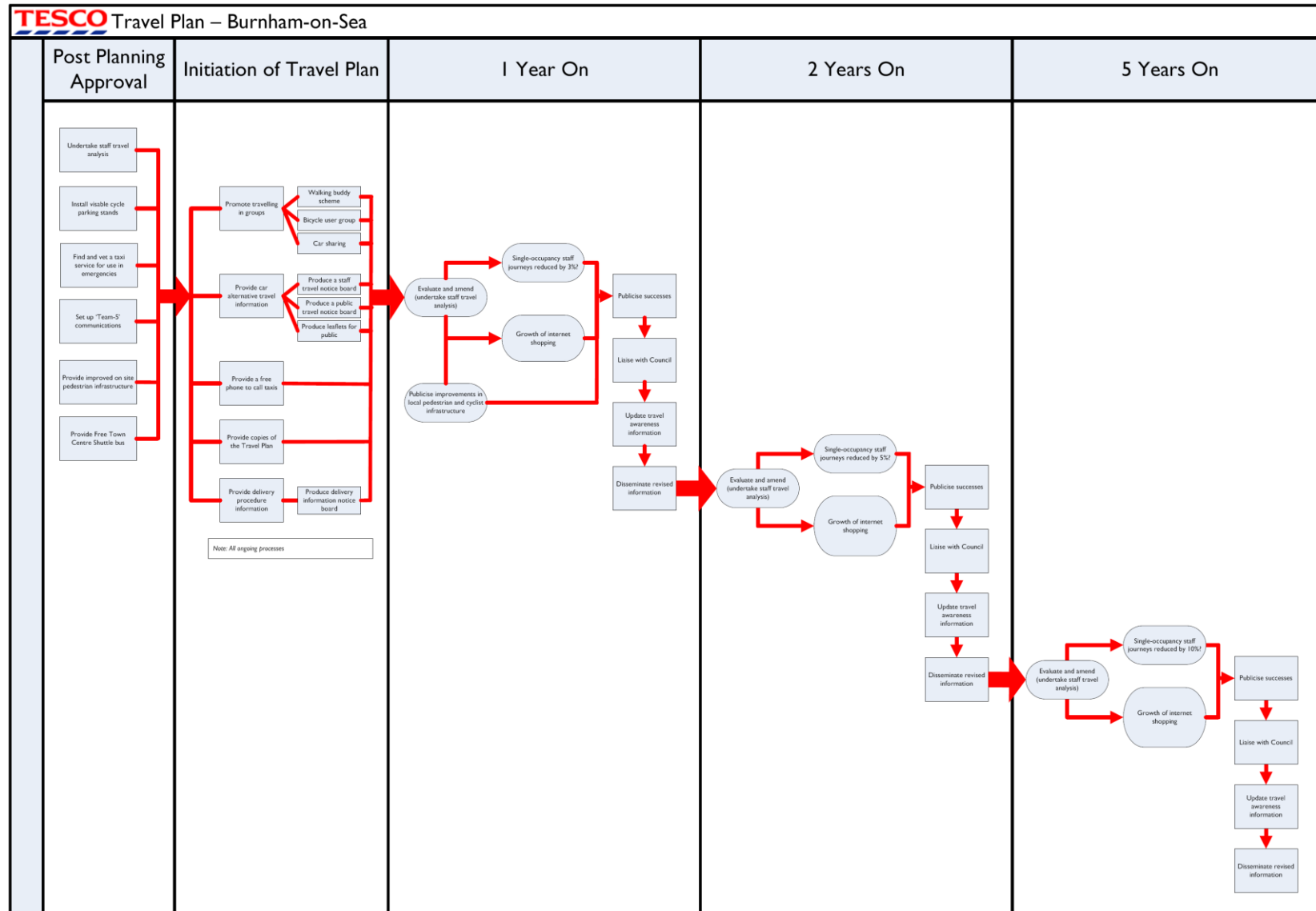


Table 5.1: Travel Plan Actions

Action	Target Date	Method of Monitoring	Who	Publicity
Cycling				
Cycle Parking	Extension opening	Ongoing Monitoring	Travel Plan Coordinator	Travel Plan Notice board
Changing and washing facilities	Extension opening	N/A	N/A	N/A
Secure Lockers	Extension opening	N/A	N/A	N/A
Cycle Maps	Travel Plan start	Ongoing Monitoring	Travel Plan Coordinator	Travel Plan Notice board
Free Emergency Travel Home	Travel Plan start	N/A	Store Manager	Travel Plan Notice board
Promotion of BUG	Travel Plan start	Membership of scheme /surveys	Travel Plan Coordinator	Travel Plan Notice board
Health Benefit Leaflets	Travel Plan start	Circulation of leaflets to staff	Travel Plan Coordinator	Travel Plan Notice board
Walking				
Changing and Washing Facilities	Extension opening	N/A	N/A	N/A
Secure Lockers	Extension opening	N/A	N/A	N/A
Pedestrian route maps	Travel Plan start	Ongoing Monitoring	Travel Plan Coordinator	Travel Plan Notice board
Walking Buddy Scheme	Travel Plan start	Membership of scheme and surveys	Travel Plan Coordinator	Travel Plan Notice board
Improved Pedestrian Access	Extension opening	N/A	N/A	N/A
Free Emergency Travel Home	Travel Plan start	N/A	Store Manager	Travel Plan Notice board
Health Benefit Leaflets	Travel Plan start	Circulation of leaflets to staff	Travel Plan Coordinator	Travel Plan Notice board
Public Transport				
Provide up to date bus timetable	On going	Ongoing Monitoring	Travel Plan Coordinator	Travel Plan Notice board
Free ride home	Travel Plan start	N/A	Store Manager	Travel Plan Notice board
Car (Customers)				
Home Shopping	Continual	Clubcard Data and surveys	Travel Plan Coordinator	National Level
Free Phone for Taxi	Travel Plan start	N/A	Store Manager	Travel Plan Notice board
Provision of travel Information	Travel Plan start	Ongoing Monitoring	Travel Plan Coordinator	In Store displays
Travel Leaflets	Travel Plan start	Ongoing Monitoring	Travel Plan Coordinator	In Store displays
Car (Staff)				
Provision of Travel Information	Travel Plan start	Ongoing Monitoring	Travel Plan Coordinator	Travel Plan notice board
Car Sharing	Travel Plan start	Membership of schemes and surveys	Travel Plan Coordinator / Council	Travel Plan Notice board



8. ACTION PLAN

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST
1.0 - Travel Plan Management and Inception				
1.1	Appoint a travel plan co-ordinator within the business; this person will be responsible for administering the travel plan, implementing the various initiatives set out in this document, managing the travel plan budget, updating the travel plan document and undertaking the monitoring surveys. The appointment would be made 6 months prior to scheduled opening of the extension	Brimsmore Gardens garden centre management.	December 2010	Nil.
1.2	Meet with all staff and discuss with them the need for reducing single occupancy car use, an outline how the travel plan will help to achieve this with the support of the staff. Provide copies of the travel plan to staff on request and encourage participation in the initiatives. The meetings would take place prior to opening of the extension	Brimsmore Gardens garden centre management and Travel Plan co-ordinator.	May 2011	Staff time.
2.0 - Travel Plan Targets				
2.1	The main travel plan target is to reduce staff single occupancy car journeys to and from the site to 62% within five years of the completion of the extended garden centre.		June 2016	Nil.
3.0 - Travel Plan Initiatives				
3.1	Prepare a Smarter Travel information leaflet to be issued to staff and customers prior to and after opening of the extension	Travel Plan Co-ordinator	March 2011	Staff Time and say £250 printing costs

