

New Eastern Villages
Framework Travel Plan
Draft Supplementary Planning Document

April 2016

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1) Introduction & Scope

1.1 Swindon Borough Council is producing its own framework travel plan for the proposed mixed-use development of New Eastern Villages in Swindon.

1.2 The location of the entire development site and the proposed development layout is attached as appendix 1.

1.3 It should be noted that this travel plan is a framework document that sets out the principles and suggested management mechanisms that are recommended for adoption to reduce the number of single-occupancy car trips to the site. The travel plan also outlines measures that will be considered for adoption in the final travel plans for each use on site. The final measures for inclusion will be agreed with Swindon Borough Council and Highways England, post-planning approval, by the residential developers and end-users of the employment uses.

1.4 A framework travel plan is the first stage in sustainable travel planning for the site. Significant research has been undertaken by the Department for Transport (DfT) on the car trip reducing impact of travel planning and smart choice measures. This framework travel plan includes the measures that have been proven to give the best value for money and to maximise returns in terms of car trip reductions. Further, the site transport strategy and infrastructure proposals have been developed to enhance accessibility and dovetail with SBC's preferred transport strategy (as outlined in LTP3).

1.5 The New Eastern Villages (NEV) development proposals include a range of land uses as follows:

- 8,000 mixed tenure residential units
- 40 hectares employment (c.4000 new jobs)
- New primary school and extension to South Marston School
- Secondary school
- District Centre and local centres comprising retail and leisure
- Health facilities

1.6 An NEV transport strategy has been prepared and is underpinned by an evidence base, prepared in partnership with Highways England to support the Local Plan Examination in Public (JMP EV Strategy).

1.7 Vehicular access for the site is to be provided from improved junctions on the A420. Additionally, a new Southern Connector Road will be built, as well as a new bridge across the A419 at Great Stall. Further junction improvements at Greenbridge roundabout, Nythe, Piccadilly and Coate and the White Hart junction will build capacity and maintain journey time reliability on strategic and local road network. The current build out programme for the development will be at least ten years (2016 to 2026).

1.8 The site layout will be designed to promote pedestrian and cyclist permeability, with frequent segregated access points that link to off-site sustainable corridors.

Public transport priority will be supported by comprehensive walking and cycling networks on site and linking to the existing Swindon network.

2) Travel Plan Principles

What is a travel plan?

2.1 A Travel Plan is a long term management strategy for an organisation or development site that seeks to deliver sustainable transport and associated lifestyle objectives through action and is articulated in a document that is regularly reviewed.

2.2 A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on meeting specific objectives and targets. Objectives and targets usually reflect national policy impetus and site specific circumstances, almost always centred on reducing reliance on single occupancy car journeys, and often include a reduction in the need to travel.

2.3 Travel Plans are now required for a wide range of land uses (residential, employment, education, leisure, health etc.) through the planning process.

Benefits of a travel plan

2.4 Benefits of implementing successful Travel Plans can include (but are not limited to):

- Improving site accessibility and travel choice;
- Supporting and encouraging the establishment of sustainable communities;
- Reducing congestion and encouraging best use of existing highway capacity;
- Providing choice and quality access to key services (such as health facilities, education and food retail shopping);
- Meeting an organisation's environmental standards;
- Increasing business efficiency and equality;
- Reducing demand for parking spaces, thereby freeing land for other uses;
- Reducing the need for costly junction or carriageway enhancements;
- Ensuring adequate provision for people with disabilities;
- Delivering local and global environmental improvements through reduced congestion, reduced pollution and noise;
- Offering part of the solution to assist in reducing the transport sector's contribution to climate change in the short, medium and long term; and
- Providing opportunities for safe, active, healthy travel, supporting Central Government's health agenda.

Travel Plan Policy Context

2.5 The primary national planning policy impetus for Travel Plans is brought forward through the National Planning Policy Framework (NPPF) (2012), which states:

35. Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- *accommodate the efficient delivery of goods and supplies;*

- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.*

2.6 Further to this, the NPPF states:

36. A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

2.7 Further to this the Planning Practice Guidance (PPG) seeks to provide further guidance on the need and scope of a travel plan, as well as advising what details should be included within a travel plan.

2.8 In terms of local policy, the adopted Swindon Borough Local Plan 2026 seeks to proactively deliver a number of mixed use strategic allocations across the borough. Key to these objectives is Policy NC3 which identifies the NEV as a strategic allocation to deliver about 8,000 new dwellings, 40 hectares employment, new secondary school and primary schools, retail, health and community facilities. Central to this policy is the proposed sustainable transport links which will connect the proposed villages together, as well integrating them with the existing communities of Swindon and the surrounding villages.

2.9 Policy TR1 seeks to deliver a high quality transport network, throughout the Borough, which supports economic growth, regeneration and housing growth. Policy TR2 seeks to ensure new development is located and designed to reduce the need to travel and to encourage sustainable modes of transport. It also requires a Travel Plan to be submitted with applications which are likely to have a significant transport impact.

2.10 The White Paper ‘Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen’ released by the Department for Transport (DfT) seeks to “encourage and enable more sustainable transport choices” as part of the wider “strategy to reduce carbon emissions from transport.”

2.11 There is a growing body of best practice guidance and evidence relating to travel plans, both from the UK and abroad (where it is often referred to as travel demand or mobility management).

2.12 Travel planning forms one element of a package of measures and transport approaches labelled as ‘Smarter Choices’. The UK Government is increasingly promoting the uptake of smarter choices as a complement, or even alternative, to highway expansion.

2.13 In 2005, a review of Smarter Choices, covering experience, evidence, benefits and the potential for their more widespread application was commissioned by the Department for Transport (DfT). The output, Smarter Choices – Changing the Way we travel, highlighted the strong cost benefit of widened uptake and implementation of transport initiatives, including the implementation of Travel Plans.

2.14 Key guidance documents that have been consulted in preparation of the NEV Framework Travel Plan includes (but not limited to):

- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009)
- Smarter Choices - Changing the way we travel (June 2005);
- Making Travel Plans Work (DfT, 2002);
- Transport Energy Best Practice – A Travel Plan Resource Pack For Employers (DfT, 2002);
- Guidance on Transport Assessment, Appendix B (DfT, 2007) – this contains guidance thresholds for when Travel Plans are required. Swindon Borough Council's guidance on travel plans uses these thresholds;
- Making Residential Travel Plans Work: Good Practice Guidelines for New Development (DfT, 2005);
- Making Car Sharing and Car Clubs Work, A Good Practice Guide (DfT, 2005); and
- Car clubs in property developments: An Information Pack for Local Authorities and Developers (Carplus, 2007);
- Swindon Borough Council '2026 Transport Strategy'
- Swindon Borough Council 'Local Transport Plan 3'
- Swindon Borough Council 'Guidance for workplace travel plans'
- Swindon Borough Council 'Guidance for residential travel plans'
- Swindon Borough Council 'Guidance for mixed use framework travel plans'

2.15 In addition, Swindon Borough Council has on-going relationships with expert service providers in delivery of specific elements of the Travel Plan such as car club operators, public transport operators and car share database management companies.

2.16 A good FTP should clearly set out an integrated approach to travel planning activities for the development that enables economies of scale to be achieved (and therefore removal of unnecessary repetition) and ensures that a coordinated approach is adopted across the site.

