

A Development Consent Order Application by  
**Ashfield Land Management Limited and Gazeley GLP**  
**Northampton s.à.r.l.**

In respect of  
**Rail Central**

**DRAFT Framework Travel Plan**

February 2018



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## EXECUTIVE SUMMARY

This Framework Travel Plan (FTP) has been prepared by Transport Planning Associates (TPA) on behalf of Ashfield Land Limited and Gazeley GLP Northampton s.a.r.l, in order to support the sustainable operation of the proposed Strategic Rail Freight Interchange (SFRI), known as Rail Central.

Ashfield Land Limited proposes to develop land to the south of Northampton for a development comprising up to 687,483sq.m (7.4M sq.ft) Gross Internal Area (GIA) of high bay warehousing with ancillary offices.

This Framework Travel Plan forms an obligation to promote sustainable travel and will be referenced within the Requirements associated with the development.

The site is situated near to existing public transport corridors which provide the opportunity to reduce the number and length of in commuting vehicular trips by enabling people to live close to where they work, and in particular within Northampton.

The development will also provide additional services and amenities including shops, cafes and bus stops, and will provide the opportunity for future residents to walk, cycle or use public transport to and from the site.

This FTP sets out in detail the commitments that the developer and occupiers will deliver as part of the development proposals.

The measures and initiatives set out in the FTP are intended to deliver the lowest practical level of car use to, from and within the development, as well as providing high quality and easy to use opportunities for alternative modes of transport. These actions will contribute directly to the achievement of modal shift outlined in the Targets and Outcomes Section.

# 1 INTRODUCTION

- 1.1 This Framework Travel Plan (FTP) has been prepared by Transport Planning Associates (TPA), on behalf of Ashfield Land Limited. It supports the sustainable operations of a proposed Strategic Rail Freight Interchange (SRFI), known as Rail Central. The site is located to the south of Milton Malsor, to the north of the West Coast Main Line (railway line), to the west of the Northampton Loop (railway line) and to the east of the A43 trunk road. The M1 Motorway is located around two kilometres to the north.
- 1.2 The site is considered to be optimally located next to rail and trunk road infrastructure. The proposed SRFI will be progressed as a Nationally Significant Infrastructure Project (NSIP) and as such an application for the scheme will be taken through the Development Consent Order (DCO) process.
- 1.3 Northamptonshire County Council (NCC) do not hold specific thresholds for Travel Plans, however Paragraph 36 of the National Planning Policy Framework (NPPF) sets out that all developments which generate significant amounts of transport movement should be required to provide a Travel Plan.
- 1.4 NCC's Commercial Development Travel Plan guidance provides a template which sets out the expected structure and content of Commercial Travel Plans in order to reach agreement and approval with NCC. The template set out within the document follows guidance set out within the Department for Transport (DfT) document 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process.'
- 1.5 The FTP and associated measures and initiatives will be delivered and monitored by a Management Company on behalf of the end occupier(s). Staff 'Travel to Work' surveys will be carried out to confirm employee travel patterns and a permanent Automatic Traffic Counter (ATC) will be installed at site accesses in order to confirm vehicle size and movements, including freight, from the outset in order to assess and agree the initial modal share targets contained in the TP. The FTP will address visitor travel as well as staff travel.
- 1.6 The FTP forms a legal obligation to promote sustainable travel and will provide the basis for full Travel Plans, which will be delivered individually, once the end occupiers are known. By consolidating all land uses into one FTP at this stage, a clear link between measures and initiatives can be identified and resources can be shared where appropriate.
- 1.7 The full Travel Plans will continually evolve over time, and will monitor and review the travel targets on a regular basis. The initiatives, measures and targets may all be subject to change during the monitoring and review process in agreement with NCC and with reference to NCC's 'Commercial Development Travel Plan' guidance.