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST
3.2	Provide a travel information notice board in convenient location for staff. The notice board should display a map of the local area with isochrones drawn on, a copy of the number 52 bus timetable, posters detailing the car share scheme and any sustainable travel events coming up. The notice board would be erected in time for opening of the extension (assumed June 2011).	Travel Plan co-ordinator.	June 2011	Cost of notice board and printing. Most literature should be available free from Somerset County Council. Allow £100.
3.3	Provide a customer Travel Information Point, comprising a travel noticeboard in a customer area together with copies of the Smarter Travel Information leaflet and bus timetables and cycle maps for customers to take away. The Travel Information Point would be provided in time for opening of the extension (assumed June 2011).	Travel Plan co-ordinator	June 2011	Cost of noticeboard and printing. Staff time in maintaining up to date information.
3.4	Update the Gardens Group website www.thegardeneronline.co.uk to include Smarter Travel Information in time for opening of the extension.	Garden centre management and Travel Plan Co-ordinator	June 2011	Staff time and say £1000 for web designer.
3.5	Introduce a Formal car share scheme. This could include a guaranteed taxi ride home in case of emergency which will provide a taxi ride home for any car sharing passenger in the case of either party leaving at an alternative time due to an emergency. The cost of the taxi ride can be claimed back. The taxi ride offer will have a limited annual budget of £300, and will be administered at the discretion of the travel plan co-ordinator. The scheme will be in place in time for opening of the extension (assumed June 2011).	Travel Plan Co-ordinator.	From June 2011	£300.

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST
3.6	Provide 7 dedicated car sharers spaces in the car park, closer to the building than other staff spaces	Travel Plan Co-ordinator.	June 2011	Cost of marking out/signage. Allow £250.
3.7	Encourage staff to car share with other staff, or if this is not feasible provide access to a computer and time to allow them to sign up with www.carsharesomerset.com .	Travel Plan Co-ordinator.	June 2011	Staff time.
3.8	Provide a secure, dry cycle parking solution for staff. The cycle store should be able to accommodate at least 10 staff cycles. The survey showed that 13% of staff sometimes cycle. Based on 75 staff members, they would require 10 spaces. 10 additional cycle parking spaces should be provided for customers in a convenient and well overlooked area. The cycle parking spaces to be provided at opening of the extension.	Travel Plan Co-ordinator – installed as part of extension.	June 2011	Cost of off the shelf cycle store approx £5,000. Or could be constructed as part of the new build.
3.9	At least two showers and changing room will be provided for staff in the expanded garden centre.	Travel Plan Co-ordinator – installed as part of extension.	June 2011	£1,500 allowance.
3.10	Lockers should be provided for staff that walk or cycle more than three times a week. To allow them to store cycle helmets, hi-visibility clothing and other cycle paraphernalia.	Travel Plan Co-ordinator	June 2011	£300 will provide 12 lockers.
3.11	The Gardens Group already offer a salary sacrifice cycle purchase scheme which. This will allow staff to purchase bicycles and cycle equipment out of their pre-tax earnings, effectively providing them with	Travel Plan Co-ordinator	June 2011	Administration time, may be offset by reduced employers NI

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST
	a discount on the purchase. The scheme will be brought within the framework of the Travel Plan.			contributions.
3.12	Run two Dr Bike sessions a year.	Travel Plan Co-ordinator		£300 per year (2 x 3hr sessions).
3.13	Emergency Cycle Equipment Supply to be maintained (lock, pump, puncture repair kit, tools etc.)	Travel Plan Co-ordinator	June 2011	£150
3.14	A cycle trailer loan scheme will be introduced where customers who cycle will be able to loan a trailer to take home products purchased at Brimsmore Gardens. Two trailers will be purchased initially.	Travel Plan Co-ordinator		£500
3.15	Two events will be held annually to publicise and promote sustainable travel. Events could include non car travel to work with a free breakfast for all non car users or a travel awareness day for staff and customers with promotional leaflets and a prize draw for all those answering a short travel questionnaire.	Garden centre management and Travel Plan Co-ordinator.		Staff time and say £500 per event.
3.16	Introduction of a rewards scheme will be considered for customers who travel sustainably to Brimsmore Gardens. The applicant is happy to reward such customers with a free drink and biscuits at the café subject to determination of effective management of the scheme.	Travel Plan Co-ordinator		Say £500 per year
3.17	Brimsmore Gardens currently offer free delivery within a 25 mile radius and this will be maintained.	Travel Plan Co-ordinator		
4.0 - Monitoring and review				
4.1	Monitoring surveys to be undertaken every year (reduced questionnaire years 1-4 after opening of the extension and full repeat	Travel Plan Co-ordinator	June 2012 June 2013	Printing costs for surveys, time for

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST
	survey at year 5), targets to be assessed and revised appropriately when results are produced.		June 2014 June 2015 June 2016	collating and analysing the results.
4.2	A travel plan is a living document, as time passes the document should evolve and continue to encourage reductions in single occupancy car use and other sustainable travel initiatives.	Brimsmore Gardens garden centre management and Travel Plan co-ordinator	June 2012 June 2013 June 2014 June 2015 June 2016	Staff Time
4.3	Provide Somerset County Council's travel plan co-ordinator with details of the monitoring survey.		August 2012 August 2013 August 2014 August 2015 August 2016	Staff Time
4.4	The headline target is that the percentage of single occupancy journeys will be reduced to 62% by June 2016. If by June 2016 this target has not been reached the applicant will contribute up to £2500 on travel plan measures to be agreed with Somerset County Council.	Garden Centre Management	June 2016	£2500

5 IDENTIFICATION OF MEASURES

5.1 There will be no single solution to enable all of the targets contained in **Chapter 4** to be met. Staff based at the Health Centre and the patients which attend surgery and clinics there will respond differently to the measures set out below in a variety of ways, and some may not react at all.

5.2 The Travel Plan coordinator will be responsible for driving and implementing the package of measures contained in **Table 4** below to enable the targets in the previous chapter to be met:

Target	Measure	Implementation: Pre/Post Occupation	Timescale	Resources Required	Responsibility (Supported By)
Increase journeys to site by walking	Provide free maps of the local area detailing the safest and most convenient walking routes to and from the health centre and local public transport infrastructure	Post Occupation	December 2010	Administration Time	Administration (Travel Plan Coordinator)
	Promote the health benefits of walking	Post Occupation	December 2010	Free – downloadable from the Internet	Travel Plan Coordinator
	Provide free personal alarms for staff who have personal safety concerns	Post Occupation	December 2010	£70 for 20 alarms	Travel Plan Coordinator
	Provide safe pedestrian access arrangements for the site	Pre Occupation	December 2010	N/A	Travel Plan Coordinator
Increase journeys to site by cycling	Promote the health benefits of cycling	Post Occupation	December 2010	Free – downloadable from the	Travel Plan Coordinator

cycling				Internet	
	Install covered cycle parking prior to occupation	Pre Occupation	December 2010	N/A	Travel Plan Coordinator
	Provide free maps of the local area detailing the safest and most convenient cycling routes to and from the health centre and local public transport infrastructure	Post Occupation	December 2010	Free – downloadable from the Internet	Travel Plan Coordinator
Increase bus & rail patronage	Erect a Travel Plan noticeboard with up-to-date bus and railway timetables	Pre Occupation	December 2010	£10 for noticeboard and stationery; timetables downloadable for free from the Internet	Administrative Staff (Travel Plan Coordinator)
	Introduce a sustainable travel section to the Health Centre's website which will contain up-to-date downloadable bus and rail timetables, cycle and walking maps for the local area	Post Occupation	December 2010	Administration Time	Administrative Staff (Travel Plan Coordinator)
	Investigate the feasibility of providing patient appointments which coincide with available, local public transport services	Post Occupation	December 2010	Administration Time	Administrative Staff (Travel Plan Coordinator)
	Introduce new	Post Occupation	December	Administration	Administrative