2.17 Preparation of a FTP is not an excuse for vagueness, yet does recognise that certain aspects of development and travel planning can't be undertaken until final occupiers are known. Where necessary, the Framework sets the key parameters for future Individual Travel Plan development and associated timelines.

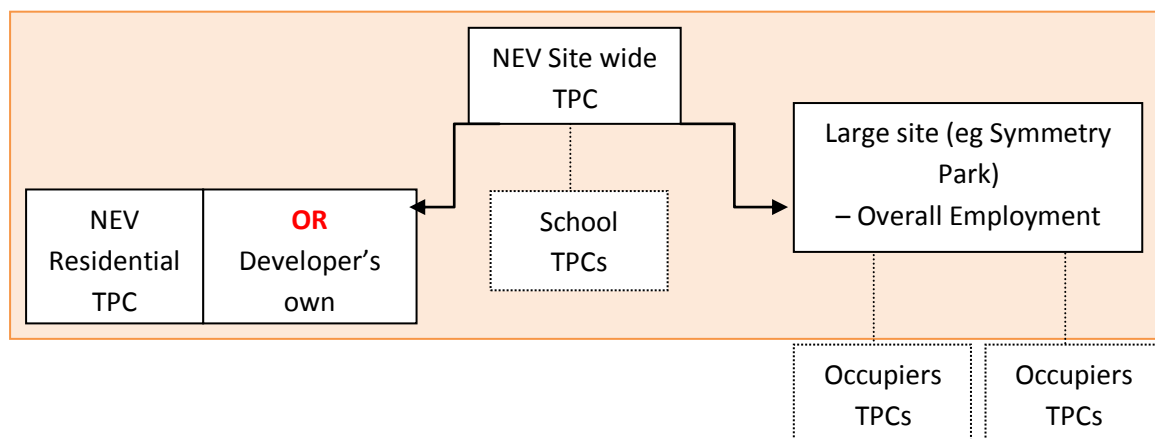
Travel Plan Requirements

2.18 A FTP should be similar in format to an individual Travel Plan, yet cover global objectives and targets, site wide measures, monitoring proposals and the strategy through which land use specific travel planning will be secured and delivered.

2.19 Individual Travel Plan Guidance for the Residential and Employment elements of the development, as far as they can be developed at this stage without a known end occupier, are included as Appendices to this FTP.

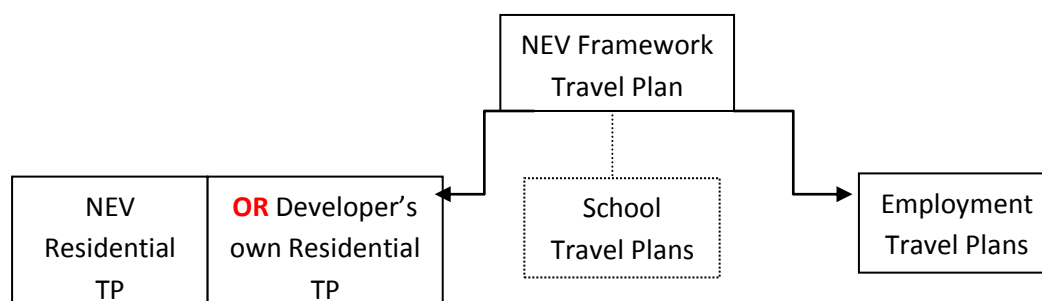
2.20 The travel planning measures for the residential and employment uses on the site will be implemented through this NEV Travel Plan Framework, which will be driven by the NEV Travel Plan Group (NEVTPG). Using a Travel Plan Group (TPG) model is well suited to a mixed use, multiple developer and multiple occupier site such as New Eastern Villages.

2.21 Each of the land uses proposed would be represented at the NEVTPG. The group will be led by a (multi-developer funded) site-wide Travel Plan Coordinator. Each developer will contribute to this post via a S106 agreement. The structure of the NEV Framework Travel Plan management is shown below.



The pink box represents the membership of the Travel Plan Group.

2.22 It is proposed that the FTP will act as an overarching plan with each of the land uses adopting its own individual travel plans (or utilising the NEV Residential Travel Plan). The structure of the NEV Framework Travel Plan is shown below.



2.23 The school travel plan (shown as dotted lines) will be funded and managed by the Local Education Authority (LEA). Each school will be required to develop and implement nationally accredited travel plans. The residential and employment travel plans will be funded by developers, and secured by S106 agreement.

2.24 It is acknowledged that there will be key travel plan measures will benefit a range of the land uses simultaneously and that there will be some economies of scale across the site. It is beneficial to deliver those measures that provide these economies of scale up front, to deliver the maximum benefit and to avoid unnecessary repetition.

2.25 Monitoring is also a key element of the success of the travel plan, as assessing the relative benefits of the various travel plan measures is important to refine the document over future years. A recommended monitoring strategy is provided later in this FTP.

2.26 In terms of financial commitment it is proposed that residential and employment travel plans (and their financial contributions) will be secured through a Section 106 agreement to ensure implementation and on-going development through the life of the build out.

2.27 For residential development, there is an opportunity for the developer to buy into the “NEV residential travel plan”, which provides joint co-ordination, management, interventions, targets and monitoring across the whole NEV development. For a modest cost per dwelling, the developer can benefit from the economies of scale that this approach brings. There is more about this approach in Appendix 2.

3) Existing and Future Accessibility

Overview

3.1 The construction of the New Eastern Villages (NEV) will see a transformation of land uses from “greenfield” agricultural land, with small developments including a combination of dwellings, industrial units and hotels are located adjacent to the site. One of the challenges that the development will face will be to minimise the transport impact on the Strategic Road Network (SRN). The internalisation of trip patterns within the site and the implementation of robust Travel Plans to encourage alternative modes of transport to the private car, together with the promotion of local services and opportunities in the Swindon area will be required.

3.2 The proposed development site of the NEV is adjacent to, and will have an influence on, various parts of the SRN and the local highway network. Access to the existing NEV development is principally by strategic highway routes such as the A419 and the A420. Public transport access is restricted to local and inter-urban bus services and a limited footway and cycleway network. This is caused in part due to the severance of the A419 dual carriageway, which runs North-South and forms an eastern boundary to the existing Swindon urban area, offering a direct link to Junction 15 of the M4 motorway.

Local Bus Service Provision

3.3 The existing bus route covering the NEV is the Stagecoach West Service 66 which runs from Swindon to Oxford via Faringdon. This service operates under the Stagecoach Gold brand livery, the premium level of service in the Stagecoach portfolio of local bus routes.

Stagecoach ‘Gold’ Service 66 Every 20 minutes between Swindon and Oxford – operating via the New Eastern Villages site (along the A420)	
Day	Service frequency
Monday – Friday	05:30 – 08:15: Every 20 minutes. 08:15 – 15:45: Every 30 minutes 15:45 – 18:30: Every 20 minutes 18:30 – 21:30: Hourly
Saturday	08:30 – 18:30: Every 20 minutes 18:30 – 23:00: Hourly
Sunday	08:30 – 18:30: Every 30 minutes

3.4 The current journey time between Swindon town centre and Stratton Park (for the Sainsbury’s supermarket), the nearest bus stop to proposed site for the NEV district centre, is 11 minutes in the Oxford (east) bound direction and 14 minutes in a Swindon town centre (west) bound direction.

