Centre, public transport hubs and attractions and amenities in the surrounding local communities.
- 5.1.3 In view of this, a review of the sustainability credentials of the wider Firepool Proposals is carried in the section below encompassing a review of accessibility to existing facilities and services in Taunton, as well as opportunities for journeys to and from the wider Firepool Proposals to be made by sustainable means.

5.2 Site Location

- 5.2.1 Taunton is a town with a population of over 69,570 people, located in Somerset. The location of Taunton in a regional context is shown in **Figure 5.1** below.



Figure 5.1 – Site Location Regional Context

- 5.2.2 Taunton lies approximately 14km southwest of Bridgwater, 30km northeast of Tiverton and 34km northwest of Yeovil.

- 5.2.3 Locally, the town centre lies some 3km west of the M5 motorway, which forms part of the strategic road network and provides a strategic link from Exeter through to Bristol and thereafter through to Birmingham.
- 5.2.4 The location of the Firepool development in relation to Taunton Town Centre is shown in **Figure 5.2** below.

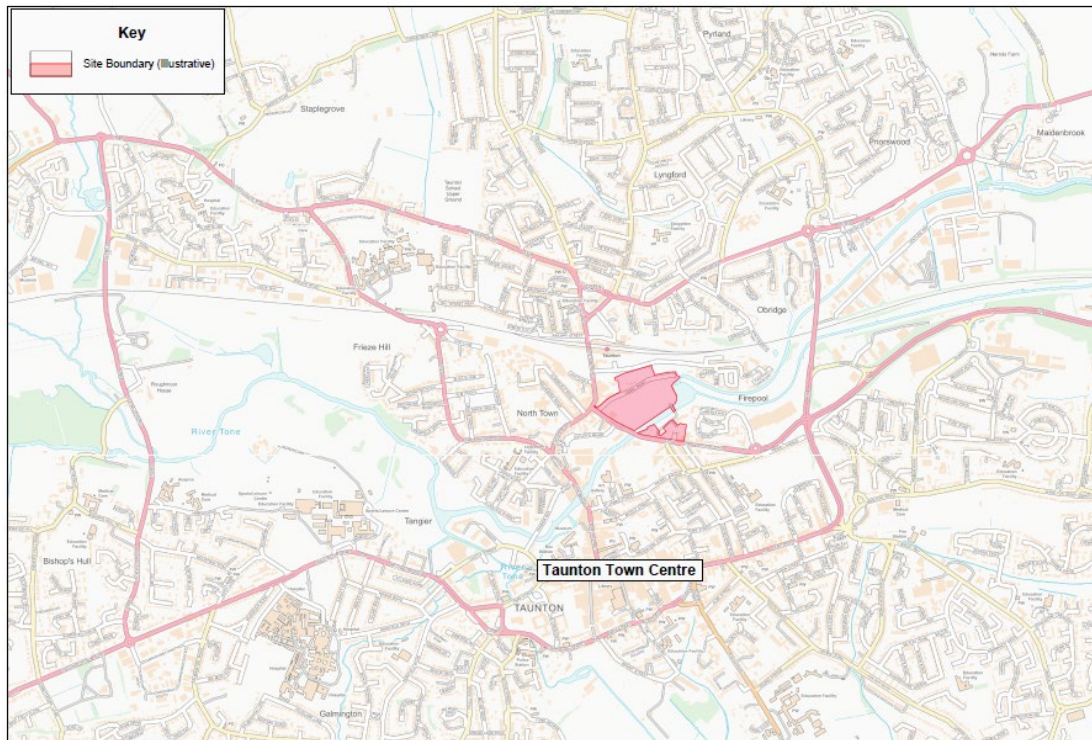


Figure 5.2 – Site Location in relation to Taunton Town Centre

- 5.2.5 Being in a central location in a well-established urban environment, the Firepool development benefits from close proximity to a wide range of compatible and supportive transportation services and destinations. The area is well served by public transport and is accessible by a number of cycleways and footpaths to existing facilities within the surrounding area providing real opportunities for people to travel to and from the Firepool development by a variety of means of travel other than solo car use.

5.3 Walking Distances

- 5.3.1 The requirement to locate developments within areas accessible for walking is set out in the NPPF, which states that “Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes”.
- 5.3.2 The former Planning Policy Guidance 13: Transport (2011), identified 2km as a distance within which walking offers the greatest potential to replace short car journeys. Whilst superseded in planning terms, this guidance is still widely considered as applicable in terms of accessibility.
- 5.3.3 As such, the accessibility of the Firepool development has been assessed with weight given to this distance as ‘reasonable’.

5.3.4 **Figure 5.3** below shows 800m and 2km walking isochrones from the Firepool development, which roughly equate to a 10-minute and 25-minute walk respectively. These isochrones are measured from the centre of the Firepool development and are measured in consideration of the proposed points of access.

5.3.5 In addition, a number of facilities have also been marked on **Figure 5.3** to demonstrate the range available in close proximity to the site. It is noted that this is not an exhaustive summary but does demonstrate that a number of facilities are located within a very short distance and within an accessible walking distance.

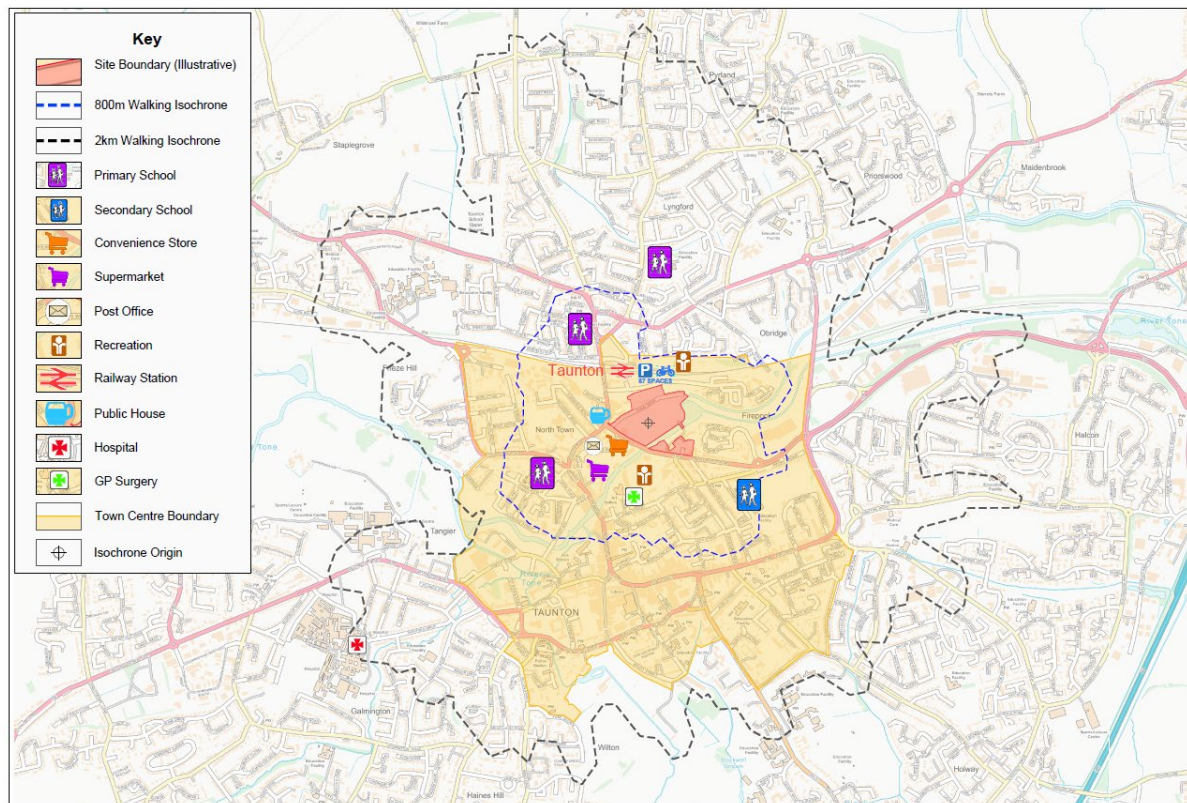


Figure 5.3 – Accessibility to Local Facilities and Services

5.3.6 As shown, within an 800m walk of the Firepool development, the following key services and facilities are available:

- Taunton Railway Station,
- Two Primary Schools,
- Secondary School,
- Supermarket and a Convenience Store,
- Pharmacy,
- Post Office, and,
- Gym.

5.3.7 The distance and estimated journey times (for walking and cycling) from the site to the identified facilities and services is summarised in **Table 5.1** on the following page.

5.3.8 These distances have been measured from the centre of the Firepool site and follow suitable routes. The estimated journey times are calculated based on a walking speed of 1.4 metres per second (abstracted from IHT, 2000) and a cycling speed of 4 metres per second.



Service/Facility	Location		Distance		
			(metres)	(minutes)	(minutes)
Education					
North Town School	Staplegrove Road	TA1 1DF	590	7	2
St James Church School	Cranmer Road	TA1 1XU	775	9	3
St Andrews Church School	Grove Terrace	TA2 6HA	645	8	3
Priorswood Primary School	Wedlands	TA2 7AD	980	12	4
Retail					
Morrisons Petrol Station Convenience Store	Station Road	TA1 1NS	285	3	1
Post Office	Station Road	TA1 1NS	320	4	1
Morrisons	Deller's Wharf	TA1 1DX	415	5	2
Taunton Town Centre			935	11	4
Health					
St James Medical Centre	Coal Orchard	TA1 1JP	620	7	3
Musgrove Park Hospital	Parkfield Drive	TA1 5DA	1970	23	8
Public House					
The Plough Inn	Station Road	TA1 1PB	250	3	1
Recreation					
Somerset County Cricket Ground	St James Street	TA1 1JT	350	4	1
LDN Fitness	Station Road	TA1 1NH	730	9	3
Transport					
Taunton Railway Station	Station Approach	TA1 1QP	235	3	1

Table 5.1 – Distance and estimated journey time to services and facilities

- 5.3.9 Given the above assessment it is reasonable to conclude that the Firepool development is located in a sustainable position within Taunton Town Centre. These destinations lie within a 'reasonable' walking and cycling distance of the Firepool development, and as such there is a genuine opportunity for everyday journeys to and from the proposals to be made sustainably and without a dependence on the private car.
- 5.3.10 Given the location of the site, and the demonstrable opportunity for everyday journeys to be made on foot and by bicycle, the site presents the opportunity to create a development that is sustainable and that encourages journeys to be made actively.
- 5.3.11 It should also be noted that the proposed mixture of uses within the wider Firepool Proposals which include residential, employment, retail and leisure facilities would also provide additional facilities and offer opportunity for some degree of self-containment of journeys within the wider Firepool Proposals. In addition, a significant quantum of residential area can also be accessed within a suitable walking distance which also offers local recruitment opportunities.