	appointment times which coincide with local public transport availability	(if feasible)	2010	Time	Staff (Travel Plan Coordinator)
Reduce the number of staff and patients travelling to the site in single occupancy vehicles	Ensure as many patients as possible attend appointments at the branch surgery in Westonzoyland to reduce unnecessary car trips to the Cranleigh Gardens site	Post Occupation	December 2010	Administration Time	Administrative Staff (Travel Plan Coordinator)
	On days which the branch surgery is not open, encourage those staff that would normally drive to work to try another mode of travel and advertise the success stories to other staff and patients	Post Occupation	December 2010	Administration Time	Travel Plan Coordinator
	Investigate the feasibility of introducing a car sharing arrangement amongst staff members. Staff members who participate in car sharing arrangements for work-related travel are entitled to an extra 5p per	Post Occupation	December 2010	Administration Time	Travel Plan Coordinator

	business mile that they drive				
	Provide 2 priority spaces for car sharers in the vicinity of the building entrance	Pre Occupation	December 2010		Travel Plan Coordinator

Table 4 – Timetable for Implementation

Framework Travel Plan Implementation Strategy Table

No	Action /Initiative	Responsibility	Implementation Date	Monitoring body:	Monitoring Time Frame	Target*
Objective: Work in partnership with local and highway authorities and key local stakeholders to achieve the greatest modal shift away from private car use on the local transport network						
1	A	TPC to provide an informal point of contact between the residents and other interests groups in the wider area and relevant public bodies	TPC	On occupation	TPC	Ongoing
	B	Liaise with public transport operators and relevant bodies on proposed upgrades/alterations to bus services	TPC	On occupation	TPC	Ongoing
	C	The car share website will be actively promoted to ensure a high awareness and participation.	TPC	8 weeks from occupation	TPC	Ongoing
	D	Liaise with Highway Authority to ensure cycle and pedestrian routes are kept maintained, safe and well lit.	TPC	On occupation	TPC	Ongoing
		Finalise travel plan including aims, objectives and targets	TPC	Within 3 months of completing staff survey	TPC	After survey has been completed Targets to be agreed with SCoCo
Objective: Promote the use of sustainable modes of transport, including buses, walking and cycling, to all users of the development						
2	A	Information packs to be given to residents and staff and information will be made available within the development site in the form of notice boards, posters and leaflets on display. This will tie in with active travel promotions as part of the education of healthy lifestyles (Travel Plan Coordinator - TPC).	TPC	On occupation	n/a	n/a
	B	Set up walking, cycle and public transport user groups	TPC	6 weeks from occupation	TPC	Ongoing
	C	Travel Plan Coordinator to present developments in the Travel Plan to the users and to review progress in meeting its aims	TPC	6 weeks from occupation	TPC	Ongoing
	D	Promotional material for national and international awareness days/events displayed on notice boards in prominent locations.	TPC	On occupation	TPC	Ongoing
	E	Latest versions of the Travel Plan to be available for residents and staff to view	TPC	On occupation	TPC	Ongoing
Objective: Raise awareness of the impact of travel, enabling residents and staff to make informed travel decisions.						
3	A	Travel Information Packs	TPC	On occupation	TPC	Ongoing
	B	Travel Pack Information displayed on notice boards in prominent locations within the development site	TPC	On occupation	TPC	Ongoing

	C	Promotional material highlighting the health and environmental benefits of cycling and walking displayed on notice boards in prominent locations and on the website and distributed via email	TPC	On occupation	TPC	Ongoing	
Objective: To respect the travel needs of special/vulnerable groups such as those with mobility problems							
4		Priority Parking to be incorporated within the parking layout. Parking management plan to ensure these spaces are available for users that need them.	TPC	On occupation	TPC	Ongoing	
Objective: To continually develop, implement, monitor, evaluate and review the success of the Travel Plan							
7	A	Staff and Resident travel survey undertaken	TPC	Within 6 months of first occupation	TPC/LA	Yearly, over 3 years (see below)	
	B	Baseline/ Annual monitoring report produced	TPC	Yearly follow up after initial survey	TPC/LA	Yearly	

TPC - Travel Plan Coordinator
LA - Local Authority

* Measurable or outcome based targets to be agreed with Somerset Council's Travel Plan Officer

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST (costs approximate)
1.0 - Travel Plan Management and inception				
1.1	Commence Development	Developer	January 2011	
1.2	Appoint a Travel Plan Co-ordinator. The TPC will be appointed during the construction phase of the development and will be responsible for ensuring the Sales Literature includes sustainable travel information, induction of sales staff, developing the online resource and preparing the Residents Welcome Pack. This person will also be responsible for administering the Travel Plan, implementing the various initiatives set out in this document, managing the Travel Plan budget, updating the Travel Plan document, undertaking the monitoring surveys and liaising with SCC and the HA. SCC will be provided with contact details of the TPC within 1 month of the appointment.	Developer	April 2011	Staff time/cost of advertising the post
1.3	The TPC will organise traffic and travel surveys to be undertaken within 3 months of occupation of the 80 th dwelling. Once the results of the survey and traffic count have been collected and analysed the Travel Plan will have to be updated and targets reviewed. The revised targets would be incorporated within a Full Travel Plan to be agreed with SCC.	Travel Plan Co-ordinator.	August 2012	Cost of travel surveys say £2,000 Staff time analysing the results and producing initial and target mode shares.

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST (costs approximate)
2.0 - Travel Plan Targets				
2.1	The main Travel Plan target is to reduce staff single occupancy car travel to and from the site by 5% within three years of initial survey.	Travel Plan Co-ordinator.	August 2015	Nil.
2.2	<p>The Travel Plan sets out targets to be achieved within each year of the Travel Plan, should these targets not be met the developer has agreed to contribute a further £13,500 to be invested in further measures. The targets relate to single occupancy car journeys to work from the site.</p> <p style="text-align: right;"> After 1 Year 65% After 2 Years 63.9% After 3 Years 62.5% </p>	Travel Plan Co-ordinator.	<p>August 2013</p> <p>August 2014</p> <p>August 2015</p>	
3.0 - Travel Plan Initiatives				
3.1	Preparation of sustainable travel information for inclusion with sales literature	Travel Plan Co-ordinator and marketing team.	April 2011	Staff time Printing costs
3.2	Preparation and production of residents welcome packs, including details of bus services, £200 cycle voucher, CBT voucher and one Life Cycle training voucher or two life cycle training vouchers, cycle maps, health benefits of increased exercise, link to online resource, local car share website and introductory newsletter	Travel Plan Co-ordinator.	May 2011	Staff Time Production of 182 packs Say £600 Cycle Voucher £36,400 Online Resource £3,000 set up and £100 pa hosting

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST (costs approximate)
3.3	The TPC will also be responsible for preparation and production of the subsequent newsletters.	Travel Plan Co-ordinator.	December 2012 and then every six months until December 2015	Staff Time Production /Delivery say £200 per year
4.0 - Monitoring and review				
4.1	Monitoring surveys to be undertaken every year for 5 years after occupation of 80% of the dwellings, targets to be assessed and revised appropriately when results are produced.	Travel Plan Co-ordinator	August 2013 August 2014 August 2015 August 2016 August 2017	Survey costs say £1,500 per survey TPC time for collating and analysing the results.
4.2	Provide SCC travel plan co-ordinator with details of monitoring surveys and agree revised targets every year. The TPC will be responsible for preparing progress reports annually for a period of 5 years, setting out the results of the travel surveys and comparison with targets which will be provided to SCC.	Travel Plan co-ordinator/ SCC	October 2012 October 2013 October 2014 October 2015 October 2016 October 2017	Staff time

ITEM NO.	ACTION	RESPONSIBILITY	TARGET DATE	RESOURCES/COST (costs approximate)
4.3	A Travel Plan is a living document, as time passes the document should evolve and continue to encourage reductions in single occupancy car use and other sustainable travel initiatives. The TPC will be responsible for amending the Action Plan to incorporate any necessary further measures identified following completion of the travel surveys. Amendments to the Action Plan will be agreed with SSC	Travel Plan co-ordinator/SCC	November 2012 November 2013 November 2014 November 2015 November 2016 November 2017	Staff time

APPENDIX C1 – Draft Measures & Implementation Timescale

N.B. The measure codes listed are purely for reference to this table and do not refer to any other document.