Rail

3.5 In terms of access to rail services, the nearest hub to the national railway network for the NEV will be at Swindon rail station in the town centre, approximately 6km away. Swindon rail station lies on the Great Western Main Line Railway and offers regular and easy access to inter-city express services to London Paddington, the Thames Valley, Bristol, Bath, Gloucestershire and South Wales.

Proposed Infrastructure

3.6 A number of changes will be made to the highway infrastructure in the vicinity of the NEV. At the time of writing, there are plans for modifications to the highway network including the White Hart junction. Improvements here would not only offer improved east – west vehicular connections, it would also mitigate against queuing on the A419 carriageway and offer an improved pedestrian and cycling experience, which would reduce the severance effect of the A419.

3.7 A series of junctions on the A420 will need to be upgraded (Gablecross, Police Station and Old Vicarage Lane) and two new junctions constructed in order to provide a western and eastern access into the development.

3.8 A further response to the challenge of the severance caused by the A419 and to enhance accessibility to and from the existing part of east Swindon a 'Green Bridge' in the vicinity of the River Cole, between Covingham Drive and the existing Merlin Way Bridge has been highlighted as an infrastructure requirement. It is intended that the bridge will prioritise public transport and must be of sufficient width to accommodate a bridleway as well as footpath, cycle and wildlife links. Given this link will serve residential areas to the east and west of the A419 its scale must be carefully considered. The structure will be designed to reduce its visual impact, particularly as it approaches ground level. The form and design of the bridge will be sympathetic to the neighbouring land uses. Assessments will be required to ensure levels of lighting, noise, vibration and any other pollutants are within acceptable levels.

Public Transport

3.9 Public transport will be critical to the delivery of a successful sustainable community at NEV. It is proposed that in the initial build-out of the NEV, existing bus routes will be diverted to serve the first communities to be built. As proposed in the Local Plan, a Core Express Bus Network Route will route parallel to the A420, linking the P&R and the District Centre. The remainder of the NEV will be served by an express bus network, to link all the development parcels.

3.10 Depending on build out rates, bus accessibility will need to be split amongst Core Express bus or Bus Rapid Transit (very high frequency, infrequent stopper), Strategic Express Bus (high frequency, infrequent stopper but covers majority of NEV from north to south), and a local stopper (infrequent frequency, frequent stopper). This mix of public transport provision will evolve with the roll out of the development and subsequent demand.

Core Express Bus Network Route

3.11 In the longer term, there is an aspiration that the principal access to sustainable transport will be through the roll out of a Core Express Bus Network Route serving NEV and Swindon town centre via the Great Stall Bridge. The final routing for this service has yet to be confirmed however the vision for this link is to provide a step change in the quality of traditional/conventional bus services, with regular service frequency and enhancements in the vehicle design, particularly the on-board environment such as the provision of Wi-Fi, further legroom and comfortable seating. This target for the service frequency is every 10 minutes once the build out of the NEV is complete.

Bus-Based Park and Ride Facility

3.12 At the time of writing, a Park and Ride (P&R) facility is also proposed as part of the transport infrastructure for the NEV development. A 3 hectare site is proposed to accommodate up to 1,000 vehicles served by a high frequency service, which will be tied into the existing public transport provision. The landscaping and design of the P&R site will reflect its status as the gateway to Swindon and the eastern boundary of the town. Consideration will also be given to the impact of lighting in relation to the rural setting beyond.

3.13 The P&R feasibility for Swindon identifies the site at the new EV as one of the most viable within the Borough. Its location to the south of the A420 is key to its success in terms of relieving congestion on the main route into Swindon from Oxfordshire.

3.14 One recent innovation in the delivery of P&R infrastructure in the United Kingdom (UK) is the delivery of a private-sector funded P&R operation in Hazel Grove in Greater Manchester by Stagecoach Group Plc. This facility opened in July 2015 has a number of parallels with the NEV development, falling on a strategic A-road which also forms part of a flagship route operated by Stagecoach West.

Rail

3.15 There are significant developments taking place to the regional rail network. The roll out of electrified passenger rail services which is currently under delivery on the Great Western Main Line railway will enable faster journey times. The first phase is set to see the roll out of electrified services between London and Swindon, before being rolled out to stations to Bristol and South Wales.

3.16 Whilst the NEV does border the Great Western Main Line rail corridor, there are no proposals for a new rail station to serve this particular locality. One of the reasons for the rail station not to be progressed is due to the capacity constraints on the Great Western Main Line railway, which has an intensive inter-city timetable operation. The BRT service will provide a public transport link between the NEV and Swindon Town Centre.

Cycling and Walking Provision

3.17 There are a number of options for enhancing cycling and pedestrian connectivity from NEV to the central Swindon districts to establish a safe and continuous network of routes for cyclists and walkers.

3.18 There is an opportunity to repeat the branding for a flagship/landmark route between Swindon town centre and the NEV, following the example of the Western Flyer scheme, which saw an upgrade of the route between Swindon town centre and West Swindon, which featured signage, resurfacing, lighting upgrades and public realm work.

3.19 This could see the roll out of further branded and upgraded routes such as the Eastern Flyer to serve the northern portion of the site. A shared footway/cycleway continues along the southern side of the A4312 Oxford Road west of the White Hart junction, providing onward cycle links towards Swindon town centre. Completing the missing urban cycle and pedestrian links between Swindon town centre and NEV could be enhanced through the delivery of the Green Bridge infrastructure. A similar route to serve the southern area of NEV site could tie into the Southern Connector Road, a new build highway that will connect into the A419 at the Commonhead Junction.

3.20 Further funding could supplement the investment made in infrastructure on the NEV development itself which could provide linkages to the National Cycle Network Route 45, the principal cycle route running north to south through the Borough via the established districts of east Swindon and the central Swindon urban area.

Car Club

3.21 Swindon's first car club launched in 2012 and is operated by social enterprise, Co-wheels. There are three cars for hire by the hour to club members in the town centre, and these have proved popular with residents.

3.22 The car club was pump primed with LSTF funding but within 3 years had gained enough members and utilisation to be self-sufficient. In the New Eastern Villages, Co-wheels cars should be available to residents (and employees if applicable) to give a wider range of travel choices. Research has proven that car club members either sell a vehicle, or are dissuaded not to purchase a vehicle, and additionally make few unnecessarily journeys by car.

3.23 Guidance suggests that one vehicle per 500 households provides sufficient demand to ensure the car club remains viable.

4) Global objectives and targets

Vision

4.1 The vision of the New Eastern Villages development appears below. The global objectives of this Framework Travel Plan aim to complement the vision.

VISION

The NEV development will create sustainable well-designed places where people want to live, work and spend time. It will:

- Be a high quality, sustainable development with an excellent level of strategic infrastructure that benefits Swindon as a whole;
- Form a new eastern gateway to Swindon that improves the image of the Town and maximises benefits to the wider economy with improved connectivity to the town centre;
- Sensitively and positively respond to the existing landscape context, natural and historic assets and the character and identity of the surrounding villages as well as enhancing biodiversity and green infrastructure;
- Comprise new distinct villages with individual identities and characters linked together by green spaces that integrate with the existing urban area and wider landscape setting;
- Provide facilities and services required for the new communities and opportunities for existing communities to benefit from the

4.2 The Framework Travel Plan aims to minimise the impact of the development on the local environment. The FTP outlines measures that will enable residents, staff and visitors to the area to make informed, realistic choices with regards to their trips to and from the site.