5.4 Pedestrian Infrastructure

- 5.4.1 Walking is the primary mode of travel for local journeys and is widely recognised as the most sustainable form of travel (IHT, 2000). As such, walking forms an important part of sustainable growth, with the NPPF guiding that opportunities to promote walking are identified and maximised.
- 5.4.2 Therefore, by locating developments to minimise the need to travel, and to maximise the use of sustainable modes of transport, sustainable growth can be encouraged.
- 5.4.3 As set out earlier (see '[Walking Distances](#)') the location of the Firepool proposals are conducive to the creation of a sustainable development, with a wide area of Taunton lying within 'reasonable' walking distance.
- 5.4.4 The Firepool development is well connected to the existing network of urban pedestrian infrastructure that runs through Taunton in a combination of roadside pavements and traffic-free footpaths facilitating continuous walking routes between Taunton Town Centre, nearby major employment, leisure and retail amenities.
- 5.4.5 The roads within the catchment area of the Firepool development are generally a mixture of local access and urban distributors with reasonable quality footways, street lighting and dropped kerbs at crossing points near to junctions.

Trenchard Way

- 5.4.6 Bordering to the north, Trenchard Way has a 3m shared-use path that runs along the southern kerb of the road. Whereas on the northern side of the carriageway, a 2m wide footway is available. Following the road alignment, the roadside provisions facilitate pedestrian access to the major employment, retail and residential premises along the route with onwards connection onto the wider pedestrian network at Priory Bridge Road to the southeast and the A3027 to the northwest.
- 5.4.7 Signal controlled crossing facilities are also available along Trenchard Way at its junctions with Station Road, which allow pedestrian linkage to Taunton Railway Station on the northern side of the road.

Priory Bridge Road

- 5.4.8 Skirting to the south, a kerbed footpath of 2m wide is available along either side of Priory Bridge Road. Along the single carriageway, the footpath is of varied width with a good surface and lighting condition. Running in an east-west direction, the pedestrian route proceeds through the neighbourhood area facilitating pedestrian links to the residential, retail and leisure destinations either side of the single carriageway with onwards connection to the local pedestrian network along Station Road in the west and to the east.
- 5.4.9 Formal crossing points by means of signal-controlled crossing facilities are also available along the carriageway at its junctions with Station Road, Deller's Wharf and some 70m east of the access point to the surfaced car park.

Station Road

- 5.4.10 Situated to the west of the Firepool development, Station Road affords the main pedestrian link between the northern suburban area of Taunton and the town centre. It knits together the footway provisions along the side roads facilitating continuous pedestrian route between the local communities either side of the single carriageway, Taunton Railway Station and the Town Centre.
- 5.4.11 Along the carriageway, the footpath is of varied width with a good surface and lighting condition. Formal crossing points by means of signal-controlled crossings are also available at regular intervals along this route into Taunton Town Centre.

Canal Road

- 5.4.12 Footway is also available along either side of Canal Road intermittently. Where the public highway terminates, an existing bridleway continues in an east-west alignment linking with the National Cycle Network Route 3.

The Riverside Paths

- 5.4.13 A towpath can be accessed along the southern embankment of the River Tone. Extending in an east-west direction, the route then joins the National Cycle Network Route 3 to the northern bank of the River at either end via two footbridges with NCN Route 3 leading south westwards into Taunton Town Centre.
- 5.4.14 A summary of the provision of local pedestrian infrastructures is illustrated in **Figure 5.4** below.

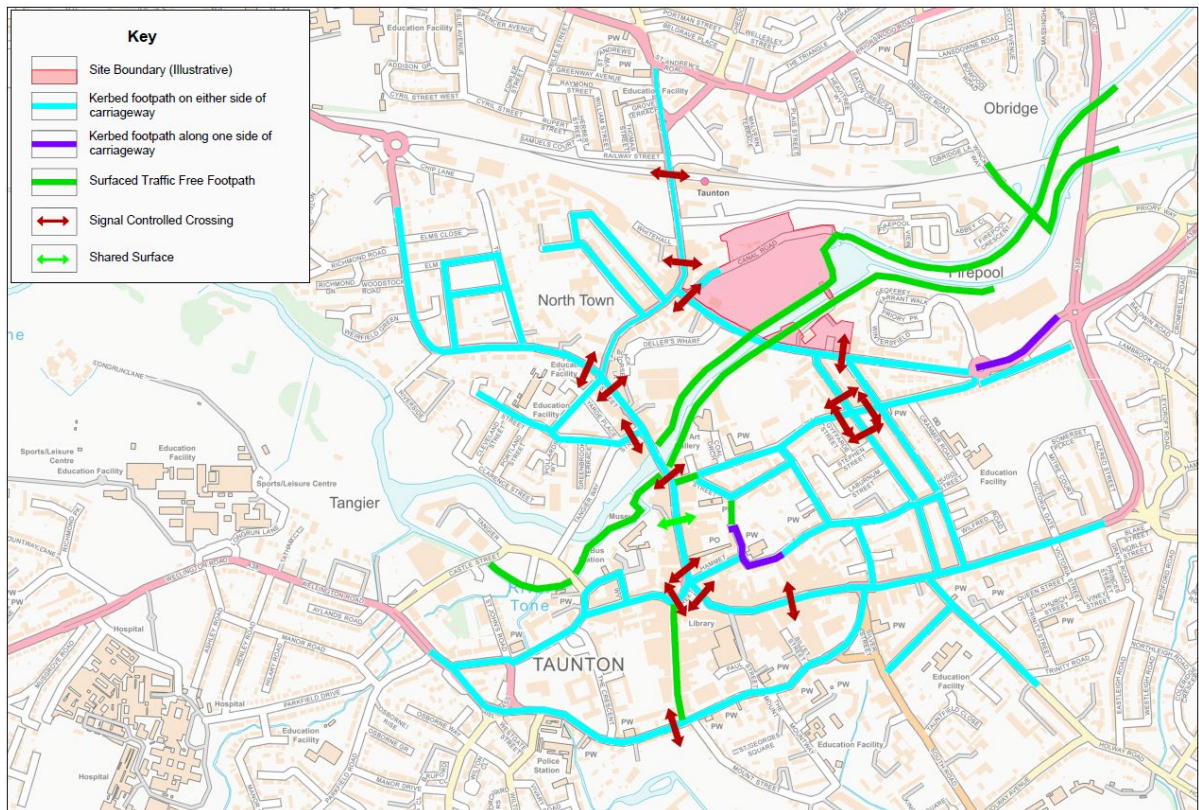


Figure 5.4 – Existing Pedestrian Facilities

5.5 Public Rights of Way

5.5.1 The Firepool development also benefits from an extensive network of Public Rights of Way (PRoW) that permeate through the surrounding area facilitating additional routes to local facilities and access to recreational routes into the north-eastern suburb area of Taunton.

5.5.2 **Figure 5.5** below shows an extract from SCC's Working Copy of Recorded Public Rights of Way Derived from the Definitive Map for the Taunton Area (2012).

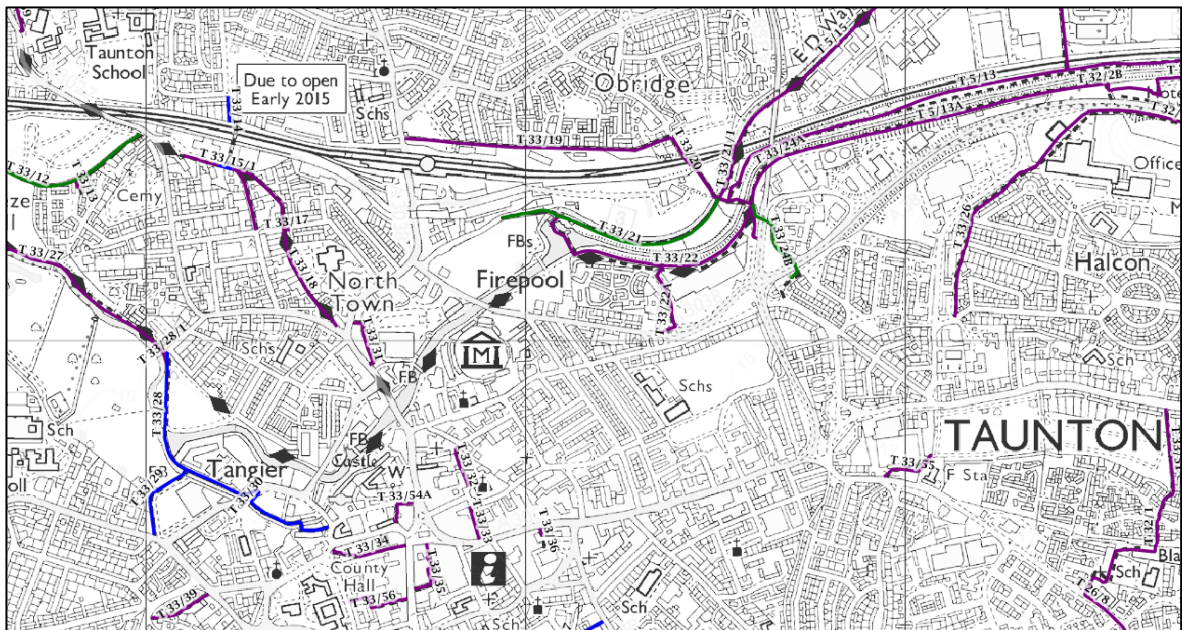


Figure 5.5 – PRoW Network

5.6 Cyclist Accessibility

5.6.1 Cycling is recognised as one of the most sustainable forms of transport (CIHT's Planning for Cycling, 2015).

5.6.2 Taunton benefits from an extensive cycle network with high permeability throughout the town centre area in a combination of on-road cycle lanes, traffic-free cycle paths and advisory cycle routes that were knitted together by National Cycle Route 3.