## Policy and Guidance

- 1.8 This FTP has been developed with reference to the following documents where appropriate:
- (i) National Planning Policy Framework (2012);
  - (ii) National Planning Practice Guidance (2014);
  - (iii) The Essential Guide to Travel Planning, published by DfT (2008);
  - (iv) Northamptonshire Transport Plan (2012);
  - (v) Northamptonshire Smarter Travel Choices Strategy (2013);
  - (vi) Commercial Development Travel Plan – Template for Developers, Northamptonshire County Council (2011);
  - (vii) Northamptonshire Bus Strategy (2013);
  - (viii) Northamptonshire Cycling Strategy (2013);
  - (ix) Northamptonshire Parking Strategy (2013);
  - (x) Northamptonshire Walking Strategy (2013); and
  - (xi) South Northamptonshire Local Plan (2016).
- 1.9 In summary, the main thrust of recent national and local policy guidance is to:
- (i) make effective and efficient reuse of land;
  - (ii) reduce car dependency;
  - (iii) make walking and cycling trips easier; and
  - (iv) encouraging public transport trips.

### **Northamptonshire Transportation Plan**

- 1.10 The Vision of the Northamptonshire Transportation plan is to make the area more sustainable by reducing carbon emissions and encouraging the use of more sustainable transport that is relatively fast and accessible to everyone.

#### Northamptonshire Smarter Travel Choices Strategy

- 1.11 The aim of the Smarter Travel Choices Strategy is to help people reduce their car use by providing high quality, accurate and accessible information, while incentivising and enhancing the alternatives to driving alone.

### Northamptonshire Bus Strategy

- 1.12 The aim of the Northamptonshire Bus Strategy is to increase the attractiveness of bus travel to encourage modal shift. The six objectives are – creating a transport system that supports growth; maintains safe, successful, cohesive and sustainable communities; provide information on the travelling options available to the people of Northamptonshire; create a transport system that supports economic growth; deliver a transport system that is environmentally sustainable on the built, natural and historic environment; and be clear about funding priorities.

### Northamptonshire Walking Strategy

- 1.13 The aim of the Strategy is to improve the pedestrian environment and encourage more people to walk for short utility journeys, particularly for journeys to school, public transport interchanges, other short trips and recreation to enable modal shift. The objectives of the strategy are: provide a safe and direct route to facilities; improve the quality and attractiveness of pedestrian environment; reduce road casualties; improve the accessibility to the transport system and make it more inclusive; and promote health, economic and environmental benefits of walking.

### Northamptonshire Cycling Strategy

- 1.14 The aim of the Cycling Strategy is to increase the number of people choosing to travel by bicycle for trips under five miles through a combination of improvements to the on and off-road cycling environment, promotion and training.

### Northamptonshire Parking Strategy

- 1.15 The aims of the Parking Strategy include appropriate parking standards that have effective parking management; engaging communities to manage parking appropriately; introducing parking standards to fit the needs of the people and encourage the use of sustainable transport modes; minimising the impact of parking on the highway network; reducing the impacts of parking on the local environment; and parking management that has a potential to generate income.

## Contents

1.16 This report addresses the following FTP aspects:

- (i) scope and objectives;
- (ii) a local sustainable travel assessment;
- (iii) the initiatives and measures to promote accessibility by non-car modes of travel;
- (iv) trip rates used and modal share targets over a period of time;
- (v) TPC details and requirements;
- (vi) requirements for monitoring and reviewing targets through dissemination of information including surveys of staff travel habits and ATC data;
- (vii) TP bonding, if the developer fails to implement the agreed measures and the Plan does not meet its targets; and
- (viii) identifying when TP measures take effect.