Global Objectives

4.3 Table 4.1 sets out the global objectives and targets that will be used to measure the progress and success of the travel plan. Global objectives cover the entire NEV site, so it is essential that the various end occupiers (including workplaces) sign up to the framework travel plan and its global targets. This can be secured through the planning process via the end user travel plans, and on a day to day basis, the NEV Travel Plan Co-ordinator will ensure commitment is reinforced through a

Memorandum of Understanding signed by a senior director of the end user business(es).

4.4 The global objectives and targets are high level aims of the framework travel plan and these will be supported by land use specific objectives and targets contained within the future employment, residential and school travel plans.

Table 4.1: Global Objectives, Targets and Indicators

Objectives	Targets	Indicators
To establish an NEV Travel Plan Group	To establish the group by first occupation	Group is set up
Achieve awareness of sustainable travel options amongst employers, employees, residents, visitors and other users	To achieve 60% awareness and maintain during build out	Travel plan survey results
To reduce the impact and frequency of single occupancy vehicle trips on the local community, meeting external trip targets set out in table 4.3	A % decrease in single occupancy vehicle trips by full development.	Data from traffic counts Air quality monitoring Congestion monitoring
To meet mode share targets set out in table 4.2	A % increase in walking, cycling and public transport trips over the full build out period	Data from travel surveys Cycle and pedestrian counts
To increase the proportion of active travel (walking and cycling) year on year	Achieve a mode shift from car trips to walking and cycling over the full build out period	Data provided from TPC (Take up of interventions) Data from travel surveys Cycle and pedestrian counts
To engage with residents on sustainable travel choices	100% of new households to receive a travel pack and be offered additional resources through the PTP process within 6 months of occupation.	Data provided from TPC

Global Mode Share Targets

4.5 In addition to the objectives above, there will be global mode share and trip rate targets to cover the whole NEV development. Table 4.2 below outlines the proposed mode share targets for both residential and employment sites, which can be applied to each separate development and monitored over a five year period from first occupation of the site. The baseline figures have been taken from 2011 census data for the ward, and a recommended 10 percentage point reduction in single occupancy car trips applied.

Table 4.2: Global mode share targets

Residential	Walk	Cycle	Vehicle driver	Passenger	Bus	Rail	PTW*	WFH*	Other
Base	7.00%	5.70%	69.50%	5.60%	5.70%	0.90%	1.30%	3.40%	0.90%
year 1	7.50%	5.80%	68.50%	5.50%	6.00%	0.90%	1.30%	3.50%	1.00%
year 2	8.60%	6.20%	66.00%	5.40%	7.00%	0.90%	1.30%	3.60%	1.00%
year 3	10.00%	6.20%	63.60%	5.30%	8.00%	0.90%	1.30%	3.70%	1.00%
year 4	11.00%	6.50%	62.00%	5.10%	8.50%	0.90%	1.30%	3.70%	1.00%
year 5	12.00%	7.00%	60.00%	5.00%	9.00%	0.90%	1.30%	3.80%	1.00%

*PTW = Powered two wheelers

*WFH - Working from home

Workplaces	Walk	Cycle	Vehicle driver	Passenger	Bus	Rail	PTW	WFH	Other
Base	6.00%	2.00%	81.00%	5.00%	3.00%	0.00%	1.00%	1.00%	1.00%
Year 1	6.00%	3.00%	79.00%	5.00%	4.00%	0.00%	1.00%	1.00%	1.00%
Year 2	6.00%	3.00%	77.00%	6.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 3	7.00%	3.00%	75.00%	7.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 4	8.00%	4.00%	73.00%	7.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 5	8.00%	5.00%	71.00%	7.00%	6.00%	0.00%	1.00%	1.00%	1.00%

Global Trip Rates

4.6 Global trip rates will be set once agreed data has been received.

5) Wider transport strategy and site wide infrastructure

5.1 In line with Growth Point, Local Plan and SBC's own guidance for developers, the New Eastern Villages development aims to create:

1. Social neighbourhoods
2. Low car dependency
3. Healthy and sustainable travel
4. Safe and secure walking and cycling routes
5. Low carbon emissions
6. Equality of access
7. A layout that can change and grow over time
8. Accessibility to key destinations in the town, especially the town centre

Site layout

5.2 The layout includes a mix of land uses designed to reduce the need to travel. Key land uses (local centres, schools, employment hub and residential neighbourhoods) are located in central locations with good footway and cycle links to other areas in the development.

5.3 The site layout should be developed in line with best practice in highway design (Specifically 'Manual for Streets 1 and 2'). A permeable network of overlooked and well lit pedestrian and cycle routes will link all land uses and connect directly and efficiently to public transport hubs and external access junctions.

5.4 On street vehicular access routes will be designed to accord with previously acceptable, adopted standards in Swindon. Streets will be designed to encourage low vehicle speeds, prioritise safe movements for vulnerable road users and to cater for, but not encourage, car use.

5.5 The principals that will govern the design of the layout are:

- A street and place design that gives pedestrians and cyclists priority
- Filtered permeability to provide journey time advantages to non-car modes
- Inclusion of green spine(s) with vehicle cross overs characterised by a speed reducing layout and vulnerable road user priority
- Provision of high profile public transport
- Appropriate levels of well-designed parking
- Fast, efficient links to local and town centre destinations and open space
- Measures to discourage rat-running through the site

Vehicular Access

5.6 Vehicular access for the site is to be provided from improved junctions on the A420. Additionally, a new Southern Connector Road will be built to provide access to the south at the Commonhead roundabout.

5.7 It is hoped that a new bridge across the A419 at Great Stall will provide priority for public transport and non-motorised transport.

5.8 Further junction improvements at Greenbridge roundabout, Nythe, Piccadilly and Coate and the White Hart junction will build capacity and maintain journey time reliability on strategic and local road network.

Pedestrian and Cycle Network

5.9 The quality, continuity and directness of pedestrian and cycle routes through the NEV are essential to the success of reducing reliance on the private car.

5.10 The following recommendations are current best practice for active design into the NEV communities.

- All destinations should be connected by a direct, legible and integrated network of walking and cycling routes
- Routes must be safe, well lit, overlooked, welcoming, well maintained, durable and clearly signposted
- Active travel (walking and cycling) should be prioritised over other modes of transport
- Make provision *before* the first occupations

Primary Routes (Serving principal access points)

5.11 Segregated provision alongside primary roads is suitable providing:

- Segregated cycle/pedestrian lanes of 4m, and on both sides of the carriageway to provide bi-directional flow
- Wherever feasible (and subject to Road Safety Audits and Non Motorised User Audits), junction design should give priority to cyclists when crossing a secondary road.

Secondary roads (Providing access to key community facilities)

5.12 Segregated provision alongside secondary roads is suitable providing:

- Segregated cycle/pedestrian lanes to a minimum of 3m, and on both sides of the carriageway to provide bi-directional flow
- Wherever feasible (and subject to Road Safety Audits and Non Motorised User Audits), ensure junction design gives priority to cyclists when crossing a tertiary road (see image below)



Good example from North Swindon (Garsington Drive) of direct cycle track along secondary route crossing the tertiary side road.

Tertiary Roads (Residential Streets)

5.13 No segregated provision is needed on tertiary roads as it is recognised that cyclists can use the carriageway. However, 20mph speed zones should be in place, along with traffic calming measures to encourage motorists to observe the speed limit.