Code	Travel Plan Measure to be implemented	Timing
General Measures		
GM1	Appoint a Travel Plan Coordinator with responsibility for the whole site and inform Local Authority of contact name and subsequent changes.	3 months prior to opening.
GM2	Produce and distribute Residential Travel Plan leaflet.	3 months prior to opening.
GM3	Set up Travel Plan Working Group in conjunction with the other elements of the proposed development.	3 months prior to opening.
GM4	Carry out Travel Questionnaire Survey of residents within the estate to establish their home locations, current method of travel, attitudes, and potential for modal shift.	Following appointment of Travel Plan Coordinator. 1 year after occupation of the first dwelling, a further survey will be undertaken once all dwellings are occupied, then repeated annually for four years after the final dwelling becomes occupied.
GM5	Compile and collate travel data on an annual basis in compliance with Residential Travel Plan requirements.	Ongoing from opening.
GM6	Allocate budget for marketing/materials.	Following appointment of Travel Plan Coordinator.
GM7	Make residents aware of on-line web sites administered by the Local Authority and public transport operators.	Ongoing from opening.
Car Sharing Measures		
CS1	Promote car sharing to residents and develop estate-wide register of interested persons to accord with advice contained on website www.carsharesomerset.com	Following appointment of Travel Plan Coordinator.
CS2	Seek to introduce and encourage residents to adopt a car Share Scheme to minimise the number of single occupancy car trips.	Following appointment of Travel Plan Coordinator.
Public Transport Measures		
PT1	Display Public Transport maps at suitable locations around the estate.	From opening.
PT2	Investigate possibility of discounted travel passes with local service providers.	Prior to opening.
PT3	Investigate and publicise information on local taxi services.	Following appointment of Travel Plan Coordinator.
Cycling		
CY1	Promote cycling as a health choice and a more sustainable use of transport as a viable alternative to single-occupancy car trips.	Ongoing.
Walking		
WK1	Provide details of well-lit routes within the site.	From opening.
WK2	Promote walking as a healthy choice.	Following appointment of Travel Plan Coordinator.
Monitoring		
1.	Monitoring the effectiveness of the Residential Travel Plan will be achieved through the resident questionnaire survey as detailed in Appendix A1.	Within 3 months of opening.
2.	The Residential Travel Plan Working Group will have annual meetings to assess the effectiveness of the Residential Travel Plan, and to identify areas where further incentives or disincentives will improve the effectiveness of the Residential Travel Plan.	Annually.

5. ACTION PLAN

Walking and Cycling

- 5.1. In order to overcome concerns and promote walking and cycling at the proposed development, the development includes a comprehensive network of pedestrian/cycle infrastructure which will link into existing and proposed infrastructure surrounding the site. An agreed Master Plan is attached at **Appendix B**, which indicates the form of development.
- 5.2. SCC has set minimum cycle parking standards. To encourage cycling at the development, where appropriate, cycle parking will be provided in accordance with SCC's parking standards.

Cycle parking for houses

- 5.3. Where a house has a garage, each garage will be provided with two wall-hanging units suitable for hanging cycles as illustrated in **Appendix C**, installed during the construction and prior to the occupation of each unit.
- 5.4. Where a house does not have a garage, each unit will have space to store a minimum of two bicycles. This will be within private (secure) garden areas which have separate (rear) access and will consist of a secure lockable point as illustrated in **Appendix C**, installed during the construction and prior to the occupation of each unit.

Cycle parking for flats

- 5.5. The locations of dedicated cycle stores are identified for flats and communal buildings in **Appendix D**. Secure parking will be provided within these stores by means of wall mounted brackets as illustrated in **Appendix C** and will be installed during the construction and prior to the occupation of any flat to which the store relates.

Motorcycle parking

- 5.6. All units (whether flats, or other communal buildings or houses) have at least one dedicated and identified car parking space which can also be used for motorcycle parking.
- 5.7. As part of the development, a footway is to be constructed along the west side of Lyde Road and along the north side of Cavalier Way linking the crossing over Lyde Road (*next to Abder Close*) to the eastern footway of Gainsborough Way providing a convenient route between the northern area of the site and the Post Office and Tesco Metro on Cavalier Way. In addition, the development will make a contribution towards the upgrading of local footpath routes. These measures are secured by a planning obligation. **Figure 6** shows potential future pedestrian/cycle routes to key facilities.

<u>Action</u>	<u>Responsibility</u>	<u>Timescale</u>
Construct off-site footway on west side of Lyde Road.	Developer	Prior to first occupation
Construct site access road including footway/cycleway and toucan crossings.	Developer	Prior to first occupation
Construct footway/cycleway links to Romsey Drive and Redwood Road.	Developer	Prior to first occupation
Provide SCC with detailed technical information and drawings of types of cycle parking to be provided for houses and flats	Developer	Prior to the approval of the travel plan (prior to construction)
Secure cycle parking spaces to be provided within back gardens or garages for houses and within cycle storage buildings for flats.	Developer	Prior to occupation of each dwelling
Secure motorcycle parking spaces to be provided for flats	Developer	Prior to first occupation of flats or communal housing block
Provide new residents with details of local cycle and pedestrian routes as part of a "Smarter Travel Information Pack".	TPC	At each new occupation
Agree with TPC and implement on-site signage for pedestrians and cyclists as part of the s38 process	Developer	Prior to the first occupation in each phase of the development

Public Transport

- 5.8. The development is designed to facilitate a bus route through the site. To support bus services and to allow easy access to buses, bus shelters are to be provided at strategic locations within the site. The bus stops will include adequate illumination, timetable information, bus boarders and good natural surveillance to deter antisocial behaviour.
- 5.9. It is envisaged that any bus serving the site will have a 15 minute daytime frequency on weekdays and Saturdays, and a 30 minute daytime frequency on Sundays providing access to key destinations in Yeovil. **Figure 7** shows the potential new bus service and stops.
- 5.10. Somerset County Council will procure a new bus service which, it has indicated, will provide a service between the site and the town centre. The service will, in its initial years, be supported by funds provided by the developer. The date at which the service will be provided will be dependent upon the procurement process of the County Council, but a target is set that a "through route" through the site will be available and therefore a new bus service can be provided within about 4 years from the commencement of the development.
- 5.11. The initial provision of bus stops will be secured through approval of reserved matters and S38 technical approvals but the TPC will ensure that any timetable information is kept up to date and that, until the roads are adopted by the

Highway Authority, any bus stops are maintained in good condition (by informing the developer of any reported defects).