## 2 SCOPE AND OBJECTIVES OF THE TRAVEL PLAN

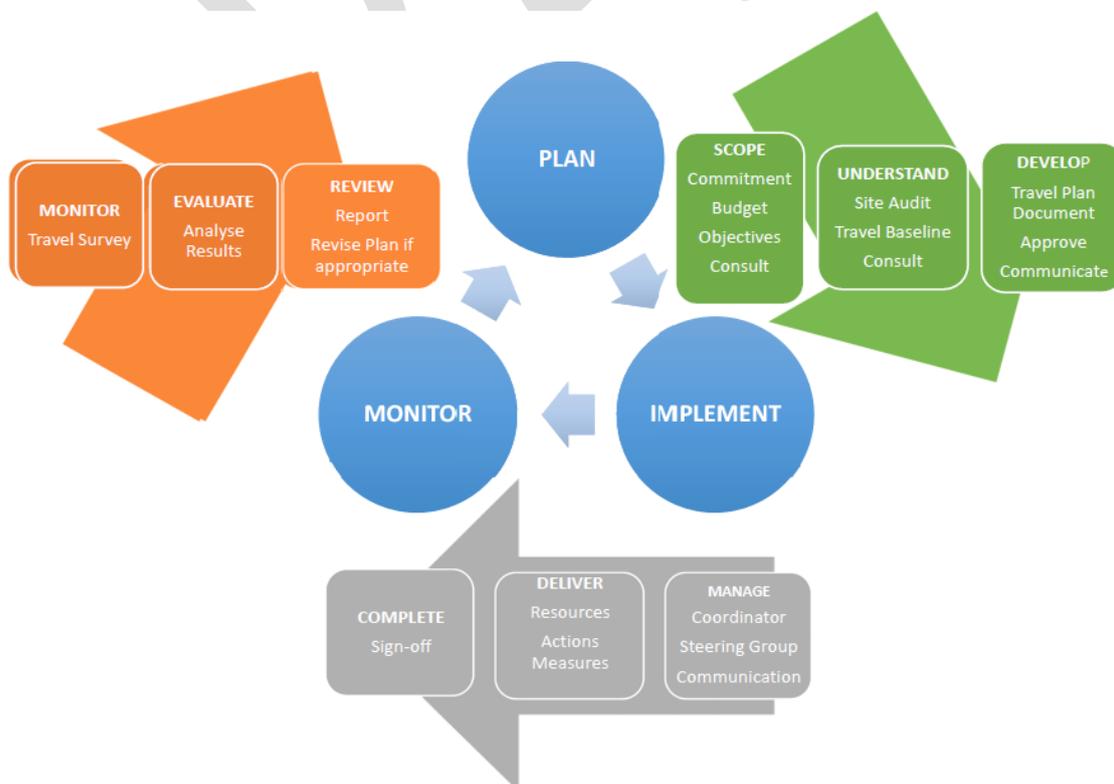
### Benefits of the Travel Plan

2.1 Travel Plans present the opportunity to raise awareness of the consequences of travel choices, the benefits of alternatives and the opportunity to minimise the impact of motorised travel on the environment. It is intended that this FTP will benefit the following elements of the occupying organisation’s business activities:

- (i) the individual - through improved health, reduced stress and cost savings;
- (ii) the workplace - through a healthier, more motivated workforce, reduced congestion and improved access for employees and visitors;
- (iii) the community - by the organisation(s) demonstrating its commitment to environmental priorities and setting an example to others; and
- (iv) the environment - through improved local air quality with less noise, dirt and fumes, which can contribute to other national and global improvements.