Design that discourages cycling

5.14 Certain design features can serve to make cycling difficult, and make cyclists feel inconvenienced and unwelcome. The following should be avoided in the NEV:

- Signs that tell cyclists to dismount, or that it's the "end of route"
These should not be necessary if the correct infrastructure has been put in place to begin with, as continual, integrated routes will be in place.
- Staggered barriers
Often these aren't navigable by trailers, adapted disability bicycles and some mobility scooters.
- Pedestrian refuges should comply with Manual for Streets 2 and allow sufficient road space, preventing cyclists from being "squeezed" in towards the kerb when cars overtake.
- Staggered pedestrian / cycle crossings
Where possible, pedestrians and cyclists should be able to cross a carriageway in one go, and not have further waiting caused by a second leg.

Safe routes to School

5.15 Particular attention will be paid to the infrastructure in the vicinity around a school, and on routes leading to the school. As part of the strategic pedestrian infrastructure, the footways will be required to be of a higher grade.

Rights of Way

5.16 Strategically designed rights of way will provide attractive access to and through the green infrastructure, using both adopted and non-adopted highway routes. This is key to providing a place where people will want to live and contribute to meeting objectives around the health and well-being agenda.

5.17 The nature of the site layout will produce primary roads connecting the built islands. From a Green Infrastructure stance, this is an opportunity to provide new tree lined routes to increase biodiversity and help combat pollution.

Public Transport Infrastructure

5.18 Public transport will be critical to the delivery of a successful sustainable community at NEV. It is proposed that in the initial build-out of the NEV, existing bus routes will be diverted to serve the first communities to be built ahead of the roll out of the Bus Rapid Transit (BRT), using conventional bus vehicles complemented by supporting highway priority measures.

Bus Routes

5.19 Trip generating land uses should be within 400m walk of a bus stop, and that bus stops are located conveniently and prominently at key leisure, employment and retail sites.

5.20 Pedestrian routes to public transport stops should be paved, direct, signed, obstruction free and well lit from first occupation.

Bus Stops

5.21 All bus stops should contain hard standing, Castle Kerbs (to allow for “kneeling” buses to enhance accessibility) a shelter (to current Clearchannel standards) and casing for service information. Both Thamesdown and Stagecoach have demonstrated an interest in real time information, and infrastructure to support this will enhance the passenger experience. Bus stops should be “real time ready” when installed.

Bus Rapid Transit

5.22 In the longer term, the principal access to sustainable transport will be through the roll out of a Bus Rapid Transit corridor serving NEV and Swindon town centre. The final routing for this service has yet to be confirmed however the vision for this link is to provide a step change in the quality of traditional/conventional bus services, with regular service frequency and enhancements in the vehicle design, particularly the on-board environment such as the provision of Wi-Fi, further legroom and comfortable seating. This target for the service frequency is every 10 minutes once the build out of the NEV is complete.

Car Parking Provision

5.23 The NEV will use SBC's local adopted parking standards, outlined in the 2007 document "Technical Guidance on Parking". At time of writing (2015) the standards are under review, but local standards are currently as follows:

Land Use	Car parking Provision	Visitor Parking Provision
Family dwellings; 5+ bedrooms Up to 4 bedrooms	3 per unit 2 per unit	1 per 5 units
Flats One bedroom only 2+ bedrooms	1 per unit 2 per unit	1 per 5 units
B1 business	1 per 30sqm	n/a
B2 general	1 per 50sqm	n/a
B8 storage and warehousing	1 per 200sqm	n/a

5.24 Allocated parking provision will be "on plot". Visitor bays may be on street, but outside of the vehicle path. A balance will be sought between maintaining 'living streets' that accommodate all modes of travel including parking for cars and ensuring that unattractive, large areas of parking are avoided.

5.25 Parking will be restricted on the primary routes and secondary routes to ensure that there is no impact on the free flow of traffic or jeopardise road safety.

Cycle Parking Provision

5.26 Cycle parking infrastructure will be provided at local centres, employment uses and the residential areas within the scheme. Cycle parking will be provided in line with SBC's cycle parking guidance (2010) which advises that:

- Residential Units should each have 1 cycle space (a garage is considered adequate). These must provide convenient access to the highway network (eg cycle parking to the rear where bicycles need to be brought through the property is NOT adequate).
- Employment development will provide 4 cycle spaces, plus an additional 2 spaces for every 500sqm.
- Education facilities will provide 1 cycle space per 10 pupils / staff members.

5.27 Cycle parking should be covered, and located within 50m of building entrances. Parking will be secured by S106 agreements.

5.28 At local centres, plentiful cycle parking should be installed in convenient, overlooked, central locations.

5.29 All cycle parking should conform to the installation standards set out in the [Swindon Cycle Standard](#).

Car Club Bays

5.30 Co-wheels car club is successfully operating in Swindon town centre, and a development such as NEV provides an ideal opportunity to offer residents an alternative to car ownership, without restricting their need to use a car on occasion. As per the residential travel plan guidance, a car club bay needs to be provided per 500 households. Carplus guidance (and experience from the Swindon town centre cars) suggests that car club bays should be located in a central location, close to facilities with high footfall.

Electric Charging Points

5.31 The growth of electric car ownership is steadily rising and provides benefits to the community of lower emissions and better air quality. To encourage electric car ownership and use, electric charging points should be installed where suitable opportunities exist (eg retail outlets, employers).

5.32 The installation of these can be part of planning discussions surround the land use travel plans.

Table 5.1 – Overview of key sustainable transport infrastructure to support travel planning

Measure	Details	Principals
Internal site layout that is conducive to walking, cycling and public transport use	Master planning and detailed design of the site will be progressed according to current guidance for developers.	High quality urban design that takes account of transport and health objectives, aligns with SBC's Priority 1 and 3, and seeks to achieve living streets with direct walking and cycling routes.
Pedestrian Route Signage	A network of strategic pedestrian routes will be defined and signage provided on these routes.	All street names signed. Strategic pedestrian routes should be signed with consistent names, direction and travel time.
Pedestrian links to public transport	All trip generating land uses within 400m of a bus stop. Key employment, education and retail hubs should have conveniently located stops closer than car parking areas. All pedestrian routes to public transport to be	All dwellings within 400m of a bus stop. High density employment and retails to have excellent accessibility to bus stops. All bus stops to have shelters, hard standing and castle kerbs.

	paved, direct, signed, and well lit	
Cycle Parking	<p>Cycle parking to be provided within 50m of building entrances.</p> <p>Local centres to have plentiful cycle parking.</p> <p>Residential dwellings to be provided with secure cycle parking.</p>	SBC cycle parking standards to apply.
Showers and Changing	Provision of showers and changing areas to enable employees who wish to cycle to work to do so.	Secured through workplace travel plans through the planning process.
Car Club Bays	Provision of dedicated car club bays to enable easy access for members to collect and drop off the car.	One bay per 500 dwellings, sited in a high profile central location.

6) “Soft” Measures

6.1 In addition to the infrastructure measures described above, it is proven that there is an increased likelihood of behaviour change away from the car and onto sustainable travel modes when the “hard” infrastructure measures are complemented by “soft” measures. This section of the framework travel plan describes the “soft” measures that need to be in place for the development to achieve its targets and ensure maximum behaviour change.

