

- 5.6 If appropriate, the TPC will e-mail households with information about travelling to and from the site to update them on any changes to the infrastructure and services in the vicinity of the site. Furthermore, the TPC will liaise with the Residents Association to maintain a two-way communication flow regarding travel to and from the site.

## Monitoring

- 5.7 A programme of monitoring and review will be put in place to generate information by which the success of the Travel Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.
- 5.8 Within three months of 50% occupation of the development, a travel questionnaire will be issued to all households in order to establish existing travel patterns
- 5.9 Households will be encouraged to complete the travel questionnaire online. The travel survey will seek to establish the following:
- The average number of trips made per day by mode of travel;
  - Particular needs for the use of a private car for work or other purposes;
  - Special needs requirements;
  - Barriers to using sustainable modes of transport; and
  - Attitudes towards other travel arrangements that could be considered and ways in which they could be encouraged to do so.
- 5.10 The results of the initial travel survey will be made available to the Travel Plan Officer at WSCC within three months of completion. The modal split data captured in the initial travel survey will serve as baseline data and the results of subsequent surveys, undertaken annually thereafter until one year after 100% occupation, will be compared to the baseline data as a means of monitoring progress of the Travel Plan. The TPC will also be required to record comments from households.
- 5.11 All information gathered through the monitoring process will be recorded for input to the bi-annual review process.

## Administration

- 5.12 Specifically, in relation to the operation of the Travel Plan, the TPC will be required to maintain:
- Details of travel patterns: This information will be derived from the travel questionnaire and will be retained for input to the review process;
  - Monitoring Records: Feedback from the monitoring procedures will be maintained for input to the review process; and
  - Review Reports: Copies of historic review reports will be retained for reference purposes and for analysis of the longer-term effectiveness of the Plan.

## Travel Plan Review

- 5.13 The Travel Plan is a strategy that will evolve over time. Although the objectives of the Plan to ‘educate’ households and to facilitate travel by sustainable modes will not change, it may be possible over time to define or re-define specific targets. The Travel Plan will therefore be the subject of a regular review process in order to measure its success or otherwise and to identify the potential for improvements to the travel initiatives being offered.
- 5.14 The TPC will be responsible for carrying out a regular review of the Travel Plan. The purpose of the review process will be to measure its success or otherwise of the Travel Plan and to identify the potential for improvements to the travel initiatives being offered.
- 5.15 A vital element of the review process will be the re-issuing of the travel questionnaire. The re-issue of the travel questionnaire to all households will offer the opportunity to gather new information about wider attitudes to travel. Analysis of the travel questionnaire results will also yield up to date information for comparison with data derived at the introduction of the Travel Plan. The travel survey will be re-issued on the first, third and fifth anniversary of the initial survey.
- 5.16 The results of the travel surveys will be compiled into a Review Report that will incorporate the following:
- Details of any changes within the development over the time period that could affect travel patterns;
  - An outline of the monitoring processes undertaken, as well as analysis of the results from data collection exercises in terms of performance against targets/milestones set within preceding period; and
  - Details of new Travel Plan related activities for the following 12-month period.
  - The Review Report will be submitted to the Travel Plan Officer at WSCC for review.

## Funding

- 5.17 The TPC will be allocated a budget through the overseeing organisation to cover costs associated with the implementation, monitoring and review of the Travel Plan for a minimum period of 5 years. In addition, the TPC will liaise with WSCC to ensure sufficient financial support is available for the on-going promotion and support of the TPC role.

## Securing

- 5.18 In terms of planning obligations, it is intended that the Travel Plan will be secured by way of a planning condition.

## 6. Travel Measures and Initiatives

- 6.1 This section outlines the type of physical and management measures that are incorporated within the Travel Plan. Implementation of the listed management measures and awareness initiatives are at the core of the Travel Plan process.
- 6.2 As far as is possible, the travel initiatives outlined are designed to be suitable for review and monitoring. However, this list is not exhaustive and the TPC will be free to investigate other potential initiatives.
- 6.3 Whilst some of the travel initiatives may be implemented from the commencement of occupation of the development, others will need to be determined once a review of the initial travel survey has been completed.

### Sales and Marketing

- 6.4 The applicant will work closely with the Sales and Marketing team to ensure that they are aware of the aims of the Travel Plan. In this way, property purchasers, will be provided with information about the benefits of the Travel Plan and the site's accessibility by sustainable modes of transport prior to taking up residence at the development. This measure will encourage the use of sustainable transport from initial occupation. The Sales and Marketing team will be trained to be able to advise on sustainable travel and have an information pack to distribute to potential purchasers.