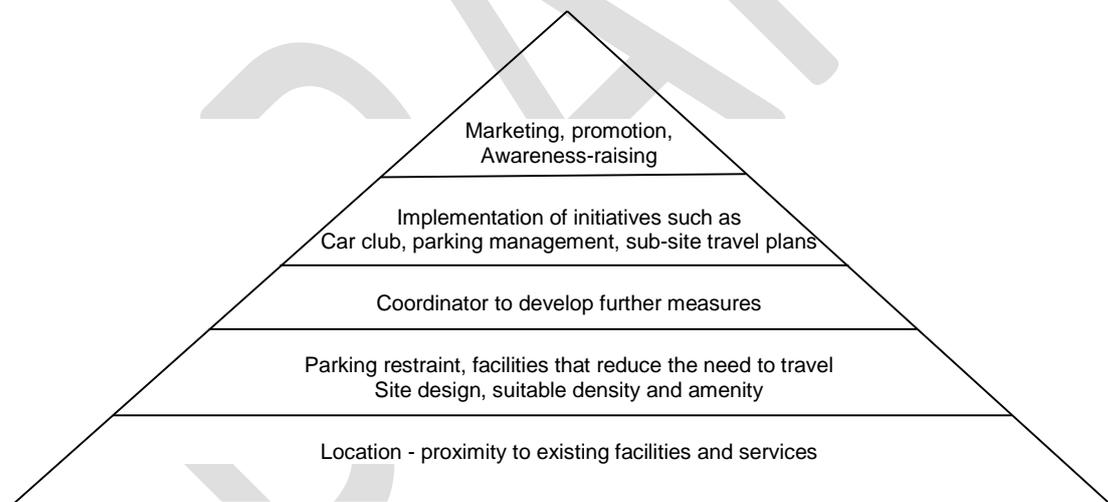
2.2 The FTP is more than a document, it is a process that is managed and follows the classic management system process of ‘Plan, Do, Review’. In this case it is termed “Plan, Implement, Monitor” and the process is illustrated in **Plate 2.1**.

Plate 2.1 - The Travel Plan Process



- 2.3 An effective Travel Plan will be managed as a planned, implemented and monitored process, by:
- being site specific – every site is unique and the measures will be determined by the opportunities and constraints of the site itself, the nature of uses and occupation, the location of other facilities and the existing public transport provision;
  - providing a combination of hard measures (e.g. site design and improved sustainable infrastructure) and soft measures (e.g. provision of information and incentives);
  - providing a holistic package of measures that are integrated with one another and the development and its marketing and promotion; and
  - providing individual occupier Travel Plans that are cohesive with one another in terms of marketing and promotion.
- 2.4 The principles of what makes an effective Travel Plan are depicted in the Travel Plan Pyramid diagram in **Plate 2.2**. The foundation is its location, with each element of the FTP building upon that. The pyramid is not complete without promotion and marketing to ensure that communication with all those affected is undertaken effectively and consistently.

Plate 2.2 – Travel Plan Pyramid



- 2.5 This FTP has been designed in order to ensure that the five tiers of the Travel Plan pyramid are considered and reflected in the desired outcomes of this document. This FTP meets the bottom tier of the pyramid by ensuring that the necessary infrastructure is put in place to encourage and provide access to nearby residential areas, necessary services, facilities and amenities which are accessible from the site by walking, cycling and public transport.
- 2.6 The proposed site promotes walking and cycling which is a necessity of the pyramid's second tier.
- 2.7 The third tier of the pyramid is met as the FTP sets out the requirements for, and duties of, a Travel Plan Coordinator (TPC) to implement and operate the FTP.

- 2.8 The TPC will play an integral role in the development of hard and soft measures for influencing residents and visitors travel behaviour to satisfy the requirements of the fourth tier.
- 2.9 The TPC will be continuously raising awareness of the plan to employees through various means of promotion and marketing as required by the fifth and final tier of the pyramid.
- 2.10 It is concluded that this FTP satisfies all of the necessary levels of the Travel Plan pyramid and will promote sustainable travel as part of the development proposal.

### Objectives of the Travel Plan

- 2.11 The key objectives of the FTP are as follows:
- (i) to reduce the overall amount of car travel, particularly sole use;
  - (ii) to minimise HGV movements associated with the site and its operations;
  - (iii) to increase the use of sustainable transport; and
  - (iv) to promote a healthier lifestyle for employees, visitors and the wider community.
- 2.12 The FTP is a dynamic process that will evolve over time in accordance with the changing circumstances of the SRFI and its environment. As such, it is not a one-off process to be undertaken and completed; rather it is the start of a managed approach, which takes responsibility for travel and its impacts.
- 2.13 The initial targets set out in **Section 4** of this document are considered a 'starting point' for the individual Travel Plans to be prepared. As such the modal share targets are expected to continually evolve over the years of occupation and will be actively monitored and reviewed on a regular basis by the TPC (see **Section 7**). Ultimately, it is for the occupying organisations to decide the best methods to meet the targets, in consultation and agreement with NCC (the council). Ultimately, the targets may be adjusted if the FTP is working well or if the targets are not met.
- 2.14 The objective will always be to maximise sustainable travel as far as practical. The initiatives and measures described in **Section 7** may be revisited if they are found to be failing to meet the modal share targets.