It covers:

- Travel plan management
- Measures to encourage Active Travel (walking and cycling)
- Measures to encourage the use of public transport
- Measures to encourage more efficient car use (smarter driving, car sharing and car club)
- Marketing and information provision
- Budget

Travel Plan Management

6.2 An NEV Travel Plan Co-ordinator (TPC) will take overall responsibility for adherence to the framework travel plan, and chair the NEV Travel Plan Group¹. This

¹ The NEV Travel Plan group will consist of the travel plan co-ordinators for each development / land use, plus SBC officers, bus operators, a representative from Swindon BUG and chaired by the NEV TPC. The group will meet 6 monthly for the first three years, then reduced to annually if deemed appropriate.

role will be funded jointly by developers via a S106 contribution. The NEV TPC will be appointed by SBC at least 3 months prior to the first occupation of the site. A list of the TPC's responsibilities is listed in Appendix 4.

6.3 Each residential development will be represented by a residential Travel Plan Coordinator (whether part of the NEV Residential Travel Plan, or independently appointed by a particular developer as part of their own residential travel plan).

6.4 Each employment site that triggers the need for a travel plan (the thresholds are given in the Workplace travel plan guidance at Appendix 3) will need to have a travel plan co-ordinator. As part of the planning conditions, the name and contact details of the occupier TPC will be provided to SBC.

Measures to encourage Active Travel (walking and cycling)

Bicycle user group

6.5 Residents and employees will be encouraged to join a bicycle user group (BUG). This can be a subgroup of the Swindonwide BUG (www.cycleswindon.org.uk) and established initially by the NEV TPC until there are sufficient members to be self-supporting. Details of the BUG will be available in the welcome packs, and on the websites associated with the NEV.

6.6 The BUG will be involved with running quarterly meetings, supported by cycling roadshows to encourage attendance.

Cycling Roadshows

6.7 BUG meetings will be part of the cycling roadshows – held at least twice a year in the community. Local bicycle retailers will be invited to attend to provide free bike safety checks and advise on basic bike maintenance and repair. Alongside this will be free bike security marking, and a prize draw with the opportunity to win cycle related goods.

6.8 Employees at the workplaces within the NEV will be welcome to join the roadshows and BUG.

Borrow a Bike Scheme

6.9 Residents will be given the opportunity to “borrow a bike” for 6 weeks to see whether they enjoy cycling enough to purchase a bike. The scheme is run by Swindon Travel Choices as part of the NEV residential travel plan package.

6.10 Employers can offer the scheme to their employees, either by running a pool bike scheme of their own, or by buying into the Swindon Travel Choices scheme. Costs are included in the budget at 6.7.

Active Swindon Challenge

6.11 The Active Swindon Challenge is an online competition, which runs between May and September each year. Residents and employees can register via the website or app and log the journeys they make by foot, bike or public transport. There are spot prizes each month, team certificates and an overall winner.

6.12 Participants can compete individually or sign up to a team – family, friends, workplace, department or community. The residential and workplace TPCs will be tasked with promoting the challenge and motivating teams.

Measures to encourage the use of public transport

Bus taster tickets

6.13 Each residential household will be able to apply for a free smartcard to try the bus for free. The smartcards will be preloaded with free travel (minimum 6 days) on the most appropriate bus operator, and an application form will be provided within the welcome packs.

6.14 Each workplace should offer employees the chance to try the bus for free. Deals can be negotiated with the individual operators, or developers can join Swindon ravel Choices scheme (costs are outlined in the budget in 6.7)

Bus timetables and information

6.15 Each household will be provided with a bus information pack, containing timetables for the service closest to their home, a fares guide, bus smartcard wallet and maps.

6.16 Workplaces should clearly display bus maps on noticeboards, and ensure current timetables are available to staff. Information shall be available on the related websites for the NEV development.

Measures to encourage more efficient car use (smarter driving, car sharing and car club)

Car Sharing

6.17 Residents and employees will be encouraged to use www.carshareswindon.com (a database through the national company liftshare.com). Free registration and a prize draw will encourage sign ups. If necessary, “private” groups can be set up if there is nervousness within a particular business or local area. The private group option will incur additional costs that will have to be met by the employer. It is also worth noting that private groups can restrict the pool of matches, and be less effective as a result.

6.18 An annual event will be held in each community for residents to meet each other with a view to car sharing. An informal meeting over tea and cake will help strangers make new contacts and discuss potential to share journeys together. Within businesses, TPCs will be responsible for organising similar events within the workplace, especially during National Liftshare Week (October).

Car Club

6.19 Developers will be required to pay a contribution of £10 per dwelling towards the cost of setting up a car club vehicle in the community. One car should be made available for every 500 dwellings.

6.20 To encourage membership, developers will be required to pay a contribution of £25 per dwelling to fund a free membership for one of the occupants. It is

envisioned that the contribution will be sufficient to also cover marketing materials (leaflets etc.) and annual promotional events to demonstrate the car club offer.

6.21 Where there is employment sited near to a car club bay, the NEV TPC will investigate whether corporate use of the car club vehicle is viable.

6.22 The site layout for the NEV will include car parking spaces that are reserved for car club use within each of the neighbourhood centres.

Marketing and information provision

Sales and Marketing

6.23 The NEV TPC will be responsible for training sales staff so that they can promote the positive benefits of sustainable travel to prospective residents at each development.

6.24 Any websites established by house builders will be encouraged to include travel information and details of the travel plan.

Welcome Packs

6.25 Welcome packs will be distributed to every household. As a minimum, the welcome pack will include an introductory leaflet about the travel plan and a bespoke travel guide for the local area, along with the relevant current bus timetable. Residents will also have the opportunity to order the following free information²:

- Swindon Cycle Map
- Local “Get Walking in Swindon” magazine
- “Get Cycling in Swindon” magazine
- Cycling advice leaflets from Swindon Travel Choices
- Information on car sharing
- Information about the car club
- Information about the BUG
- Details and application form for a free Bus smartcard
- Details and application form for the free “Borrow a bike” scheme
- Details of the Swindon Travel Choices website and journey planner
- Contact details and a prize draw entry postcard to collect householders details

6.26 A similar welcome pack should be developed for the employment uses, with information tailored to employees. Developers can buy packs from Swindon Travel Choices; the costs are outlined at 6.7.

Swindon Travel Choices and Journey Planner

6.27 The Swindon Travel Choices website is an existing resource that contains sustainable transport information for residents across the borough. Local pages can be tailored to NEV specific information, reviewed monthly and updated as required. Information on local events and activity can be posted here.

² This list is not exhaustive and can include additional relevant items as the NEV grows.

6.28 The Journey Planner provides details of how to travel from A to B by bus, car, on foot or by bike. Residents and employees will have free access to the journey planner to be able to compare the ease, time, calorie burn and distance of journeys by a range of modes.

Monthly e-newsletter

6.29 By collecting email addresses for residents in the welcome pack, a regular (monthly) targeted NEV newsletter can be distributed by email. The newsletter will drop into inboxes containing upcoming events, campaigns, competitions and information.

Budget

6.30 A travel plan cannot perform and hope to meet its targets without having budget to support the implementation of its measures.