### Travel Information Pack (Welcome Pack)

- 6.5 An introductory Travel Information Pack will be provided to all households upon completion of the purchase of a property. The Pack will be designed specifically for the households to include details of key local facilities within walking and cycling distance of the development.
- 6.6 The Travel Information Pack will contain up-to-date details of public transport services, the location of bus stops and Goring-by-Sea railway station. The Pack will also provide promotional material highlighting the health benefits of walking and cycling. In addition, it will include details of essential contact addresses, telephone numbers and websites administered by the local authority, transport providers and any other organisations related to sustainable modes of transport.

### Personal Sustainable Travel Planning

- 6.7 All households will be offered the opportunity to discuss their travel needs with the TPC through Personal Travel Planning Sessions. This will help households to consider all options available in terms of mode choice and to understand the role of the Travel Plan.

### Walking and Cycling

- 6.8 The site will be provided with a safe and convenient pedestrian and cycle network facilitating movement around the site both by foot and cycle. The Travel Information Pack will contain details of the health, financial and environmental benefits of using these modes of transport.

- 6.9 The TPC will invite households to volunteer to join a Bicycle User Group (BUG). The group will meet regularly to discuss issues relating to cycling both on the site and in the surrounding area. Households will be encouraged to manage the meetings themselves and to feedback comments to the TPC.
- 6.10 The Travel Information Pack will also provide information about West Sussex County Council's free adult cycle training courses and the online cycle journey planner (<https://cyclejourneyplanner.westsussex.gov.uk/>)
- 6.11 As an additional measure to further encourage cycling amongst households, the TPC will endeavour to secure discounts for households at a local cycle shop both for purchases and servicing. The TPC will promote local and national cycling and/ or walking events such as Walk to Work Week and Bike Week.

### Public Transport

- 6.12 Details of local public transport services will be included within the Travel Information Pack and on notice boards. This will include the location of bus stops, operator websites and the ticket types and discounts available.
- 6.13 The availability, location and routes of the local public transport services will be included in the Travel Information Pack in order to promote the use of sustainable alternatives to access key train and bus routes.

### Car Sharing

- 6.14 Car sharing will be promoted to the households of the proposed development. Information about West Sussex Carshare scheme (<https://liftshare.com/uk/community/westsussexcarshare>) will be included in the Travel Information Pack. The website address will be provided so that individuals will be able to register their details on the site.

### Homeworking

- 6.15 All residential units within the proposed development will be provided with the necessary telecommunication facilities that will enable households to connect to broadband through the various internet providers. This will in turn, provide households with the possibility of working from home in addition to gaining access to online shopping, banking and websites administered by public transport operators, the Local Authority, local taxi companies and local cycle shops etc.

## 7. Targets

- 7.1 The primary aim of this Travel Plan is to increase awareness of sustainable travel options and to encourage their use, with the objective of reducing demand for private car-based travel. Progress of the Travel Plan will be assessed in the context of specific targets.
- 7.2 In order to achieve the aims and objectives of the Travel Plan, a framework of targets and milestones for implementation is required, against which the success of the Travel Plan can be judged. The targets and milestones defined herein are designed to be transparent, realistic and justified in the context of current Government guidance.
- 7.3 The implementation of the Travel Plan will be structured in the form of an Action Plan that will define targets and milestones for the first 5 years of implementation. The Action Plan will be reviewed by the TPC prior to the annual review to check performance and identify the need for any corrective actions that may need to be put in place for the following period. Details of the Action Plan for the proposed development are outlined in Table 7.1.

**Table 7.1 Action Plan**

Action	Responsibility	Timescale
Provide infrastructure (i.e. cabling) for 'broadband' connections and secure cycle parking facilities for each dwelling	Applicant	During construction phase of development
Appoint organisation to perform the role of the TPC	Applicant	Prior to the occupation of the development
Implement Travel Plan process	TPC	Prior to 1 <sup>st</sup> occupation
Produce Travel Information Packs	Applicant and TPC	Prior to occupation of the development
Install notice boards	Applicant	Prior to occupation
Carry out initial resident travel surveys	TPC	Within 3 months of 50% occupation
Set up a BUG	TPC	Within 6 months of 50% occupation
Submit results of the initial surveys to WSCC's Travel Plan Advisor	TPC	Within 3 months of issuing the questionnaire to households
Re-issue the travel questionnaires to households	TPC	1, 3 and 5 years after the initial survey
Submit a Review Report to WSCC's Travel Plan Advisor	TPC	Within 3 months of re-issuing the travel surveys

## Targets

7.4 The predominant indicator of the success of a Travel Plan is generally considered to be a change in the modal split of trips to and from the site with a greater proportion of trips by non-car modes and a reduction in the number of single occupancy vehicles.