### 3 EXISTING SITE CONDITIONS

#### Locational Characteristics

- 3.1 The site is located to the east of the A43 between the villages of Milton Malsor to the north and Blisworth to the south, within the district of South Northamptonshire. In its wider context, the site is situated approximately 20 kilometres northwest of Milton Keynes and six kilometres south of Northampton.
- 3.2 The site is bound by the A43 to the west, the Northampton Loop Railway Line to the east, West Coast Main Line to the south and Gayton Road to the North.
- 3.3 The site itself comprises a total of 250ha and consists of large-scale farmland, with some smaller scale pastoral fields in the north east corner of the site.
- 3.4 The surrounding area is generally of a rural nature with the exception of Northampton to the north. However, the area is well served with good transport links, including the M1 and M6 motorways approximately 2.5 kilometres to the north and 32 kilometres to the northwest respectively, and the West Coast Main Line passing through the region.
- 3.5 The site is located directly adjacent to the A43 whilst the A5 is located seven kilometres to the south. The A45 is located approximately 3.6 kilometres to the north east and 7.4 kilometres to the north west of the site.
- 3.6 The villages of Milton Malsor and Blisworth are located approximately 1,200 and 1,500 metres to the south and north of the site respectively. This equates to an approximate 15 to 19 minute walk based upon an average walking speed of 80 metres per minute<sup>1</sup> and up to a five minute cycle ride based upon an average cycling speed of 320 metres per minute<sup>2</sup>. It is not considered that local topography would materially affect walking and cycling speeds in this location.

#### Existing Strategic Road Network

- 3.7 The local highway network is illustrated on **Figure 3.1**. The local roads in the vicinity of the site are generally subject to a 30mph speed limit throughout the villages of Milton Malsor and Blisworth, however the A43 and Northampton Road / Towcester Road are subject to the national speed limit of 60mph. The roads are generally not lit except where they pass through the villages of Milton Malsor and Blisworth.

<sup>1</sup> 'Providing for Journeys on Foot' IHT (2000)

<sup>2</sup> Transport Note 2/08 'Cycle Infrastructure Design', published by the DfT in October 2008.

*A43 Trunk Road*

3.8 The A43 is designated as a trunk road and is a dual carriageway between the M40 and the M1 passing immediately west of the site. The A43 is subject to the national speed limit. The A43 meets the M1 motorway at Junction 15A approximately two kilometres north of the site, immediately south of Northampton. The A43 meets the A45 at a signalised roundabout junction in east Northampton approximately 9.2 kilometres north east of the site and continues to Kettering as a single carriageway. From Kettering to Stamford the A43 continues as a dual carriageway.

3.9 Approximately seven kilometres south of the site the A43 bypasses Towcester where it meets the A5 at a signalised roundabout junction, known locally as Tove. A further 1.3 kilometres south the A43 forms part of another signalised roundabout junction known as Abthorpe.

*M1 Motorway*

3.10 The M1 Motorway can be accessed at Junction 15A via the A43, approximately two kilometres to the north of the site, where Northampton Services are located. Junction 15A comprises a pair of dumbbell roundabouts with a bridge over the M1 and associated slip roads. The M1 motorway, which connects London to Leeds, is a managed motorway and observes variable speed limits.

3.11 Access to the M1 can also be taken via Junction 15, which comprises a dual roundabout grade separated junction and is located approximately four kilometres south east of Junction 15A. Approximately 5.4 kilometres north west of Junction 15A, the M1 can be accessed via Junction 16 which comprises a roundabout junction with the A4500 and the A45.