5.6.3 Given the compact nature of Taunton, it is considered that cycling offers a real alternative to the private car for day-to-day journeys to and from the Firepool development. Indeed, the entirety of Taunton lies within a 5km cycle of the Firepool proposals, with this distance widely recognised as a reasonable cycling distance. **Figure 5.6** below demonstrates the area surrounding the Firepool development which lies within a 5km isochrone along the suitable routes.

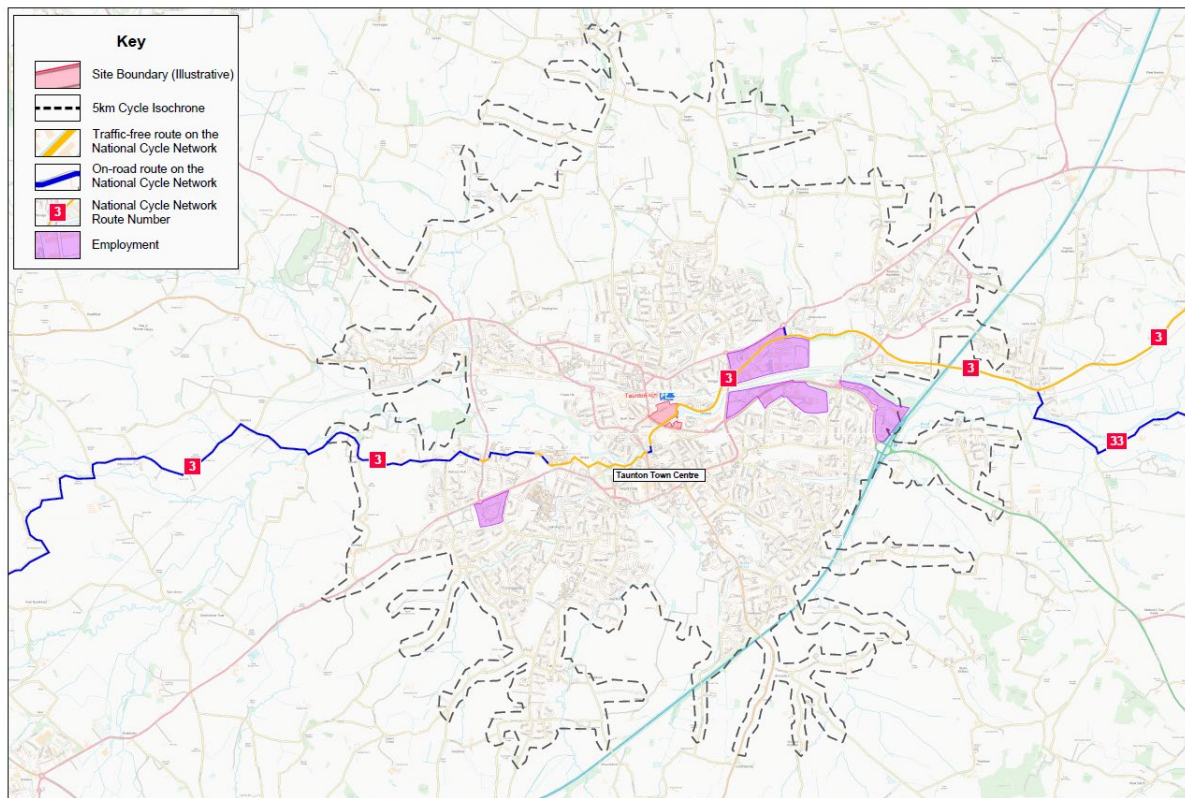


Figure 5.6 – Cycling Isochrone & NCN Routes

- 5.6.4 As shown, there is a large area surrounding the Firepool development that lies within a ‘reasonable’ cycling distance.
- 5.6.5 The Firepool development has good connections to established local cycle routes in the vicinity that offers a range of cycling opportunities including connection to Taunton Town Centre and Public Transport Hubs.
- 5.6.6 National Cycle Network Route 3, which runs to the south of the cattle market in tandem with the River Tone, offers a ‘traffic-free’ route to Priorswood Industrial Estate to the northeast and Taunton Town Centre in the southwest affording a long distance cycle connection between Bridgwater and Tiverton.
- 5.6.7 In addition, the Firepool development is surrounded by a number of on-road and ‘traffic-free’ cycle routes that spur off the NCN Route 3 facilitating onwards cycle connections to the nearby residential, retail, employment and leisure destinations in the local area. These routes are shown in **Figure 5.7** below.

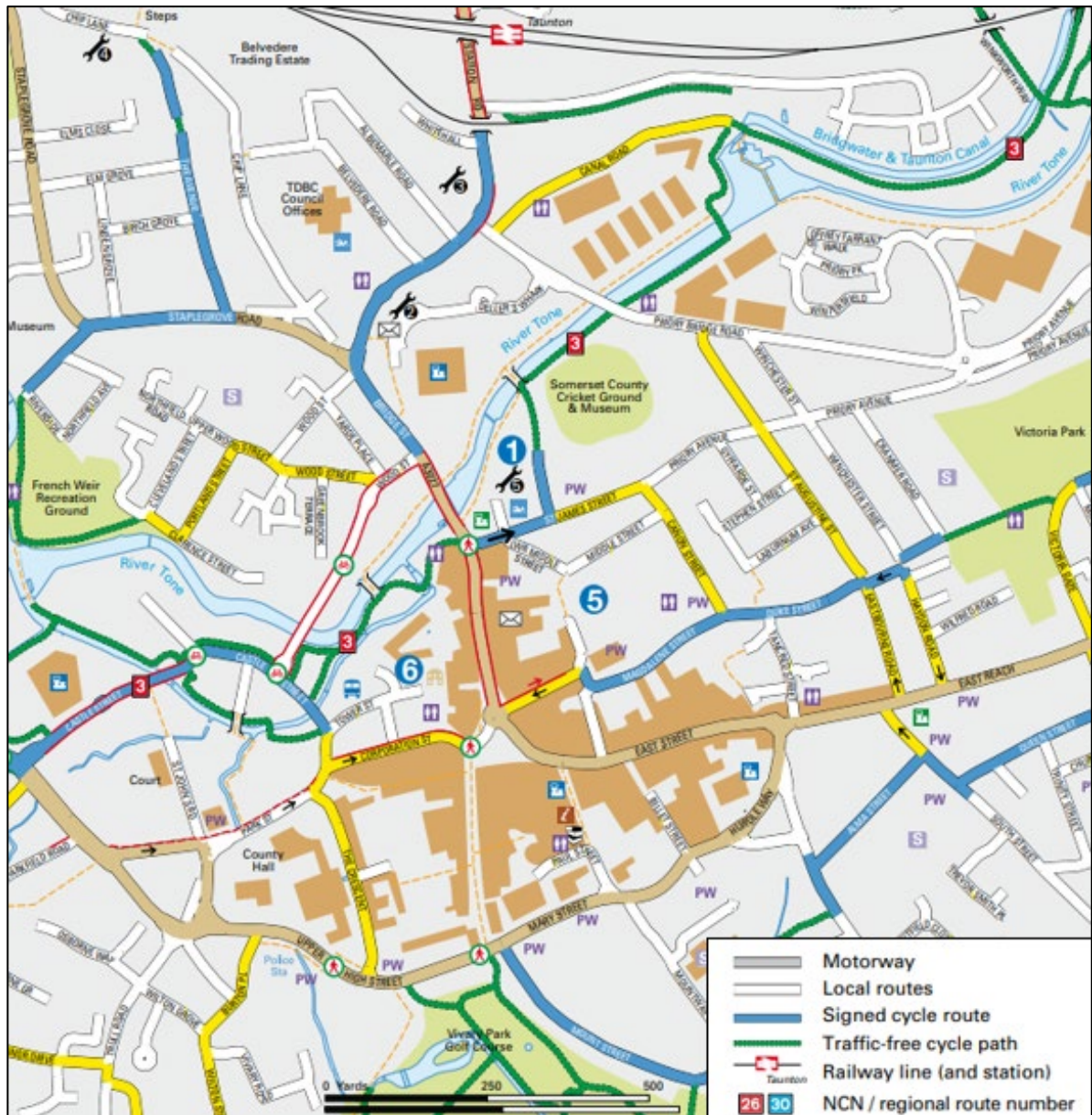


Figure 5.7 – Local Cycle Routes (Extract from SCC Cycling & Walking in Somerset Map)

5.7 Public Transport Accessibility – Bus

5.7.1 The Firepool development is located in close proximity to the routes of the existing bus services that service Taunton, and as a result there is an opportunity to encourage the use of the existing bus services for day-to-day journeys to and from the Firepool development.

5.7.2 The closest bus stops to the Firepool development are located to the north on Trenchard Way and Station Road respectively and are referred to as ‘Keepers Lane’ and ‘Royal Ashton’. Importantly, these bus stops lie within an approximate 400m radius of the Firepool development. The Firepool development is connected to these bus stops by the footpath that runs along Trenchard Way and via Canal Road/Station Road. **Figure 5.8** below shows the location of the closest bus stops to the Firepool development.