7.5 Section 6 of the TA that has been prepared by MTP in support of the planning application sets

for the application site contains figures for the predicted modal split of trips to and from the development based on 2011 census data for the Worthing 006 Middle Layer Super Output Area (MSOA). This data has been reproduced in Table 7.2 below.

**Table 7.2 2011 Census Data for Worthing 006 MSOA**

Mode of Transport	Resident Population
Car Driver	66.9%
Car Passenger	5.8%
Motorcycle, Moped or Scooter	1.4%
Taxi	0.4%
Public Transport	11.1%
On foot	9.5%
Bicycle	4.3%
Other	0.4%
<b>TOTAL</b>	<b>100.0%</b>

7.6 Based on the information contained in the Action Plan and on the data in Table 7.2, preliminary SMART targets of the Travel Plan have been set for the first 5 years of occupation. These preliminary targets are show in Table 7.3. Note these travel plan targets are preliminary and targets for the final Travel Plan would be agreed with Officers at WSCC.

Table 7.3 Preliminary Travel Plan Targets

Mode	Baseline % Modal Share	Target – End of Year 1	Target – End of Year 3	Target – End of Year 5
Car Driver	66.9%	61.9%	56.9%	51.9%
Car Passenger	5.8%	6.8%	7.8%	8.8%
Motorcycle	1.5%	1.5%	1.5%	1.5%
Taxi	0.4%	0.4%	0.4%	0.4%
Public Transport	11.1%	13.1%	15.1%	17.1%
On foot	9.6%	10.6%	11.6%	12.6%
Bicycle	4.3%	5.3%	6.3%	7.3%
Other	0.4%	0.4%	0.4%	0.4%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Remedial Measures

- 7.7 In the event that targets are not met, corrective measures will be put in place in consultation with the Travel Plan Officer during each review process. A review meeting with Officers at WSCC will take place to determine what measures can be taken to further reduce travel-related impacts and achieve a greater take up / reinforcement of the measures and incentives included within the Travel Plan.
- 7.8 If targets are not met within the agreed timeframe, the monitoring process will continue beyond 5 years until targets are met. The Management Company will continue to perform the role of TPC until the targets are met.

## Appendix 1





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 Where applicable this drawing is to be read in conjunction with the Consultants' drawings.

REV	DESCRIPTION	DATE	AUTHOR	CHK'D
P1	Preliminary Issue	12/06/19	PM/SWD	MB
P2	Amendments to Layout	19/06/20	MB/aa	MB
P3	Amendments to Layout	26/06/20	MB/aa	MB
P4	Amendments to Layout	29/06/20	MB/aa	MB
P5	Amendments to Layout and Redline Boundary	10/07/20	MB/aa	MB
P6	Amendments Boundaries	15/07/20	MB/aa	MB

- KEY**
- Site Boundary (19.96 Ha)
  - Land in Applicant's Control (11.17 Ha)
  - Proposed Development Parcels
  - Indicative Development Units
  - Mixed Use Development Blocks
  - Key Space
  - Shared Surface
  - Courtyard
  - Mews Lane
  - Parkland
  - Open Space
  - Sustainable Drainage Strategy (SuDS)
  - Existing Vegetation
  - Proposed Vegetation
  - Proposed Planting to Northern Boundary
  - Potential New Pedestrian Route
  - Principal Vehicular Access Point
  - Principal Vehicular Route
  - Potential Location of Play Area
  - 200m Walking Distance from Goring Station
  - Existing High Voltage Cable
  - Pylon Grounded
  - Potential Secondary Access
  - Proposed Car Park Entrance



**thrive.**  
architects

Romsey Office  
 Building 300, The Grange, Romsey Road, Michelmersh, SO51 0AE  
 t: 01794 367703 f: 01794 367276 www.thrivearchitects.co.uk