Below is a table of costs involved with running a travel plan. Items marked with an asterix () will be included in a S106 contribution.*

	Workplace Framework TP	NEV Residential TP (see appendix 2)	OR Residential TP
Contribution to NEV TPC (1 FTE)	£50,000*	Costs included in package : £268.40 per dwelling*	£75 per dwelling*
Site TPC (min 0.5 FTE) for 5 years	£100,000*		Developer to appoint
Annual traffic counts for 5 years	£8,400*		£8,400*
To buy into “Swindon Travel Choices” Borrow a bike scheme	£200 per 10 employees ^{3*} (or developer to operate own scheme)		£50 per dwelling (or developer to operate own scheme)
To buy into “Swindon Travel Choices” Bus taster tickets	£20 per 10 employees* (or developer to operate own scheme)		£20 per dwelling (or developer to operate own scheme)
To buy into “Swindon Travel Choices” Welcome packs	£10 per employee* (or developer to operate own scheme)		£15 per dwelling (or developer to operate own scheme)

³ If end occupier and employee numbers are not known prior to drafting a S106 agreement, it will be possible to negotiate a “cost per m²”. [The HCA employee density guide](#) suggests average employee density rates as follows: B1(a) has 10 m² per FTE, B1(c) has 47m² per FTE, B2 has 36m² per FTE and B8 has 70m² per FTE.

Remedial measures (see 7.8) (Taken as a time bound performance bond in case targets are not hit)	£50 per employee*		£50 per dwelling*
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7) Monitoring and Review

7.1 Monitoring is an important part of any target based strategy. This allows progress towards the outcomes to be understood as implementation progresses. Regular surveys will inform an adaptive learning during the travel plan implementation, and equally, the surveys can be used as awareness raising for the travel plan and the sustainable travel initiatives available to residents and employees.

7.2 Planning, commissioning and overseeing the monitoring is to be undertaken by the NEV Travel Plan Group, with the site wide NEV TPC ensuring that residential and workplace TPCs undertake surveys at the appropriate time.

7.3 Monitoring will be carried out to evaluate progress towards the targets stated in section 4. Therefore, monitoring will be carried out with residential households, workplaces, and external vehicle trips generated by the development.

7.4 Permanent Automatic Traffic Counters (ATCs) should be fitted to all access points to each development parcel, in addition to cycle counters on key cycle network routes (eg Eastern Flyer).

7.5 Monitoring will be carried out at certain trigger points, unique to each development. Table 7.1 below outlines the desired frequency of monitoring for each development.

Table 7.1: Monitoring Schedule

Land Use	Type of survey	Trigger
Residential surveys	Baseline survey	within 6 months of first occupation
	Follow up survey	Annually at the anniversary of the baseline, until 5 years after full occupation.
Workplace Surveys	Baseline survey	within 6 months of first occupation
	Follow up survey	Annually at the anniversary of the baseline, until 5 years after full occupation.
Global development monitoring	External ATC vehicle counts and cycle counts	within 1 year of first occupation, then annually until 5 years after full occupation.
Global development monitoring	Manual counts of pedestrians, cyclists and bus passengers on key junctions (not served by ATCs)	within 1 year of first occupation, then annually until 5 years after full occupation.

7.6 The results of these surveys and statistical analysis will form the basis of discussions with SBC and the NEV Travel Plan Group to examine how the travel plan is achieving the objectives of this framework plan, and to discuss further measures that could be incorporated within the plan to achieve further success.

7.7 The NEV TPC will monitor and review the progress and success of the travel plan and make all users aware of the progress being made. The use of email newsletters to residents and employees will inform them of survey results, presented in relation to targets.

Reporting

7.8 The NEV TPC will be responsible for compiling and providing annual monitoring reports until at least 5 years after full occupation of the development to SBC and Highways England. The reports will set out the latest results of travel surveys against the targets and objectives identified within this framework travel plan. The following information should be included in the reports:

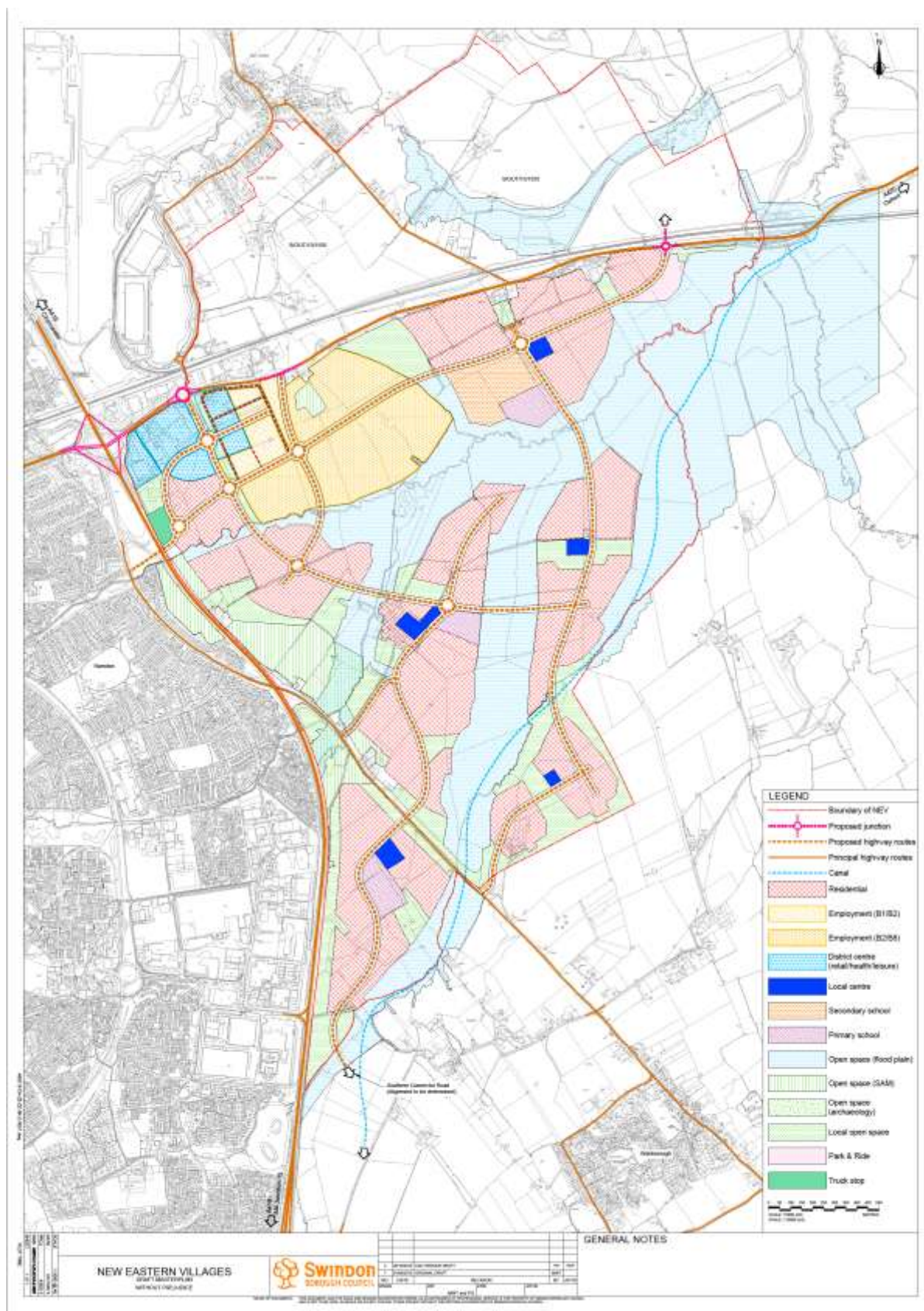
- Recap of the travel plan's objectives, measures and agreed targets
- Progress against the implementation of measures
- Monitoring methodology
- Summary of monitoring results, presented in relation to agreed targets
- Corrective measures to get the plan back on track, if targets are not being met
- Proposals to develop the travel plan further for the future

Remedial Measures

7.9 Should the recorded vehicle levels exceed those in the targets, or the mode share for vehicle driver be too high for the particular land use, remedial measures will be needed. Examples of remedial measures could include – but is not limited to:

- Priority car share spaces for workplaces (if not already provided)
- Intensified PTP with households and / or workplaces
- Additional promotional events (School, community or workplace)
- Creation of walking groups for communities and / or employers
- Cycle training for individuals or households
- Use of video to promote infrastructure, or highlight routes, incentives and interventions
- School safety zones

Appendix 1 - Proposed development layout for NEV



Appendix 2 – NEV Residential Travel Plan

Background

1 There are a significant number of new homes being built in the borough over the next 15 years. In the NEV alone, 8000 homes, along with new schools, retail and employment are planned. As part of any planning application, developers are required to detail how they would promote sustainable travel to new residents in a Residential Travel Plan.