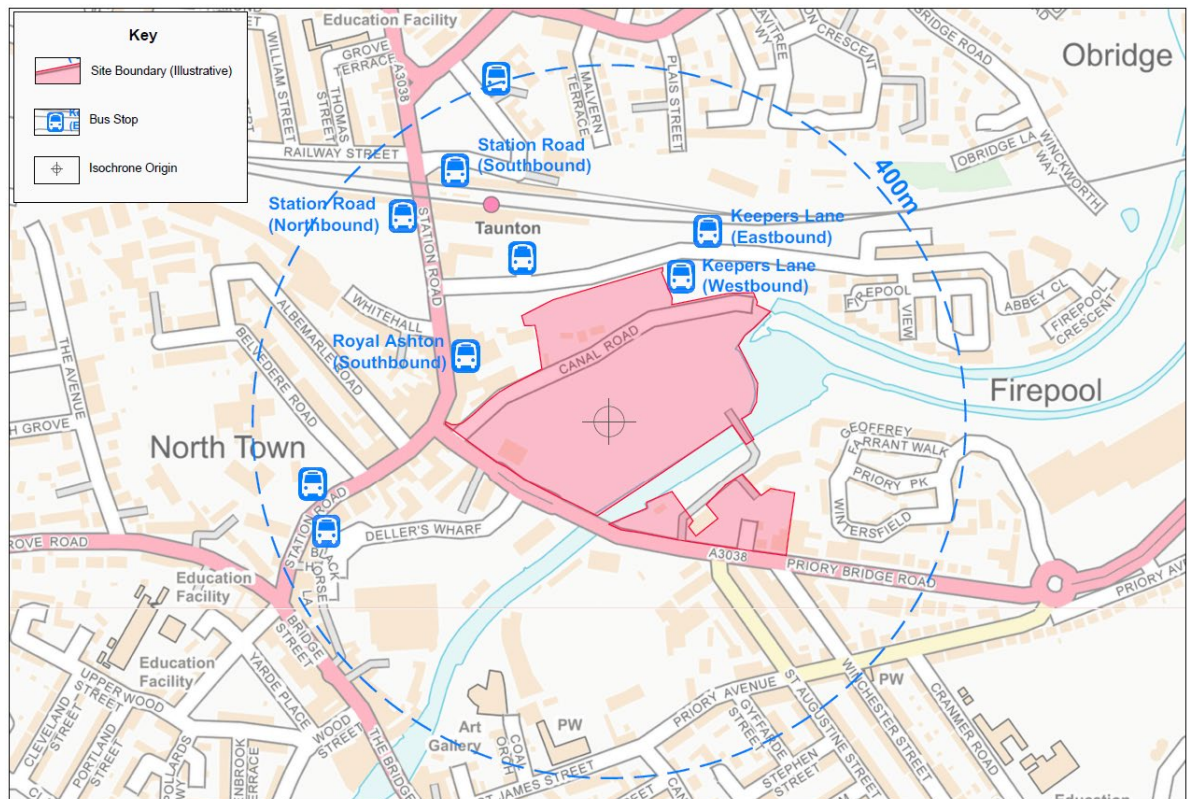


Figure 5.8 - Local Bus Network

5.7.3 These bus stops are served by a range of services, which are summarised in **Table 5.2** below. This table presents the service route, approximate frequency, and operating hours of these services.

Service	Route	Service Frequency	Days of Operation
1 First	Taunton Circular	3 services an Hour	Monday - Saturday
2 First	Priorswood - Taunton	Hourly	Monday - Saturday
3 Somerset County Council	Taunton Circular	Hourly	Monday - Saturday
12 Somerset County Council	Monkton Heathfield - Taunton	Hourly	Monday - Saturday
23 Hatch Green Coaches	Cotford St Luke - Taunton	3 services a day	Monday-Friday
25 First	Dulverton - Taunton	Varies from Hourly to 1 service every 2 Hours	Monday-Friday
28 First	Minehead - Taunton	2 services an Hour	Monday - Saturday
387 Dartline Coaches	Taunton - Sidmouth	Once daily	Monday - Saturday
901 Isle Valley Transport	Isle Brewers - Taunton	Once daily	Saturdays Only

Table 5.2 – Summary of Bus Services serving the 'Keepers Lane' & 'Royal Ashton' Bus Stops

- 5.7.4 It is noted that the design of the Boulevard will allow the incorporation of a Bus Gate into Canal Road, to allow a potential bus route through the development site between Trenchard Way and Priory Bridge Road in the event that a Bus Operator can be found to service the route.

5.7.5 It is proposed, in the event that onsite public transport connection is not provided, that an appropriate and proportionate financial contribution be provided towards the provision of Kessel Kerbs and Real Time Information Boards at the Royal Ashton bus stop on Station Road.

5.8 Public Transport Accessibility – Park and Ride

5.8.1 There are currently two Park & Ride facilities which serve Taunton town centre. The Taunton Gateway Park & Ride is located approximately 3.2km east of Taunton town centre and lies immediately to the east of Junction 25 of the M5. The Silk Mills Park & Ride is located approximately 2.3km northwest of the town centre and lies to the east of the A3065. At this Park & Ride the frequent and affordable shuttle bus service PR1, which runs on a loop route between the two P&R sites, can be boarded providing bus connections to Taunton Bus Station, County Hall, Somerset College and Musgrove Park Hospital along the route.

5.8.2 The nearest drop off/pick up points to the Firepool development are at Corporation Street which can be accessed within just over an 800 meters walk (i.e. just over 10 minutes) along the Riverside footpath/cycleway. **Figure 5.9** below shows the locations of the Park & Ride facilities and the route of the PR1 service.

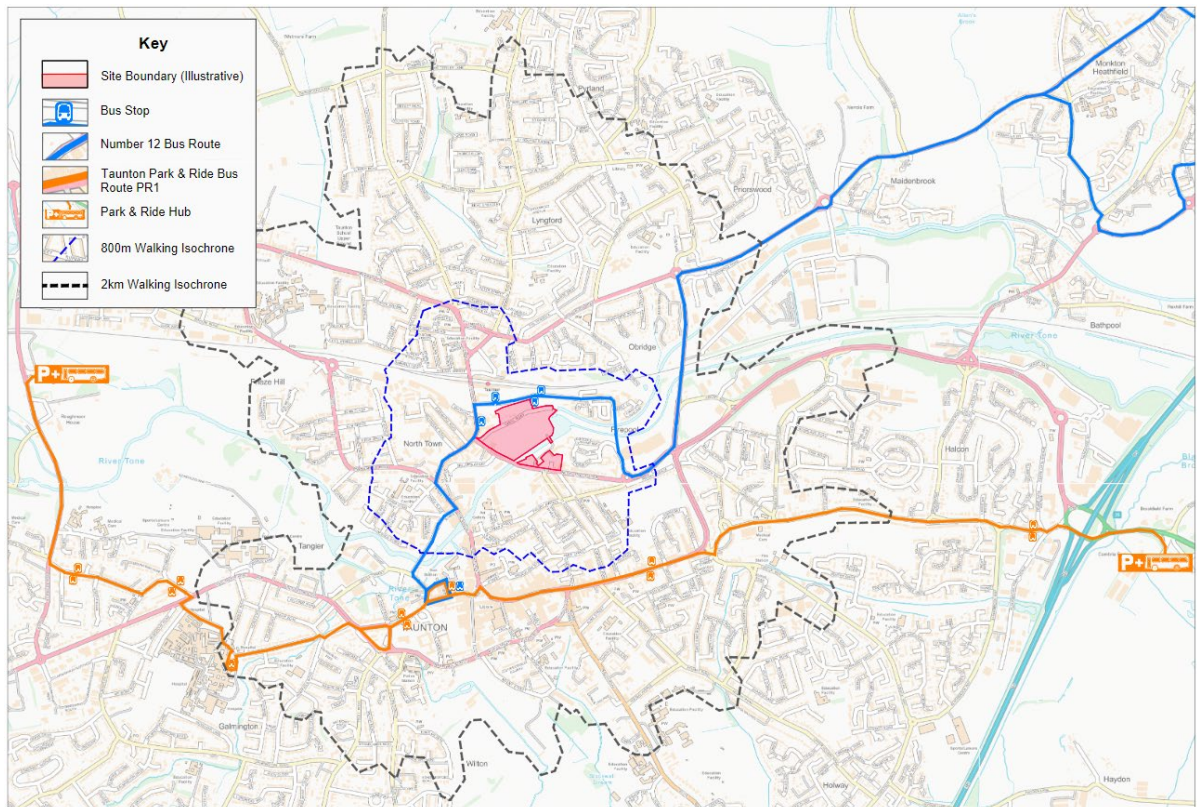


Figure 5.9 – Taunton Park & Ride Facilities

5.8.3 The service is presently operated by First South West and runs at an average frequency of every 15 minutes between Monday and Saturday.

5.8.4 Details of the Park and Ride services are tabulated in **Table 5.3** below:

Location	Capacity	Journey Time to Taunton Bus Station	Operation
Taunton Gateway	850 spaces	14 minutes	Monday to Saturday <ul style="list-style-type: none"> • Every 15 minutes
Silk Mills	760 spaces	11 minutes	

Table 5.3 Park and Ride Services

5.8.5 Supported by frequent express bus connections to/from the urban area of Taunton, these Park and Ride sites offer alternative modes of travel for the commuting demand to/from the Firepool development, thereby removing vehicles from the local highway network.

5.9 Public Transport Accessibility – Rail

5.9.1 The Firepool development is well-related to Taunton Railway Station, which lies to the immediate north of Trenchard Way. **Figure 5.10** below shows the location of Taunton Railway Station in relation to the rail network.

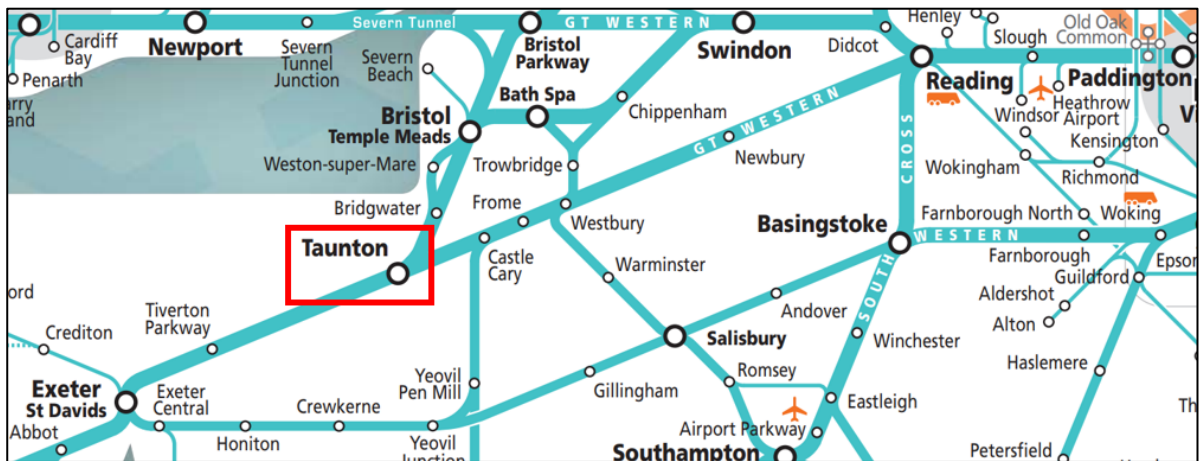


Figure 5.10 – Location of Taunton Railway Station (Source: extract from National Rail Route Diagram, 2021)

5.9.2 Taunton Railway Station is operated by Great Western Railway and is served by a range of services. It is considered that the majority of trips to and from the proposals would be from nearby local towns such as Bridgwater.