<u>Action</u>	<u>Responsibility</u>	<u>Timescale</u>
Construct bus link to Redwood Road.	Developer	Prior to provision of bus service
Agree and document location of bus stops with TPC	Developer	Prior to construction
Install bus stops with bus shelters in locations shown on Figure 7, to include a contained travel information noticeboard space (at least 1.5m x 1.5m) which will be made accessible to the TPC.	Developer	During construction phase
Maintain bus stops and shelters in good condition.	Developer	Until adoption of highways
Development to contribute £480,000 towards improving bus services secured through the S106 Agreement.	Developer	Prior to first occupation
Provide new residents with smarter travel information pack and personal incentives/green travel vouchers as part of a "Welcome Pack" to be provided by the developer for first occupiers and by TPC for subsequent occupiers.	TPC	At each new occupation and during personal travel planning exercise
Regularly pulse new travel information to existing residents	TPC	On at least an annual basis, as existing services are enhanced/changed

Car Travel and Reducing the Need to Travel

- 5.12. Car parking below the maximum level permitted by SCC's parking standards will be provided where practical to encourage the use of alternative, more sustainable, modes of transport to the private motorcar.
- 5.13. The allocation and ongoing management of car parking will be the responsibility of the developer as part of its sales programme.
- 5.14. The most unsustainable mode of transport is the single occupied car and sharing can result in considerable cost savings. SCC operates a "car share scheme" and the TPC will ensure that all residents are advised of the financial savings which can be achieved through car sharing and will ensure that all new residents have details of SCC's car share scheme forming a partnership between the development and the County Council.
- 5.15. Tele-working/working from home can reduce the need to travel but requires the agreement of the employer and the required facilities in place in the home. Internet access is becoming increasingly common in the workplace and allows better communication between work and home. In order to encourage tele-working/working from home at the development, the developer will ensure that

each dwelling will be provided with the potential to connect to local dial-up or broadband infrastructure.

<u>Action</u>	<u>Responsibility</u>	<u>Timescale</u>
Provide SCC with levels of parking for all modes of transport across the site	Developer	Prior to construction
Provide car parking within SCC's maximum parking standards.	Developer	Prior to each occupation
Ensure that each dwelling is provided with a BT masterbox to provide the potential to connect to local dial-up or broadband infrastructure.	Developer	Prior to each occupation

Promotion

- 5.16. The TPC will by way of information contained within the "Smarter Travel Information Pack" inform all new residents of the nearest local facilities (*i.e. local shops, doctors surgery, dentists, community facilities etc.*) and provide details of travel by foot, cycle and public transport.
- 5.17. The TPC will organise the carrying out of a personal travel planning (PTP) exercise at an appropriate point in the site's occupation which will be arrived at using professional expertise from PTP suppliers. This is likely to be midway through occupation when a number of residents have moved in but will still be seeking travel information and have pliable travel habits, for example at the time of the bus through-route being implemented.
- 5.18. The TPC will provide financial incentives to encourage smarter travel as part of a personal travel planning exercise.
- 5.19. The TPC will prepare a "newsletter" (timing at the TPC's discretion) to be distributed to the residents of the new development. The newsletter will identify any new sustainable transport measures or changes which have been implemented since any previous newsletter.

<u>Action</u>	<u>Responsibility</u>	<u>Timescale</u>
Provide each home with a Welcome Pack for first occupiers to include the travel plan coordinator's smarter travel information pack.	Developer	At each new occupation
Organise a personal travel planning exercise	TPC	Midway through occupation
Approach local cycle shops regarding discounts for new residents.	TPC	Prior to first occupation
Produce a Travel Plan newsletter to be distributed to residents	TPC	At the TPC's discretion
Provide a dedicated area for residents' site-specific travel information on the Moving Somerset Forward website	TPC	Prior to first occupation
Distribute information to new residents regarding school travel and school travel plans for existing local schools (within Smarter Travel Information Pack).	TPC	At each new occupation
Liaise with School Travel Plan coordinator of new primary school to identify potential school travel measures.	TPC	Following opening of new school

Funding for the management of the travel plan

5.20. It is agreed that a "Sustainable Travel Incentive Contribution" (STIC) is opened and £175,000 deposited by the Developer prior to the commencement of development. The account will provide the funding for Somerset County Council to fulfil the travel plan coordination role and implement the actions assigned to the travel plan coordinator within this travel plan.

Travel plan schedule of costs:

- Travel plan coordinator salary and overheads for travel plan implementation and running
- Automatic traffic counter – equipment, installation, maintenance, checking, line rental, data collection and collation
- Travel surveys – household data collection, analysis and report preparation
- Design, printing and dissemination of smarter travel information pack to new residents
- Updating of the travel plan document and smarter travel information pack to keep them current
- Establishing, designing and maintaining/updating site-specific travel internet page on Moving Somerset Forward
- Implementing travel plan measures, such as incentives, promotional material, marketing campaigns, personal travel planning and

additional measures which form part of the contingencies for the travel plan

- 5.21. During the course of the development, new or unforeseen opportunities may arise which could encourage the use of sustainable modes of transport. Such monies may also be drawn down to provide additional sustainable travel encouragement for the site in ways not described in this travel plan to be determined by the TPC in consultation with the developers. On completion of the development, the STIC account will be closed and any sum remaining within the account will be returned with interest to the developer.
- 5.22. The way in which any funds from the contingency fund may be expended on additional measures will clearly be dependent upon the views of the TPC following consultation with the developers, and funding available once planned actions have been implemented, but typically may include additional subsidies for bus season tickets or discounts for cycle purchase at local cycle shops or additional bus stop or pedestrian facilities in the vicinity of the site, or additional parking restrictions at locations not originally considered.

<u>Action</u>	<u>Responsibility</u>	<u>Timescale</u>
Open STIC.	TPC	Prior to first occupation
Make payment of £175,000 to STIC.	Developer	Prior to first occupation

Land East of Milverton Road - Garden Centre

Travel Plan

METHOD OF TRAVEL	ANNUAL TARGETS (daily weekend visitor arrivals)													
	Baseline*		6 Month		1 Year		2 Year		3 Year		4 Year		5 Year	
	(MM/YY)		(MM/YY)		(MM/YY)		(MM/YY)		(MM/YY)		(MM/YY)		(MM/YY)	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Car On Their Own	496	58%	405	47%	405	47%	306	36%	306	36%	306	36%	206	24%
Public Bus			17	2%	17	2%	34	4%	34	4%	34	4%	68	8%
Shuttle Bus														
Car With Other Person(s)	340	40%	384	45%	384	45%	428	50%	428	50%	428	50%	470	55%
Cycling			13	2%	13	2%	17	2%	17	2%	17	2%	17	2%
Motorcycling (125cc and under)														
Motorcycling (over 125cc)														
Park and Ride														
Train														
Walking	17	2%	34	4%	34	4%	68	8%	68	8%	68	8%	92	11%
TOTAL CARS	666		597		597		520		520		520		441	
TOTAL PERSONS	853	100%	853	100%	853	100%	853	100%	853	100%	853	100%	853	100%

*Baseline reference: First occupation

- 4.1.3 The payment of a safeguard sum is linked to car arrivals as monitored by an automatic traffic counter (ATC). Based on assumed average car occupancy rates of two people per car share it is possible to calculate the number of vehicles that would be observed per day in each year and these figures have been added to the tables above.

4.2 Summary of Actions and Aims

- 4.2.1 The following tables provide a summary of all the actions and aims set out in the preceding paragraphs.