PROJECT  
**Goring Station**  
 Goring-on-Sea  
 For: Persimmon Thames Valley

DRAWING  
**Concept Masterplan - 02**

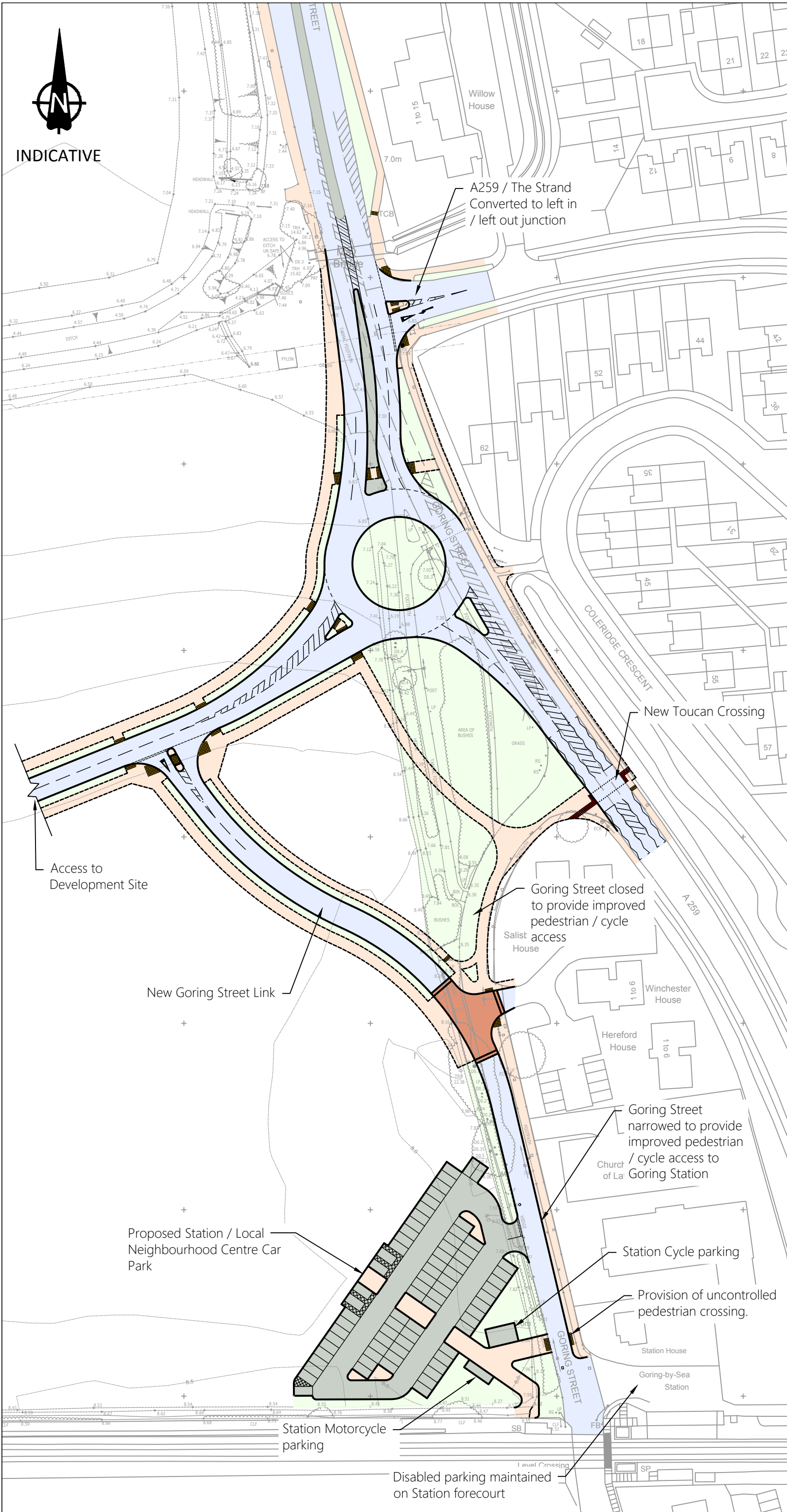
SCALE	DATE	AUTHOR	CHK'D
1:1250 @ A1	12/06/19	PM/SWD	PM

JOB NO.	DRAWING NO.	REV
PERS190227	CMP-02	P6

Drawings



INDICATIVE



Notes  
 1. Do not scale from this drawing. All dimensions are in metres unless stated otherwise.

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Drawing Revisions

Rev.	Drn.	Date:	Details	Chk:
-	IP	12/02/2019	First issue	TW
A	ZM	03/07/2020	Revised drawing	TW

Client  
 Persimmon Homes Ltd  
 (Thames Valley)

Project  
 Land North West of Goring  
 Station, Goring by Sea

Title  
 Proposed Access Strategy



7 Way Court, Mary Road, Guildford, Surrey, GU1 4QU Tel: 01483 397888  
 Gateshead IBC, Mulgrave Terrace, Gateshead, NE8 1AN Tel: 0191 338 7220  
 web: www.milestonetp.co.uk

Drawing Number: <b>18122-001</b>	Scale: 1,000 @ A3 Revision: <b>A</b>
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