5.9.3 **Figure 5.11** below shows the location of the railway station in relation to the Firepool site boundary.

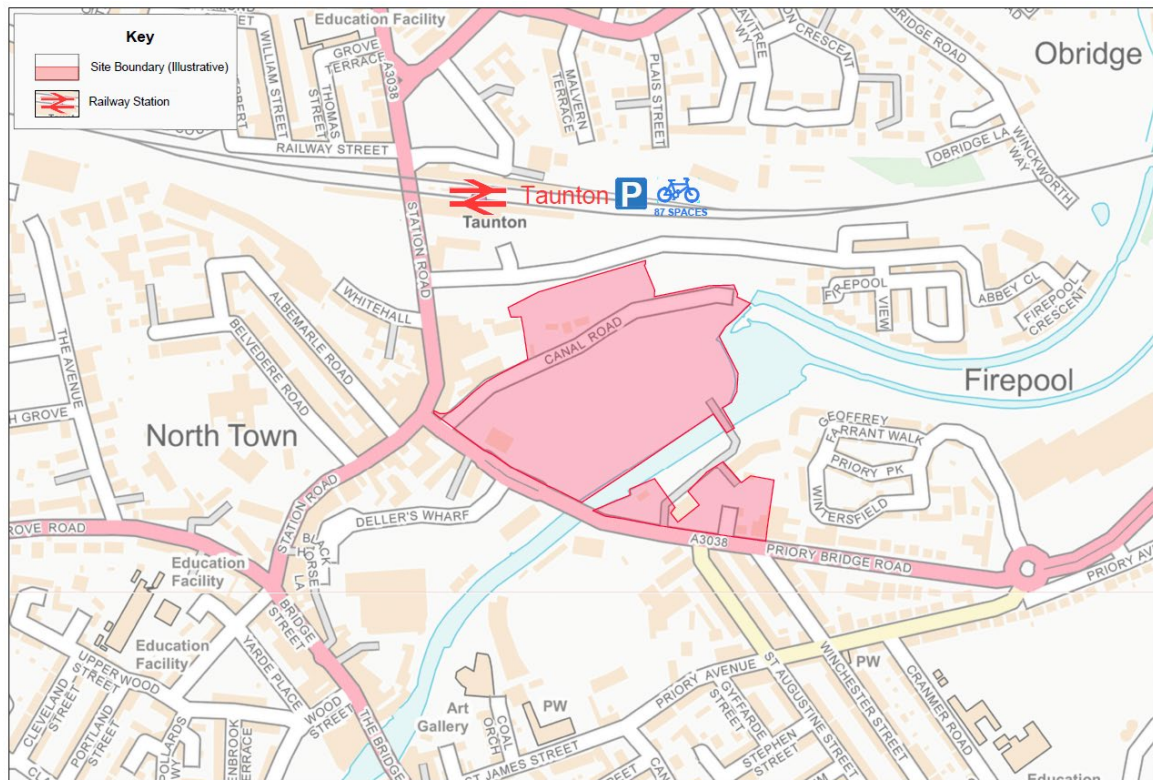


Figure 5.11– Location of Taunton Railway Station

5.9.4 It is understood that Taunton Railway Station was recently subject to an extensive redevelopment. Improvements for the station comprise:

- A new ticket office and entrance and approach
- Improvements to the pedestrian approach to the station
- A new multi-storey car park
- Provision of additional bike spaces
- A new transport interchange with improved linkage to Buses and Taxis.

These enhancements will see the reorientation of the Station’s entrance facing the Firepool site and the town centre and improve links to the site and further afield to the town centre.

5.10 Travel by Car

5.10.1 The road network within the proximity of the Firepool development constitutes a mixture of local access, urban distributor and strategic highway. A network audit has been undertaken to investigate the existing highway condition. Commencing with Trenchard Way, key corridors and associated junctions have been identified and described in the section below.

Trenchard Way

- 5.10.2 Bordering to the north, Trenchard Way is a 1.6km section of road, operating in an east-west alignment that connects between the four-arm roundabout at A3038 Priory Avenue to the south-east and the five-arm roundabout at A3027 Staplegrove Road in the west. Along the frontage of the development site, Trenchard Way is a single carriageway road, approximately 6.5m in width and is subject to a 30mph speed limit.

Priory Bridge Road

- 5.10.3 Priory Bridge Road comprises a single carriageway road, approximately 6m wide and is subject to a 30mph speed limit. The road operates in a west-east direction connecting between Station Road with Priory Avenue. To the west, Priory Bridge Road joins Station Road at a three-arm signalised junction, whilst to the east the single carriageway feeds into a four-arm roundabout with the A3038 Priory Avenue.
- 5.10.4 Approaching from the east, the A3038 Priory Park is a dual carriageway that travels eastwards feeding into a 4-arm roundabout with Chritchard Park Way, Obridge Viaduct and Toneway with Toneway leading eastbound towards M5 Junction 25.

Station Road

- 5.10.5 Station Road comprises a single carriageway road, with varying widths between 7- 9m. Station Road runs broadly north to south and is subject to a 30mph speed limit. To the south, Station Road connects to the four-arm signalised junction between Staplegrove Road, Wood Street and Bridge Street. At the northern extent, the road joins the "Rowbarton Gyrotory" signalised junction which includes the westbound A358 towards Minehead, eastbound A358 towards Bridgwater, and northbound Kingston Road towards Kingston St Mary.

5.11 Planned Network Enhancements

- 5.11.1 A comprehensive package of infrastructure enhancements is also proposed as part of the SW&T "Connecting our Garden Communities" (CoGCs) to further improve pedestrian and cycle connections along the identified route between Firepool and Victoria Park, known as Route 24 in CoGCs. Such proposals will be delivered in a combination of localised road widening, provision of cyclists priority facilities and junction alteration and will include betterments to:
- Somerset Place
 - Station Road
 - Alfred Street
 - Priority Avenue
 - Crammer Road
 - Priority Bridge Road
 - St Augustine Street
- 5.11.2 In addition, a range of new provisions and enhancements on walking and cycling infrastructures are also proposed in Taunton Local Cycling and Walking Infrastructure Plan (LCWIP) along the key corridors across the market town. Such improvements include proposals along the key routes identified between the Firepool site and the secondary and further education establishments set out in CoGCs.

5.11.3 The Firepool Scheme will support and advocate the delivery of these proposals although as discussed above appropriate active travel links are already included to link with nearby key facilities. Any contributions sought by the LHA towards active travel therefore (i.e. related to detailed planning applications for Firepool) would need to be considered on a case by case basis and would need to consider the relative impact of the proposals, and the setting/location in relation to the schemes.

5.12 Summary

5.12.1 It is evident from the above review that the proposed development is located within a sustainable location with options for active travel and travel by public transport. Moreover there are also a number of facilities accessible in the vicinity of the proposals within a convenient distance for active travel modes.

6 Management, Marketing and Consultation

- 6.1.1 The management of a Travel Plan involves promotion and consultation along with the general maintenance of paperwork and data. These duties are permanent and therefore regular updates of the Travel Plan document should form an integral part of the on-going running of the Travel Plan.
- 6.1.2 In light of this, a site-wide Travel Co-ordinator will be appointed to oversee the implementation and administration of this overarching Travel Plan and provide the overall co-ordination needed to ensure the Travel Plan's success from the construction period through to its 5-year implementation post occupation of the development.
- 6.1.3 To assist this role, each organisation, as well as the management company for the residential development, will appoint a member of staff as "Travel Plan Champion" responsible for the execution of the proposed measures and to provide a contact point for co-ordination between each of the units to ensure the success and longevity of the document.
- 6.1.4 In advance of occupation, the name and contact details of the Site-Wide TPC will be provided to Somerset West & Taunton. Each individual occupier will also provide details of their type of business, anticipated staff number, predicted operational vehicle movements and key contact to the Site Wide TPC and Local Highway Authority.
- 6.1.5 The Site-Wide Travel Plan Co-ordinator (TPC) will need to be a "champion for the cause", demonstrating enthusiasm, negotiation skills and an ability to communicate effectively with people at all levels. The appointed TPC will be given sufficient time and resources to effectively undertake their duties and implement the Travel Plan. The responsibilities of the TPC are to:
- Lead the launch and delivery of the Travel Plan;
 - Obtain and maintain commitment and support from residents, staff and visitors etc;
 - Organise the necessary data collection exercises required to develop the Travel Plan;
 - Establish a development database which will comprise the results of follow-up travel surveys;
 - Acting as a point of contact co-ordinating the activities of each individual organisations;
 - Monitor the onsite travel demand and ensure that the needs of mobility impaired people are incorporated in the plan;
 - Liaise with external organisations e.g. local authorities and transport operators etc; and
 - Arrange the monitoring program for the Travel Plan, including target setting.
- 6.1.6 A Management Board, chaired by the Management Company of the Firepool site, is also proposed comprising representatives from the employers, residents, and Somerset West & Taunton Council. An appropriate funding structure will be put in place to administer the process.
- 6.1.7 Furthermore, the Travel Plan needs partnership for success. The Travel Plan Co-ordinator will establish partnerships with external resources and maintain links and lines of communication to keep up to date on the information, initiatives and new technology in sustainable travel. The key partners and their role are identified as follows:
- Travel Plan Co-ordinators/representatives from the neighbouring companies – to investigate and organise any potential joint event, promotion and initiatives on sustainable travel such as Bicycle User Group.
 - Local Community representatives – to discuss any matters as result of the onsite operation that may affect the quality of the local residents.

- Somerset West & Taunton Council Travel Plan Co-ordinator – will be able to provide support, advice and guidance on sustainable transport options and initiatives in order to try to ensure Local Authority sustainable transport goals and objectives are met.
- Public Transport Operator – to provide the latest information on the frequency, routing and fares.