Summary Table of Actions			
Item	Responsibility	Timescale	Approx. Cost
Pedestrians			
Provide employee information packs – packs to include such things as walking route maps, links to associated websites and literature promoting travel awareness events.	Developer / TPC	Prior to opening	£10 – 15 per employee and further £10 pa per employee for updates – although some information is freely available from SCC. (23 x = £230 - £345 and a further £230 pa)
Notice board – displaying up to date travel information to be installed in both staff and customer areas.	Developer to provide and TPC to maintain	Prior to opening	£100
'Honesty' umbrellas provided for staff.	TPC	On opening of centre	£50
'Honesty' reflective tabards provided for staff.	TPC	On opening of centre	£30
'Honesty' torches provided for staff.	TPC	On opening of centre	£30
Free delivery service within TA21 area for purchases over £25.	TPC	Ongoing	Depends on rate of uptake and fuel costs.

Land East of Milverton Road - Garden Centre
Travel Plan

Summary Table of Actions			
Item	Responsibility	Timescale	Approx. Cost
Shower facilities and changing areas (including drying facilities) for staff.	Developer	Prior to opening	£1,500
Provide 2m wide footway between public right of way at Tonedale Tile Centre and site entrance (260m) and two kerbed pedestrian refuges (30m).	To be provided by developer as agreed through the S106 Agreement	Improvement to be implemented prior to occupation of development in accordance with the approved details of the S106 Agreement and thereafter be permanently maintained by SCC.	The cost of this provision is to be agreed between the Developer and SCC in line with Circular 05/05 and SCC's Development Contribution Policy and secured through the S106 Agreement. <i>Guide Price - £47,500</i>
Improve construction and signage for existing public right of way between Crosslands Road and Sewage Works (270m). Extent of signage required to be agreed between developer and SCC.	To be provided by developer as agreed through the S106 Agreement	Improvement to be implemented prior to occupation of development in accordance with the approved details of the S106 Agreement and thereafter be permanently maintained by SCC.	The cost of this provision is to be agreed between the Developer and Somerset County Council in line with Circular 05/05 and SCC's Development Contribution Policy and secured through the S106 Agreement. <i>Guide Price - £15,000</i>
Cycling			
Provide employee information packs – packs to include such things as cycle route maps, links to associated websites and literature promoting travel awareness events.	Developer / TPC	Prior to opening	Refer to 'Walking' section.
Provide secure covered cycle parking in car park.	Developer	Prior to opening	Depends on type of shelter and rack used. <i>Guide Price - £7,000.</i>
Provide emergency cycle repair kits (including a pump and lock).	TPC	Prior to opening	£50
Offer interest free cycle loans to staff.	Developer / TPC	Prior to opening	Only administrative costs associated.
Join Government's Cycle to Work initiative to offer tax-free bikes to staff via a salary sacrifice scheme.	Developer / TPC	Prior to opening	Only administrative costs associated.
Offer discounts to staff through partnership with local bicycle	TPC	Prior to opening	Only administrative costs associated.

Land East of Milverton Road - Garden Centre
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Summary Table of Actions			
Item	Responsibility	Timescale	Approx. Cost
shop for accessories.			
Improve signage of existing local cycle routes	To be provided by developer as agreed through the S106 Agreement	Improvement to be implemented prior to occupation of development in accordance with the approved details of the S106 Agreement and thereafter be permanently maintained by SCC.	The cost of this provision is to be agreed between the Developer and Somerset County Council in line with Circular 05/05 and SCC's Development Contribution Policy and secured through the S106 Agreement. <i>Guide Price - £1,000</i>
Powered Two-Wheelers			
Provide parking with secure locking points.	Developer	Prior to opening	Depends on type of anchor used - approx £75 each (x4 = £300).
Public Transport			
Provide information packs – packs to include such things as bus route maps, timetables, links to associated websites and literature promoting travel awareness events.	Developer / TPC	Prior to opening	Refer to 'Walking' section.
Notice board – displaying up to date travel information.	Developer to provide and TPC to maintain.	Prior to opening	Refer to 'Walking' section.
Offer a discount on purchases to those who travel to the site by bus.	TPC	Ongoing	Only administrative costs associated.
Cars			
Provide information packs – packs to include information on benefits of car sharing, details of priority parking spaces for car sharers, details of life share website and car cost calculator.	Developer / TPC	During recruitment and on opening	Refer to 'Walking' section.
Provide suitable taxi pick up / drop off point to provide modal choice.	Developer	Prior to opening	Included within build costs.
Non mode specific measures			
Appoint a travel plan co-	Developer	Prior to opening of	Incorporated within the

Land East of Milverton Road - Garden Centre
Travel Plan

Summary Table of Actions			
Item	Responsibility	Timescale	Approx. Cost
ordinator (TPC) and supply contact details to SCC – duties will be undertaken as part of an existing role.		development	salary of the Customer Service position.
Staff newsletter.	TPC	Quarterly from time of first operation.	£100 pa
Surveys.	TPC	3 months after opening, with results submitted to SCC within 6 months. Further full surveys after 1 year and then at 5 years. Snap shot surveys in the interim.	£500 pa
Permanent ATC loop	Developer / TPC	Prior to opening.	<i>Guide Price - £2,500</i>
Website – provide up to date information on website of the alternative ways to travel to the site.	Developer / TPC	Prior to opening and ongoing.	Only administrative costs associated.
Sustainable Travel Literature – to be available to all at customer services / entrance areas.	TPC	Prior to opening and ongoing.	Only administrative / printing costs associated – same information as in the information packs.
Events – such as 'In Town Without My Car Day' (22 nd September) and Bike Week (June) will be promoted.	TPC	Annually.	Only administrative costs associated.
Keep an issues log – to note barriers faced by staff and visitors using sustainable transport which would be fed back periodically to the local authority.	TPC	Prior to opening and ongoing.	Only administrative costs associated.
Online monitoring using SCC website www.iontravel.co.uk .	Developer / TPC	Prior to opening and ongoing.	Only administrative costs associated.

Table 4-1 Summary of Actions



9 ACTION PLAN

Action Type	Action	Responsibility	Timeframe	Notes
Management	Appointment of site-wide Travel Plan Coordinator (TPC)	Land Owners	Post Morrisons occupation, prior to any other element of the site becoming occupied.	The contact details of the TPC should be passed on to SCC Travel Plan Officer.
	Appointment of tenant TPCs	Individual tenants	Prior to the start of tenancy.	Appointing the TPC prior to occupation will ensure a smooth induction of the Travel Plan.
Baseline Travel Patterns	Baseline travel survey	Site-wide TPC	Within 1 year of occupation of RDC / Within 1 year of occupation of 1 st dwelling (per site) / Within 1 year of occupation of 1 st employment unit.	Survey results will need to be reported back to SCC so targets can be reviewed. The baseline survey represents the Travel Plans Year 0 start point, i.e. the point that implementation occurs.
Travel Plan Document Completion	Travel Plan document completion	Site-wide TPC / tenant TPCs	Within 3 months of the completion of the baseline survey.	This should be completed well before each organisation's Travel Plan launch.
Monitoring, Review &	Monitoring of measures and initiative take-up	Site-wide TPC	On-going	This will involve regular monitoring of vehicle and cycle parking use, car share scheme use, and uptake of other measures implemented.



Action Type	Action	Responsibility	Timeframe	Notes
Reporting	First monitoring travel survey	Site-wide TPC / tenant TPCs	At Year 1	On the first anniversary of the completion of the baseline survey. This will be completed in-house using an SCC approved questionnaire.
	Partial targets and measure review and reporting 1	Site-wide TPC / tenant TPCs and Planning Authority	Following Year 1 snapshot survey result analysis	This will be a partial review focusing on revision of targets and measures where necessary.
	Second staff travel survey	Site-wide TPC / tenant TPCs	At Year 2	On the second anniversary of the completion of the baseline survey. This will be completed in-house using an SCC approved questionnaire.
	Partial target and measure review and reporting 2	Site-wide TPC / tenant TPCs and Planning Authority	Following Year 2 monitoring survey result analysis	This will be a partial review focusing on revision of targets and measures where necessary.
	Fifth monitoring survey	Site-wide TPC / tenant TPCs	At Year 5	On the fifth anniversary of the completion of the baseline survey.
	Full review and reporting	Site-wide TPC, tenant TPCs and Planning Authority	Following Year 5 monitoring survey results analysis	This will be a full review at the end of the 5 year monitoring and review period. The Travel Plan document will be reviewed and revised if necessary. Monitoring will continue for an additional 4 years if targets are not being met.