2 Generally these travel plans are a burden for developers and are limited by time, content and area of influence. They are often considered to be ‘toothless’, ineffective and as they are isolated plans with limited reach, they can be expensive, resource heavy and do little to promote sustainable travel initiatives.

3 Each developer could produce their own version of a travel plan, but with a number of developments coming forward as part of Swindon’s growth plans, potentially there could be ten travel plans, all with different content, in the NEV alone.

4 As an alternative to the traditional approach set out above, Swindon Borough Council proposes that a charge be levied on each new residential dwelling, and the council will, in effect, undertake the management of residential travel plans on their behalf.

Benefits of the NEV Residential Travel Plan

5 By buying into the “NEV Residential Travel Plan” the developer is benefitting from the scale of an NEV wide plan rather than creating their own travel plan in silo. An NEV wide travel plan allows for stronger connections to be made between the new development locations and existing communities, as well benefitting from economies of scale with NEV wide schemes, such as a car club and “borrow a bike” scheme. Joining a NEV Residential Travel Plan will allow for consistency over different sites, making it easier for residents to understand schemes and travel more sustainably.

6 This approach enables the council to provide households with the same range and quality of incentives, but with a broader and more comprehensive offer than any developer travel plan would be able to achieve.

What measures are included in the NEV Residential Travel Plan?

7 In 2011, Swindon Borough Council was successful in securing £4.2m from the Local Sustainable Transport Fund, and set up the “Swindon Travel Choices” brand and interventions. Over five years, a range of personalised travel planning (PTP) took place with residents and employees, along with promotion of sustainable transport options via a brand, website and social media. Schemes were developed and refined, working to achieve the objectives of delivering economic growth and reducing congestion through the promotion of sustainable transport options across targeted areas.

8 The NEV Residential Travel Plan builds on the work and success of LSTF funded programme, and utilises its best practice to bring benefits to the new communities. The table below demonstrates measures to be promoted under the NEV Residential Travel Plan:

	What	Benefits gained
Management	Travel plan Co-ordination	Employment of residential travel plan co-ordinator, plus overheads Contribution towards overall NEV TPC
Monitoring	Travel Survey - Baseline	Software licence Adviser time engaging household to gather data
	Travel Survey – Annual snapshot	Software licence (already counted above) Adviser time engaging household to gather data (x 4 years)
	Annual traffic counts (per junction)	Physical trip counts across all modes at the key site and overall development entry and exit points.
Marketing	STC Website (inc community page)	Hosting, maintenance and web development
	STC journey planner (allows residents to plan journeys)	Hosting, maintenance
	Monthly Email newsletter (with local tailored news)	Mailchimp fees. TP Officer time to write (2 hours per newsletter x £30).
	Welcome packs	Local bespoke travel map Swindon Cycle Map Local Get Walking magazine Swindon Cycling magazine Advice leaflets (range) Car share information Details of BUG Details of website / journey planner Car Club information Bus smartcard details and application form
	4 hour transport roadshow event in the community x 2 per year.	Stall of info (costs above), 2 advisers (6 hours @£20ph each), Doctor bike and security marking. Prize draw Giveaways
	Membership of the Active Swindon Challenge	Free registration to challenge website for all residents, ability to compete as local team, opportunity to win prizes. Free use of Android and iOS app.
	Borrow a Bike Scheme	Free use of a bicycle for 4 weeks to “try cycling”. Discount voucher to purchase a bicycle afterwards.

Bus Promotion	Bus pass trial	Week's free pass to "try the bus" for free
	Bus timetable and other information	Pack containing bus maps, times, prices and useful information
Car Club	Membership	1 Free membership per household Marketing materials and demo days
	Contribution towards car	Provision of one car per 500 dwellings
Car Share	Database	Free registration to carshareswindon website for all residents
	Marketing	Annual event for residents to meet other residents with a view to sharing journeys (Hire of venue, tea and cake, 2 advisers) Leaflet about the car share database and Q&A leaflet

What level of funding are developers required to contribute to join the NEV Residential Travel Plan?

9 The level of funding required to join the NEV Residential Travel Plan is **£268.40 per dwelling**. This sum has been calculated by costing up the items listed above over the period of the build out, and dividing between the total number of dwellings. We believe this approach offers a service that generates greater benefits on a NEV basis rather than a piecemeal development with a standalone travel plan.

Is it a compulsory charge?

10 It is the developer's choice whether to join the NEV Residential Travel Plan, or develop their own standalone travel plan.

11 We believe that the "per dwelling" charge is cheaper for the developer than developing their own travel plan due to the economies of scale. Furthermore, the developer will be released from travel planning obligations rather than be tied into monitoring their development over a 5-7 year period.

12 Should the developer not wish to join the NEV Residential Travel Plan, they will need to develop and implement their own travel plan, secured via S106 agreement. Their plan will need to adhere to SBC's residential travel plan guidance and be approved in writing by the SBC travel plan officer.

13 The latest residential travel plan guidance for Swindon can be downloaded at: <http://www.swindontravelchoices.co.uk/projects/swift/guidance.aspx>

Appendix 3 – Workplace Travel Plan guidance

The latest workplace travel plan guidance for Swindon can be downloaded at:
<http://www.swindontravelchoices.co.uk/projects/swift/guidance.aspx>

Appendix 4 – Role of the NEV Travel Plan Co-ordinator

The key tasks of the NEV Travel Plan Coordinator are:

- To lead and manage the development and implementation of the NEV framework travel plan
- To act as a central point of contact for all site occupiers and external stakeholders in relation to the travel plan framework
- To coordinate and manage the NEV Travel Plan Group, ensuring the meetings are held regularly and minutes and actions are communicated to all group members
- To liaise with the individual TPCs to ensure coordination of measures and monitoring to maximise the effectiveness of the travel planning
- To oversee the implementation of schemes and events which encourage walking, cycling and the use of public transport and the car club. This includes the delivery / management / procurement and overseeing of site wide travel plan measures
- To oversee the implementation of the data collection and monitoring strategy set out in section 7
- To regularly review and evaluate the framework travel plan and the operation of the Travel Plan Group, and provide feedback to the planning and highway authorities.
- To prepare progress reports, action plans and budget updates for the travel plan aimed at best meeting its objectives and targets.
- To liaise closely with the SBC Travel Plan Officer
- To take responsibility for raising awareness of and championing sustainable transport