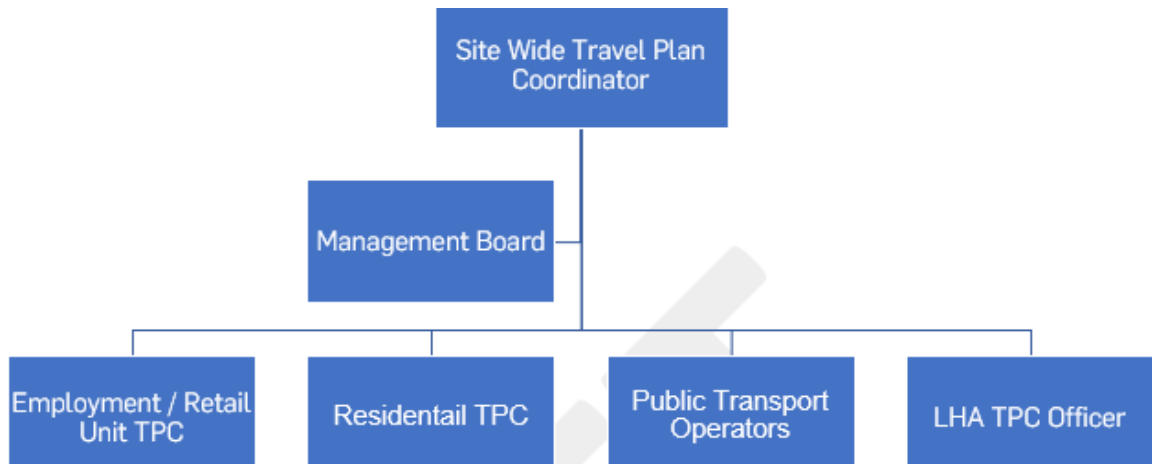


Figure 6.1 Travel Plan Administrative Structural

6.2 Marketing and Consultation

- 6.2.1 The prospective staff and residents' travel behaviour can be heavily influenced by the benefits arising from a Travel Plan; therefore, it will be promoted as a positive extra by the developer's sales staff, who will be briefed on the sustainable aspects of the development.
- 6.2.2 During the sales process the benefits on offer will be outlined and any promotional discounts and giveaways aimed at promoting green travel highlighted. They will also explain the need for sustainable travel, describing the various travel options and local facilities available.

7 Travel Plan Target

7.1.1 A Travel Plan is a dynamic process that evolves over time in accordance with the changing circumstances of a community and its environment. It is not a one-off process to be undertaken and finalised; rather it is the start of a continued management programme in which responsibility is taken for the consequences associated with day-to-day travel to the development.

7.1.2 To assess the effectiveness of these preliminary initiatives and mechanisms, a set of performance indicators in the form of measurable goals and milestone activities have been identified. These targets will be based on the SMART system, “**S**pecific; **M**easurable; **A**chievable; **R**ealistic; **T**ime-bound”, and will be treated as a “starting point” from which the Travel Plan will evolve based upon information to be gathered through a site travel survey.

Short-Term

7.1.3 During the first year of the Travel Plan, the targets are relatively broad, and no measured values have been identified. This is to allow the Travel Plan Coordinator time to identify the issues and responses necessary to take the Travel Plan forward. There are four general actions for the Travel Plan to achieve in its first year of opening:

- Appointment of a Travel Plan Coordinator
- Prepare a Travel Plan Welcome Pack
- Manage a Webpage/Travel Information Board
- Arrange for the first Travel Survey

Implementation Period

7.1.4 Mode share is the key target to monitoring the number of journeys to the site by different travel modes and more specifically to monitor achievements in reducing single car occupancy journeys in favour of public transport, walking, cycling and car sharing.

7.1.5 Each element of the wider Firepool Proposals will devise their own bespoke targets based upon the model split figures exhibited in their baseline survey data collection. Such information will be uploaded to iOnTRAVEL.

7.1.6 A minimum mode shift of 14% upon the forecast baseline travel pattern for car journeys, as shown in Table 4.5, is proposed in the supporting TS based on the “Vision and Validate” approach. It is envisaged that some 7% will be achieved by delivering a mixed-use proposal and the provision of sustainable travel links. Whilst the remaining 7% would be the outcome of the proposed travel initiatives, measures and incentives from the Framework Travel Plan. In light of this, the initial targets have been set for a 5-year implementation period post occupation to achieve:

- A 7% mode shift from Car Drivers; and
- 75% awareness of the travel plan.

7.1.7 Further measures, initiatives and mechanisms will also be explored and introduced in detail at later stages to increase the uptake of sustainable modes of travel and provide a strong support to deliver an ambitious mode shift beyond the minimum mode shift target set out above.

7.1.8

- 7.1.9 Follow-on surveys will be undertaken annually to evaluate the progress in implementing the Travel Plan and measure the achievement against the targets set out above. If the surveys indicate a poorer interim mode shift than anticipated the shortfalls will be identified and measures focused on correcting these problems.
- 7.1.10 In order to meet the aim of the Travel Plan and achieve the set targets, the introduction of a wide range of measures, initiatives and mechanisms is proposed onsite once the Wider Firepool Proposals are built and the travel demand is fully understood. The progress of the travel plan will be monitored through staff survey and traffic counts. Details are included in **Section 8** and **Section 10** below.

8 Measure and Initiatives

8.1 Introduction

- 8.1.1 In formulating a Travel Plan it is necessary to remember that no single solution will provide an answer to the travel needs of all the future occupants. Everyone will react differently. It is important that a wide range of measures are available so that residents, staff and visitors can choose a travel mode to suit their needs.
- 8.1.2 It is however understood that the need to travel would heavily rely on the nature of the operation at the site. Therefore, the measures and initiatives proposed in the section below set out only an example of what could be introduced at the wider Firepool Proposals. These might not be feasible and practical to suit all occupants demand and satisfy the requirements of staff and the business operations and should be reviewed on each occupier's own merit.
- 8.1.3 In view of this, it is recommended that a personalised workplace travel plan/residential travel plan should be prepared and submitted to LHA by the final occupier of each individual unit within two months of occupation for approval.

8.2 Improving Information and Awareness

- 8.2.1 The Travel Plan could be promoted at an early stage prior to the occupation of the wider Firepool Proposals. This should assist in changing prospective residents, staff and visitors' perceptions about the convenience and benefits of using the car when alternatives exist so that perceived barriers to non-car mode travel are overcome.
- 8.2.2 A **Travel Information Webpage** could potentially be launched for the wider Firepool Proposals and embedded within the main website for the wider Firepool Proposals. A prominent feature box could be displayed on the home page directing viewers towards the Travel Plan and Travel Welcome Pack. This would provide a central focus and one stop shop for prospective residents, staff and occupiers to consult on their transport needs. The webpage could also provide information explaining the positives of sustainable travel which could include a description of the various travel facilities in and around the wider Firepool Proposals. Details on the implementation and monitoring of the travel plan could also be uploaded to the Travel Webpage.
- 8.2.3 A **Travel Plan Welcome Pack** could potentially be prepared at an early stage and introduced to the residents and staff as part of the site induction/welcome process. This could be developed in close consultation with LHA to include appropriate Travel Plan Literature. This pack could:
- explain how individuals can travel sustainably, including methods of driving to reduce emissions;
 - contain a list of web addresses for useful sites associated with buses, cycling, walking and car sharing, as well as that to the site Main Webpage;
 - useful walking and cycling advice, providing a map presenting the cycle and pedestrian links to local amenities;
 - advertise any free or discounted passes and goods that are being used to promote bus and cycle use;
 - A leaflet working out how much money you can save from not using your car; and
 - Contact details of the Travel Co-ordinator.

8.2.4 A **Dedicated Notice Board** helps provide a focal point for information and dissemination. This could potentially be provided in an area generally accessible to staff, residents and visitors such as, public open space, and building's foyer or reception area. The notice board would display details of the plan and progress towards the targets. It could be used to publicise events such as "bike to work day" and "car free days" plus provide details of public transport and cycle way networks. It could include information on:

- The progress in implementing the Travel Plan;
- An Event Calendar listing National and Local Travel Events;
- The best walking and cycling routes in the area connecting with the site;
- Cycle shops in the area;
- Taxi Company Information
- Bus and ferry route information including timetables;
- Information on public transport season tickets and passes; and
- Information about the Travel Plan Community Meeting.

8.2.5 **Personalise Travel Planning** drop-in session could be organised onsite at a regular interval for both staff and residents offering face to face discussion with the Travel Plan Co-ordinators/ advisors to discuss each individual travel needs and available travel choices.

8.3 Walking/Cycling

8.3.1 Considering the accessibility of the wider Firepool Proposals by sustainable means of travel, it is felt that there is a great opportunity to boost the number of cyclist and pedestrian journeys. To maximise the proportion of the walking and cycling journeys, potential recommendations are proposed as follows:

- Facilitate good quality, safe and secure cycle parking storage within the buildings and public open space, as well as essential maintenance equipment such as bicycle pumps. The demand of cycle parking could be monitored and reviewed each year with additional facilities provided if increased demand is observed;
- Highlight the best walking and cycling routes in the area with maps and posters on the travel information webpage and the Notice Board;
- Arrange a "Cycle Clinic" at a regular intervals in partnership with a local cycle retailer providing a free service for the residents, employees and customers arriving by bike;
- Emphasise the health and economic benefits of walking/cycling through distribution of suitable leaflets/campaigns;
- Organise schemes such as the Sustrans "Bike It" scheme providing opportunities for cyclists to meet informally discussing cycle related issues and exchanging their experiences on bicycle maintenance and repair;
- Set up promotional initiatives, such as Cycle/Walk to work Week; and
- Offer cycle proficiency training for both residents and staff.

8.4 Public Transport

8.4.1 With a view to promoting the usage of public transport (i.e., over car-based journeys), the following initiatives could be introduced:

- Details of the public transport routes to wider Firepool Proposals could be displayed on the webpage and the Travel Notice Board to provide residents, staff and visitors with information on how to access the wider Firepool Proposals by buses and railway services.
- Travel newsletters could be circulated at regular intervals to inform of any changes on local bus and train services and keep passengers updated with the latest timetables, travel routes and fares; and
- Negotiate with the local bus operator and Somerset West & Taunton to ascertain whether a discount could be applied on a seasonal bus ticket, particularly for the Town's Park and Ride Services.

8.4.2 Taunton's Park and Ride Services could be promoted and advertised at the wider Firepool Proposals to encourage employees who live further afield that rely on their car to travel to work to use the Park and Ride services.

1. The potential of providing a dedicated bus service for large Venue events picking up/dropping off spectators from P&R sites directly to the site will be investigated and explored at the later stage.

8.5 Car Travel

8.5.1 Car sharing is considered appropriate and practical for staff and residents who will share similar working patterns and thus travel time. A site car share database could be set up to allow staff and residents to register their journey and find suitable match. In addition, staff and residents will also be encouraged to register on a Nation-wide Car Share Database run by 'Liftshare' – <https://liftshare.com>. Detailed Information on how and why to join such scheme could be included as part of the Travel Plan Welcome Pack.