Action Type	Action	Responsibility	Timeframe	Notes
Implementation	Implementation of measures	Site-wide TPC, tenant TPCs with liaison with Management	From the start of construction and on-going	Dependent on the nature of the measure. Physical measures such as cycle stands, showers and changing facilities will be implemented during construction. Other measures will be implemented on an on-going basis.

5. MEASURES AND ACTION PLAN

Travel Plan Co-ordinator

- 5.1. A fundamental component of any Travel Plan is the Travel Plan Co-ordinator. The Travel Plan Co-ordinator will be required to co-ordinate the implementation of the Travel Plan as set out in this Travel Plan.
- 5.2. It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the Travel Plan Co-ordinator.
- 5.3. The role of the Travel Plan Co-ordinator at the site will be:
- Act as the point of contact;
 - Gather and disseminate sustainable travel information to residents;
 - Evaluate and monitor the Travel Plan;
 - Liaise with SCC; and
 - Encourage residents to become involved and potentially take over the role.
- 5.4. The Travel Plan Co-ordinator will identify realistic opportunities for the growth of a sustainable travel culture. This will be achieved by the following:-
- The production of a Travel Information Packs for issue to new residents;
 - For short distance journeys encouraging people to walk or cycle;
 - Promoting the health benefits of walking and cycling; and
 - Encouraging car sharing.

Action	Person Responsible	Timescale
Appoint a Travel Plan Co-ordinator	Developer	Prior to first occupation for the duration of the Travel Plan monitoring (five years following initial travel survey)

Walking and Cycling

- 5.5. The proposed development would provide links to the existing pedestrian and cycle network in the vicinity of the site. The proposed development would provide on-site cycle parking facilities in accordance with SCC's Countywide Parking Strategy and pre-application discussions with SCC.

Action	Person Responsible	Timescale
Provide direct and convenient links to the existing pedestrian / cycle network	Developer	Prior to first occupation / occupation of each dwelling as appropriate
Provide on-site cycle parking facilities for all dwellings	Developer	Prior to the occupation of each dwelling

Green Travel Voucher

- 5.6. To encourage the use of sustainable travel modes, the Travel Plan Co-ordinator would distribute Green Travel Vouchers. These vouchers could contribute towards costs associated with a season ticket for public transport or cycling/walking equipment.
- 5.7. The Green Travel Voucher would be offered to new residents of each household for a period of 5 years, for a maximum of three tenures per dwelling.

Action	Person Responsible	Timescale
Provide all new residents with a Green Travel Voucher	Travel Plan Co-ordinator	One voucher at each occupation for a period of five years for a maximum of three tenures per dwelling

Car Travel and Reducing the Need to Travel

- 5.8. The most unsustainable mode of transport is the single occupied car and car sharing can result in considerable cost savings. SCC operates a car share scheme, and further information is available at www.carsharesomerset.com. The Travel Plan Co-ordinator would ensure that all residents are advised of the financial savings which can be achieved through car sharing and would ensure that all new residents have details of SCC's car share scheme.
- 5.9. Tele-working / working from home can reduce the need to travel but requires agreement of the employer and the required facilities in place in the home. Internet access is becoming increasingly common in the workplace and allows better communication between work and home. In order to encourage tele-working / working from home at the development, the developer would ensure that each dwelling is provided with the potential to connect to local dial-up or broadband infrastructure.

Action	Person Responsible	Timescale
Provide new residents with details of SCC's car share scheme	Travel Plan Co-ordinator	At each new occupation
Ensure that each dwelling will be provided with the potential to connect to local dial-up or broadband infrastructure	Developer	Prior to each occupation

Marketing Awareness

- 5.10. Details of the Travel Plan would be provided in the developer's marketing brochure. Therefore residents would be informed of alternative modes of travel to/from the site, other than private car, prior to moving in. This information will be updated if opportunities change during the construction of the development.

Action	Person Responsible	Timescale
Refer to the Residential Travel Plan in the site's marketing brochure	Developer	During marketing

Travel Information Pack

5.11. A Travel Information Pack containing a local facilities map, bus timetable information and cycling and walking information will be made available to all new residents. The pack would be produced to a professional marketing standard. The precise content of the Travel Information Pack would be agreed with SCC. The Travel Information Pack would typically include:-

- Details of the most recent bus timetables;
- Maps and information on local walking and cycling routes;
- Information on the SCC car share scheme;
- Details of Green Travel Voucher; and
- Travel Plan Coordinator contract details.

5.12. The Travel Plan Co-ordinator would keep the Travel Information Pack up to date to reflect changes, for example revised bus timetables, and maintain records of distribution.

Action	Person Responsible	Timescale
Provide new residents with a Sustainable Travel Information Pack	Travel Plan Co-ordinator	At each new occupation for a period of five years

6. ACTION PLAN

Phase	Action	Person Responsible	Timescale
Development	Appoint a Travel Plan Co-ordinator	Developer	Prior to first occupation for the duration of the Travel Plan monitoring (five years following initial travel survey)
	Ensure that each dwelling is provided with the potential to connect to local dial-up or broadband infrastructure	Developer	Prior to each occupation
	Provide direct and convenient links to the existing pedestrian / cycle network	Developer	Prior to first occupation / occupation of each dwelling as appropriate
	Provide on-site cycle parking facilities for all dwellings	Developer	Prior to the occupation of each dwelling
	Refer to the Residential Travel Plan in the site's marketing brochure	Developer	During marketing
Operational	Provide new residents with a Green Travel Voucher	Travel Plan Co-ordinator	One voucher at each occupation for a period of five years for a maximum of three tenures per dwelling
	Provide new residents with details of SCC's car share scheme	Travel Plan Co-ordinator	At each new occupation
	Provide new residents with a Travel Information Pack	Travel Plan Co-ordinator	At each new occupation for a period of five years
	Undertake initial travel survey and agree final targets with SCC	Travel Plan Co-ordinator	Once a substantial number of residential units are occupied (50% of the final development)
Monitoring	Review travel information and update Travel Information Pack	Travel Plan Co-ordinator	As required
	Monitor success of Travel Plan measures by undertaking annual follow-up travel surveys	Travel Plan Co-ordinator	Annually for a period of five years following initial travel survey

ACTION PLAN

Action/Objective	By Whom?	By When?	Costs and other Factors	How to measure success?
1.0 HARD MEASURES INCORPORATED INTO THE SITE DESIGN				
Pedestrian/Cycle link through the development as indicated on the layout plan for the local centre	Henry Davidson Developments Bridgwater Ltd (HDDB)	By occupation of 1 st unit.	<i>Medium-High</i> Construct suitable facilities prior to occupation.	Suitable facilities constructed.
Provision of car and motor cycle parking spaces associated with each unit as agreed at planning stage and set out in Section 4.0 Parking Strategy of the Framework Travel Plan (and on BSP drawing 07310-001)	HDDB	By occupation of each unit.	<i>Medium-High</i> Construct suitable facilities prior to occupation.	Suitable facilities constructed.
Provision of cycle parking spaces associated with each unit as agreed at planning stage and set out in Section 4.0 Parking Strategy of the Framework Travel Plan (and on BSP drawing 07310-001)	HDDB	By occupation of each unit.	<i>Medium-High</i> Construct suitable facilities prior to occupation.	Suitable facilities constructed.