8.5.2 A Fuel for thought leaflet could also be provided to all those that choose to drive, to raise awareness of the cost of fuel.

8.5.3 Parking throughout the site will be facilitated at a relatively low but sustainable level with the aim of achieving a balance between oversupply and shortage in provision. A car club will also be facilitated onsite.

8.5.4 In addition, a Car Club (2 vehicles) will also be provided onsite offering residents an attractive and convenient alternative to private car ownership.

8.5.5 Car clubs are a growing form of urban mobility. They are an easy way to allow people who don't own a private car, access to a vehicle as and when they need it. Car clubs provide access to shared vehicles to members on a pay as you drive basis. They provide much of the convenience of owning a car without the hassle or costs of repairs depreciation, insurance, servicing and parking.

8.5.6 Car clubs have the following benefits to users:

- Free up parking spaces – through members selling a car or deferring a planned purchase of a car;
- Environmental benefits – including improved air quality, reduce CO2 emissions through use of cleaner vehicles and greater use of sustainable transport

- Increased familiarity with electric vehicles making them more visible, desirable and accessible to a wider audience; and
- Reduce costs of doing business – car club s can have financial benefits for business through rationalised business travel and reduced commuting by car.

8.5.7 Car Club will encourage more use of public transport, walking and cycling, whilst giving access to a car when needed as car club members drive less and make greater use of sustainable modes of transport. The recent Collaborative Mobility UK (CoMoUK) report 'New Developments and shared transport: cutting car dependency' found one car club space can replace the demand for 18 private vehicles.

8.5.8 To encourage the uptake of Car Club users, the following could also be introduced at the site at later stage to further reduce the forecast parking demand and hence deliver an ambitious mode shift beyond the proposed minimum targets of 14%:

2. Monitoring the implication and utilisation of the onsite car club spaces and introduce further spaces if achieved positive effects or/and demand is warranted.
3. Offer free car club membership (12 months) to prospective residents and occupiers to promote the use of car club space.

8.6 Residential Measures and Initiatives

8.6.1 In addition to the above general initiatives, the following could also be made available to the future residents onsite:

- Include infrastructure for the charging of electric cars and bicycles.
- Promote online home shopping.
- Upon effective occupation, the Site-Wide Travel Co-ordinator will investigate the need for 'travel to school' and liaise with Somerset West & Taunton on travel schemes that are available for local schools and the targets set for school travel.

8.7 Commercial/Employment Initiatives and Measures

8.7.1 Case Studies carried out by Department of Transport Plan on the impact of the workplace travel plan, as part of the research paper "Smarter Choice Document – Changing the way we travel" published in 2005, indicates that an average 18% reduction in private car use can be delivered through an effective Travel Plan. In light of this, potential tailored initiatives and mechanism are also proposed that could specifically meet the requirements of retail and business operation onsite. These could include:

- Shower, lockers and changing facilities for staff who wish to walk or cycle to work;
- Designate parking spaces for staff that car share and provide a "Guaranteed Ride Home" policy to all users who will have a ride home in the event of an unforeseen problem arising e.g. picking a sick child up from school;
- Include infrastructure for the charging of electric cars;
- Negotiate with local cycle retailers to provide discounts on bicycles, cycle equipment and servicing to employees onsite;
- Investigate the feasibility of setting up a "Government Cycle to Work" scheme that provides employees who do not own a bike the opportunity to cycle. The scheme allows employers to loan cycle and cycle equipment to their staff as a tax free benefit and which in return employer benefits from a healthier workforce;

- Promote smarter working practices where is practical to reduce the need of travel by introducing telephone/ video conferencing, flexitime arrangement and home working;
- Negotiate with the local bus operator and Somerset West & Taunton to provide a discount on seasonal bus ticket, particularly for the Town's Park and Ride Services; and
- Synchronise the delivery and services schedule and reduce the impact of Heavy Goods vehicles.

8.8 Event Management Plan

8.8.1 To promote sustainable modes of travel and minimise any potential travel disruption on the local transport network during the major events at the Venue, a robust Event Traffic Management plan will be produced to ensure a safe and orderly travel environment for all road users around the ground and within Taunton Town Centre.

8.8.2 To promote sustainable travel and minimise the traffic impact associated with these large events, a range of sustainable travel measures and initiatives will also be introduced as follows:

- All events will be scheduled so as to, where possible, avoid conflict with other major events in Taunton Town Centre, and with careful consideration of events at the neighbouring Somerset Cricket Club;
- A "getting there" webpage will be included as part of the main event website and for the venue. It will set out the available travel options, including detailed mapping and information on walking, cycling and local public transport provision.
- Suitable walking and cycling routes between the Venue and nearby bus stops, railway station and public car parks will be identified. The routing plans will be issued to all attendees and staff to encourage sustainable travel.
- The location of Taunton Park and Ride sites will be highlighted on vehicle traffic route mapping with the aim of persuading those who feel like they need to drive due to their home location to use Park and Ride service rather than driving all the way to the site.
- Cycling and pedestrian routes between Taunton Town Centre and transport hubs such as the Bus Station and Railway Station will be well sign posted using directional signage on local approaches and selected roads to the Venue.
- A travel information pack will be prepared at an early stage and introduced to all staff and attendees as part of the event induction/welcome process. Such a document will set out details of the sustainable travel options available to public with detailed pedestrian and cycling maps as well as timetables of local bus, park and ride and railway services.
- Information on taxis and coach and minibus hire will also be sent out as part of the booking confirmation.
- Personalised Travel Planning could also be provided to attendees upon request through email offering customised travel option in commensurate with their travel needs and requirement.

9 Action Plan

9.1.1 In order to assess the progress of the Travel Plan once implemented, a time-bound Action Plan has been produced with detailed information relating to the responsibility, programme and anticipated performance of each of the proposed measures.

Measures	Timescale	Responsibility
Introduction of appropriate site-specific infrastructure such as covered cycle spaces	Prior to occupation	Developer
Appoint a Site Wide Travel Plan Co-ordinators	Prior to occupation	Developer
Introduce awareness raising measures such as travel plan welcome pack, travel notice board and promote a sustainable travel event.	Prior to occupation	Developer/TPC
Measures to promote sustainable travel such as those detailed in Section 8 ;	Within the first year of opening and thereafter ongoing	TPC
Measures to promote Car Sharing such as those detailed in Section 8 ;	Within the first year of opening and thereafter ongoing	TPC
Undertake initial baseline Travel Survey	When a critical mass of 50% occupation of the proposed employment and retail units is achieved	TPC
Follow on Travel Surveys	Annually 12 months after completion of the baseline survey for 5 years.	TPC
Complete review(s) of the Framework Travel Plans	2 months after completion of the travel survey for 5 years	TPC

Table 9.1 Travel Plan Action Plan

10 Monitoring

10.1 Preamble

- 10.1.1 Travel Planning evolves over time in accordance with the changing circumstances of a community and its environment. A robust monitoring strategy is central to ensure the delivery of such a document and gauge the effectiveness of the proposed measures.

10.2 Monitoring Process

- 10.2.1 A basic annual monitoring and review programme will be introduced at the site in line with SCC Travel Plan Guidance. Mode share targets for all elements of the development will be developed based on the results of the baseline travel surveys, allowing comparison with further monitoring surveys to be made.
- 10.2.2 It is proposed that the baseline travel survey will be carried out when a mass occupancy of 50% is reached at the wider Firepool Proposals. And then thereafter on an annual basis for a 5-year implementation period after 100% occupation.

Stage 1 – A baseline survey will be carried out upon 50% mass occupation of the Wider Firepool Proposals. A full and comprehensive review of the Travel Plan will take place with targets and measures adjusted where is necessary to account for the outcome of this survey.

Stage 2 - A basic annual review of targets and measures for a 5-Year implementation period after 100% occupation of the wider Firepool Proposals. The monitoring surveys detailed above will be conducted to assess whether targets are being met and the effectiveness of the implemented measures.

Stage 3 – It involves the TPC undertaking a full and comprehensive review of the Travel Plan at Year 5 once the fifth monitoring survey has been undertaken and the results analysed. This review will involve updating the Travel Plan document to consider changes to transport availability, changes in travel patterns, changes in staff numbers and revisions to targets and measures.

- 10.2.3 Review on the proposed measures, initiatives and targets will also be carried out by the STPC if any significant changes are observed at the wider Firepool Proposals that would impact on the travel behaviour of the residents, employees and visitors.

10.3 Travel Surveys

- 10.3.1 SCC guidance states that Automatic Traffic Counts must be installed at all developments meeting the threshold for full travel plans. And hence, such traffic counters will be installed at all site access points to record number of vehicles in/out of the wider Firepool Proposals.
- 10.3.2 A questionnaire travel survey will also be carried out in house by TPC and each individual travel plan champion. An approved travel questionnaire will be issued to onsite residents and staff to reveal their travel habits and share their view on the implementation of the Framework Travel Plan.
- 10.3.3 A 40% response rate will be sought where possible, although it is evident that this is dependent on respondents' willingness to participate. If this is not achieved on the first pass the survey will be repeated once more to seek further response. To maximise the response rate and encourage the participation amongst residents and staff, incentives such as raffle prizes could be introduced.

10.4 Reporting

10.4.1 Upon the completion of the follow-up surveys, the TPC will compile an annual Monitoring Report (within 2 months of the travel survey) to outline the outturn results of the travel surveys and any on-going monitoring of measure uptake. The monitoring report will also be required:

- to assess the progress of the travel plan.
- to gauge the efficiency of the proposed measures and initiatives.
- to examine the level of commitment and support received; and
- to identify the aspects of the Travel Plan that are not being adhered to.

10.4.2 It is then subsequently issued to the Travel Plan Team at SCC for comments and input into iOnTRAVEL for analysis. A summary of the findings and how new or revised measures have been implemented will be made available to all occupants via the Travel Information Board, and as part of a community newsletter if one is produced.

10.4.3 It is to be noted that monitoring not only identifies those initiatives that are not successful, but those that are, thus contributing to the country-wide development of Travel Plans and the enhancement of measures that seem to be working.

Appendix A: Masterplans for Wider Firepool Proposals

4.01 DEVELOPED MASTERPLAN



9.00 PARAMETER PLANS

MOVEMENT:



- Masterplan Boundary - ———
- Movement Key
- Cycle routes - - - - - -
- Existing off-site cycle route - —————
- Cycle and pedestrian route - - - - - -
- Pedestrian priority route -
- Vehicle access route - - - - - -
- NIDR route - - - - - -
- Cycle Hub - ●

- Car Parking**
- Residential - Up to 165 spaces (including block 1)
- Non-residential - Up to 100 spaces
- Cycle Parking**
- Cycle spaces (including cycle hub and residential cycle stores) - Up to 450 spaces

9.00 PARAMETER PLANS

LAND USE:

NOTE: Floorspace and numbers of units refers to maximum allowable rather than indicative building floor plans within Section 6.00



Appendix B: Sample Questionnaires

RESIDENTIAL TRAVEL PLAN QUESTIONNAIRE

Being a new housing development, the Council requested that an annual survey of residents' travel patterns is undertaken to monitor the effectiveness of the Travel Plan.

We would be grateful if you can please complete the questionnaire based upon your typical travel behaviour for all purpose journeys made during a normal week. The information provided will be treated confidentially and at no stage will individuals be identified.

Thank you for your cooperation. Please complete all sections of the questionnaire necessary and return it to (TBC).

General

1. **How many of you currently live in the household?** (Tick box that applies)

1 2 3 4 or more

2. **Which of the following apply?** (Please write the number of residents in the box next to the appropriate category i.e. if two of the members in the house are at primary school then write '2' in the appropriate box)

Employed		Pre-School	
Unemployed		Primary School	
Student		Secondary School	
House wife/husband		Retired	

Other (Please state).....

3. **How many vehicles do you currently own as a household?** (Tick box that applies)

0 1 2 3 or more

4. **How many bicycles do you own as a household?** (Tick box that applies)

0 1 2 3 or more

5. **Please tick the main/most regular purpose for your journeys on a typical weekday?** (Tick no more than 2 boxes that apply)

Work		School	
Leisure		Visiting Friends	
Shopping		Other	

Other (Please state)

Please can each column be filled in for each member of the household older than 16 years. If there are more residents than provided please add your own column and boxes where appropriate.

Work Related Journeys (if this does not apply to your household move on to question)

6. Please indicate the main mode of travel you generally use to get TO AND FROM work on a typical weekday and if appropriate on a weekend? Approximately what is your journey to work time in minutes?

MODE	Resident 1		Resident 2		Resident 3	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
1. Bus / Coach						
2. Train / Underground						
3. Cycle						
4. Walk						
5. Motorcycle / moped						
6. Taxi						
7. Solo Car Driver						
8. Car Driver with Passengers						
9. Car Passenger						
Journey Time (minutes)						

Note: If no members of the household currently drive solo or as a passenger, skip to next question

7. If you drive to work what are your main reasons for doing so? (Tick box or boxes that apply)

Essential to Perform Job	<input type="checkbox"/>	Safety Reasons	<input type="checkbox"/>
Drop / Collect Children	<input type="checkbox"/>	Lack of Alternatives	<input type="checkbox"/>
Health Reasons	<input type="checkbox"/>	Other	<input type="checkbox"/>

Other(Please state)

8. What alternative ways are there for you to travel to and from work? (Tick all that apply). Briefly state the reasons why you do not use them more often.

	Reason for not using alternative mode
<input type="checkbox"/> 1. Bus
<input type="checkbox"/> 2. Rail/Underground
<input type="checkbox"/> 3. Pedal Cycle
<input type="checkbox"/> 4. Walk
<input type="checkbox"/> 5. Motorbike / Moped
<input type="checkbox"/> Other (Please State)

9. Which of the following would encourage you to use public transport? (Tick box or boxes that apply)

More direct bus routes	<input type="checkbox"/>	More convenient bus drop off points	<input type="checkbox"/>
More frequent bus services	<input type="checkbox"/>	Public transport information	<input type="checkbox"/>
Better lighting at bus shelters / footpaths	<input type="checkbox"/>	None of the above	<input type="checkbox"/>
Discount travel tickets	<input type="checkbox"/>	Other (please state below)	<input type="checkbox"/>

Other (Please state)

10. If you do not drive to work please state why you choose an alternative mode of transport. (Tick box or boxes that apply)

No car available	<input type="checkbox"/>	No car parking at work	<input type="checkbox"/>
Do not drive	<input type="checkbox"/>	To avoid congestion	<input type="checkbox"/>
Environmental concerns	<input type="checkbox"/>	Health / fitness reasons	<input type="checkbox"/>
Enjoy walking / cycling	<input type="checkbox"/>	Most practical method of travel	<input type="checkbox"/>
Cheaper than a car	<input type="checkbox"/>	Other	<input type="checkbox"/>

Other (Please state)

11. Which of the following would encourage you to walk / cycle to work? (Tick box or boxes that apply)

Improved cycle / footpaths at work or on the journey to work	<input type="checkbox"/>	Lockers and changing facilities at work	<input type="checkbox"/>
Improved cycle parking facilities at work	<input type="checkbox"/>	None of the above	<input type="checkbox"/>

Other (Please state).....

School Journeys (if this does not apply to your household move on to question 14)

12. Please indicate the main mode of travel used to get TO AND FROM school on a typical weekday? (Tick box or boxes that apply)

	Car	Train	Walk	Cycle	Bus	Taxi	Other
Primary School							
Secondary School							

Other (Please state).....

13. If the car is used for the school journeys what are the main reasons for this? (Tick box or boxes that apply)

Convenient		Safety Reasons	
On the way to work		Other	
Lack of alternatives			

Other (Please state)

Other Purpose Journeys

14. What is your main method of transport used for the following other purpose journeys? (Tick only 1 method of transport for each element)

	Car Driver	Car Passenger	Train	Walk	Cycle	Bus	Taxi	Other
Shopping								
Leisure Activities								
Doctors/Dentist								
Out of Town								
Other								

Other (Please state)

Car Sharing (Car sharing is when two or more commuters travel to work in the same car together)

15. If you currently drive to work, would YOU consider sharing the journey?

Yes. I would consider it
 No. I would not consider it

If no, why do you say this?

.....

What would encourage you to car share?

.....

Thank you for sparing the time to complete this survey

THE EMPLOYEE TRAVEL SURVEY

Dear Staff

In order to protect our living environment and promote Active Travel, a Travel Plan is being prepared to form part of the site's policy. To gain a better understanding of current employee travel patterns, please complete the questionnaire based upon your typical travel to work habits on a normal working day. The information provided will be treated confidentially and at no stage will individuals be identified.

Thank you for your co-operation. Please complete all sections of the questionnaire necessary and return it tono later than

A GENERAL INFORMATION

1. Please tick the box that best describes your employment.

1. Full-time	<input type="checkbox"/>
2. Part-time	<input type="checkbox"/>

2. If you work part-time what is your average number of working hours per week

Less than 20 hours 20 hours or more

3. Please enter your home postcode

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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B YOUR TRAVEL

4. Please indicate the main mode of travel you generally use to get TO AND FROM work on a typical weekday and weekend?

MODE	Weekday	Weekend
1. Bus / Coach	<input type="text"/>	<input type="text"/>
2. Park and Ride	<input type="text"/>	<input type="text"/>
3. Train	<input type="text"/>	<input type="text"/>
4. Pedal Cycle	<input type="text"/>	<input type="text"/>
5. Walked	<input type="text"/>	<input type="text"/>
6. Motorcycle / moped	<input type="text"/>	<input type="text"/>
7. Taxi	<input type="text"/>	<input type="text"/>
8.a. Car (Driver)	<input type="text"/>	<input type="text"/>
8.b. No of Passengers to the site	<input type="text"/>	<input type="text"/>
9. Car (Passenger)	<input type="text"/>	<input type="text"/>
10. Park and Ride	<input type="text"/>	<input type="text"/>

THE EMPLOYEE TRAVEL SURVEY

5. What are your typical shift times?

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Start Time							
End Time							

6. How long is your typical journey in terms of time and distance? (Approximately)

Time (mins)
 Distance (miles)

7. If you drive a car to work, where do you normally park?

Staff Area
 Public Car Park at _____
 Other
 Park and Ride at _____

8. If you drive to work what are your main reasons for doing so?

Safety Reasons	Weather
Essential to Perform Job	Too Far to Walk/Cycle
Drop / Collect Children	Lack of Alternatives
Health Reasons	Quicker/More Convenient

Other (Please state).....

9. If you do not drive to work please state why you choose an alternative mode of transport.

No car available / do not drive	No car parking at work
Cheaper than a car	To avoid congestion
Environmental concerns	Health / fitness reasons
Enjoy walking / cycling	Most practical method of travel

Other (Please state).....

10. Do you have a disability that affects your travel arrangements? Y / N

If yes, what measures are in place to assist you?

THE EMPLOYEE TRAVEL SURVEY

C ALTERNATIVES

11. What alternative ways are there for you to travel to/ from work (not ticked in question 4)?

Reason for not using alternative mode

- 1. Bus
- 2. Park and Ride
- 3. Train
- 4. Pedal Cycle
- 5. Walk
- 6. Motorbike / Moped
- 7. Car Driver Solo
- 8. Driver with Passenger(s)

12. Which of the following would encourage you to use public transport?

More direct/frequent bus service		More convenient bus drop off points	
Real Time Public Transport Information with the Centre		Better connection to work / home from train station	
Better lighting at bus shelters / footpaths		A quality design Travel Information Pack	
Discount travel tickets		Free Company Buses	

13. Which of the following would encourage you to walk / cycle to work?

Sheltered and secured cycle parking at the Centre		Lockers and changing facilities at work	
Better street lighting		Road safety training	
Traffic free walking/cycling routes		Walking/Cycling with colleague or friends	
Rewards on walking/cycling to work		None of the above	

16. If you currently drive to work, would YOU consider sharing the journey?

Yes. I would consider it
 No. I would not consider it

D CURRENT TRAVEL DIFFICULTIES

14. Do you experience any of the following problems?

THE EMPLOYEE TRAVEL SURVEY

Lack of Parking Spaces at Park and Ride, and Nearby Car Park		Lockers and changing facilities at work	
Traffic Congestion enroute to work		Lack of pedestrian crossings	
Traffic is too Fast		No continuous footpath link to the Resort	

Other (Please state).....

15. Do you have any suggestions as to how the employer could help you overcome these problems?

.....

SAMPLE