2.0 CARE HOME				
Action/Objective	By Whom?	By When?	Costs and other Factors	How to measure success?
2.1 Initiating the Travel Plan				
Appoint Travel Plan Co-ordinator	Care Home Operator	Occupation	<i>Low</i> Appoint Travel Plan Co-ordinator (TPC) & incorporate role into job description	Inform SCC of contact details.
Provide travel option information to staff, users and visitors, along with details of the Framework Travel Plan, summarised in a customised smarter travel information leaflet.	Travel Plan Co-ordinator (TPC)	Occupation of Care Home and ongoing.	<i>Low</i> Time to prepare. Printing and distribution costs.	Information supplied and promoted on information boards. Summarise actions in update report (see below).
2.2 Hard Measures				
Provide lockers, shower and changing facilities	HDDB / Care Home Operator	Occupation	<i>Medium-High</i> Construct suitable facilities prior to occupation.	Suitable facilities constructed.
2.3 Soft Measures and Marketing				
Promotion of sustainable modes of travel on notice boards and Care Homes and/or Moving Forward website, aimed at staff, users and/or visitors as appropriate	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s) (e.g. bus routes, timetables, location of bus stops & cycleway).
Provide staff with information about car sharing and local car share scheme (see www.carsharesomerset.com)	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s).
Offer priority parking spaces for car sharers, and a guaranteed lift homes in emergencies if required to introduce car park management.	Care Home Operator	Occupation	<i>Low</i> Time to prepare policy, and occasional cost of journey home.	Policy in place, car share scheme used by staff.
2.4 Monitoring and Review				
Carry out annual staff travel survey. First survey to be carried out within 6 months of occupation	TPC	Within 6 months of occupation and then annually	<i>Low-Medium</i> Time to organise and collate responses.	40% response rate from staff required. Survey data submitted to SCC

Establish modal split for staff from travel survey data and review performance against modal share targets	TPC	Following completion of travel survey	<i>Low</i> Time to analyse results	Data summarised and submitted to SCC
Review performance of Travel Plan within 6 months of occupation	TPC	As required	<i>Low-Medium</i> Time to review report.	Update Framework Travel Plan and submit to SCC

3.0 PUBLIC HOUSE				
Action/Objective	By Whom?	By When?	Costs and other Factors	How to measure success?
3.1 Initiating the Travel Plan				
Appoint Travel Plan Co-ordinator	Public House Operator	Occupation	<i>Low</i> Appoint Travel Plan Co-ordinator (TPC) and incorporate role into job description	Inform SCC of contact details.
Provide travel option information to staff, users and visitors, along with details of the Framework Travel Plan, summarised in a customised smarter travel information leaflet.	Travel Plan Co-ordinator (TPC)	Occupation of Public House and ongoing.	<i>Low</i> Time to prepare. Printing and distribution costs.	Information supplied and promoted on information boards. Summarise actions in update report (see below).
3.2 Hard Measures				
Provide lockers, shower and changing facilities	HDDB	Occupation	<i>Medium-High</i> Construct suitable facilities prior to occupation.	Suitable facilities constructed.
3.3 Soft Measures and Marketing				
Promotion of sustainable modes of travel on notice boards and Public House and/or Moving Forward website, aimed at staff, users and/or visitors as appropriate	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s) (e.g. bus routes, timetables, location of stops, location of cycleways).
Provide staff with information about car sharing and local car share scheme (see www.carsharesomerset.com)	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s).
Offer priority parking spaces for car sharers, and a guaranteed lift homes in emergencies, if required to introduce car park management.	Public House Operator	Occupation	<i>Low</i> Time to prepare policy and occasional cost of journey home.	Policy in place, car share scheme used by staff.
3.4 Monitoring and Review				
Carry out annual staff travel survey. First	TPC	Within 6 months	<i>Low-Medium</i>	40% response rate from staff

survey to be carried out within 6 months of occupation		of occupation and then annually	Time to organise and collate responses.	required. Survey data submitted to SCC
Establish modal split for staff from travel survey data and review performance against modal share targets	TPC	Following completion of travel survey	<i>Low</i> Time to analyse results	Data summarised and submitted to SCC
Review performance of Travel Plan within 6 months of occupation	TPC	As required	<i>Low-Medium</i> Time to review report.	Update Framework Travel Plan and submit to SCC

4.0 CONVENIENCE STORE				
Action/Objective	By Whom?	By When?	Costs and other Factors	How to measure success?
4.1 Initiating the Travel Plan				
Appoint Travel Plan Co-ordinator	Convenience Store Operator	Occupation	<i>Medium</i> Appoint Travel Plan Co-ordinator (TPC) and incorporate role into job description	Inform SCC of contact details.
Provide travel option information to staff, users and visitors, along with details of the Framework Travel Plan, summarised in a customised smarter travel information leaflet.	Travel Plan Co-ordinator (TPC)	Occupation of Convenience Store and ongoing.	<i>Low-Medium</i> Time to prepare. Printing and distribution costs.	Information supplied and promoted on information boards.
4.2 Soft Measures and Marketing				
Promotion of sustainable modes of travel aimed at staff, users and visitors as appropriate, on notice boards within each unit (prominently displayed in a location in store for customers and staff) and on store and/or Moving Forward website.	TPC	Ongoing	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s) (e.g. bus routes, timetables, location of stops, location of cycleways).
Provide staff with information about car sharing and local car share scheme (see www.carsharesomerset.com)	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s).
Offer priority parking spaces for car sharers, and a guaranteed lift homes in emergencies	Convenience Store Operator	Occupation	<i>Low</i> Time to prepare policy and occasional cost of journey home.	Policy in place, car share scheme used by staff.

5.0 RETAIL UNITS				
5.1 Initiating the Travel Plan				
Appoint Travel Plan Co-ordinator	Individual Operator of Each retail Unit	Occupation	<i>Medium</i> Appoint Travel Plan Co-ordinator (TPC) and incorporate role into job description	Inform SCC of contact details.
Provide travel option information to staff, users and visitors, along with details of the Framework Travel Plan, summarised in a customised smarter travel information leaflet.	Travel Plan Co-ordinator (TPC)	Occupation of each Retail Unit and ongoing.	<i>Low-Medium</i> Time to prepare. Printing and distribution costs.	Information supplied and promoted on information boards.
5.2 Soft Measures and Marketing				
Promotion of sustainable modes of travel aimed at staff, users and visitors as appropriate, on notice boards within each unit (prominently displayed in a location in store for customers and staff) and on store and/or Moving Forward website.	TPC	Ongoing	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s) (e.g. bus routes, timetables, location of stops, location of cycleways).
Provide staff with information about car sharing and local car share scheme (see www.carsharesomerset.com)	TPC	Occupation	<i>Low</i> Time to prepare. Printing and distribution costs.	Information posted on information boards and website(s).
Offer priority parking spaces for car sharers, and a guaranteed lift homes in emergencies	Individual Operator	Occupation	<i>Low</i> Time to prepare policy and occasional cost of journey home.	Policy in place, car share scheme used by staff.

6.0 RESIDENTIAL UNITS				
6.1 Soft Measures and Marketing				
Information regarding sustainable modes of travel provided in 'starter packs' for each residential dwelling, and on website (if applicable)	HDDB	By occupation of each dwelling.	<i>Low Time to prepare. Printing and distribution costs.</i>	Starter Pack provided in each dwelling