*A5 Trunk Road*

3.12 The A5 is a designated trunk road located approximately seven kilometres to the south of the site, providing a strategic route between Hertfordshire and Birmingham and a diversion route for the M1. It connects to the A43 via a signalised roundabout junction, known locally as Tove, approximately seven kilometres south of the site. It comprises a single carriageway and is subject to 60mph speed limit outside of residential areas.

*A45 Trunk Road*

- 3.13 The A45 is a designated trunk road which connects Birmingham to Thrapston via Northampton. The A45 links to the M1 motorway at Junction 16, approximately eight kilometres west of the site and at Junction 15, approximately three kilometres east of the site. From Junction 15, the A45 comprises a dual carriageway and meets the A428 at a signalised roundabout junction, known locally as the Barnes Interchange, approximately 5.3 kilometres north east of Junction 15. From Junction 16 the A45 provides access to Brackmills Industrial Estate via a signalised roundabout junction. The carriageway measures approximately seven metres wide and comprises one lane in each direction. The A45 is generally subject to the national speed limit outside of residential areas.

**Existing Local Highway Network***Towcester Road / Northampton Road*

- 3.14 Towcester Road / Northampton Road runs north to south through the centre of the site, connecting the villages of Milton Malsor and Blisworth. Towcester Road is the northern section of the road, which becomes Northampton Road approximately 600 metres south of the junction with Rectory Lane. To the north of Milton Malsor, Towcester Road continues to link with Northampton Town Centre, approximately 6.5 kilometres to the north. To the south of the site, Northampton Road links to High Street and Courteenhall Road in Blisworth via a priority junction arrangement. Towcester Road links to the A43 via a priority junction arrangement approximately 1.7 kilometres south west of Blisworth.
- 3.15 The carriageway is approximately seven metres wide in the vicinity of the site. A change in the speed limit occurs approximately 275 metres south of the junction with Rectory Lane. The road is subject to a 40mph speed limit north of this point and a 60mph speed limit to the south. This 60mph speed limit is reduced to a 30mph speed limit as Northampton Road enters Blisworth, approximately 150 metres north of the junction with High Street and Courteenhall Road.
- 3.16 A footway measuring between approximately 1.2 and two metres wide is provided on the western side of the carriageway between the two villages.

*A508*

- 3.17 The A508 runs approximately three kilometres to the east of the site between Market Harborough and Milton Keynes, via central Northampton. The road is approximately five metres wide with one lane in each direction and is subject to the national speed limit outside of residential areas.

*A4500*

- 3.18 The A4500 runs approximately 5.4 kilometres north of the site from central Northampton to the M1 motorway at Junction 16. The A4500 is approximately six metres wide with two lanes in each direction for its rural extent. The route is subject to a 60mph speed limit which reduces to 50mph on approach to a roundabout junction with Sandy Lane. It is reduced to one lane in each direction after 6.2 kilometres for its urban extent. The speed limit reduces to 40mph at the roundabout with Tolgate Way and the A5076, and then reduces to 30mph a further 520 metres east.

*A5199*

- 3.19 The A5199 is located approximately nine kilometres to the north of the site. It connects Leicester to Northampton via a priority junction with the A508, approximately 8.4 kilometres north of the site. The A5199 is approximately six metres wide with one lane in each direction and is subject to the national speed limit outside of residential areas.

*A5076*

- 3.20 The A5076 forms part of the Northampton outer ring road and comprises two unconnected sections of carriageway. To the south east of central Northampton, the A5076 comprises a dual carriageway observing speed limits of 40 and 50 mph. Each carriageway measures approximately 7.5 metres in width. To the north, the A5076 comprises sections of single and dual carriageway and is subject to a 40mph speed limit.
- 3.21 The A5076 adjoins the A45 / A508 roundabout, known locally as the Queen Eleanor roundabout, to the south of Northampton and the roundabout junction with the A4500 to the west of Northampton. The A5076 / A5123 / Upton Valley Way East roundabout links the southern and western sections of the A5076. Along the southern section, the A5076 routes across two roundabout junctions, one with Towcester Road and another with Hunsbury Hill Road
- 3.22 The A5076 adjoins the A508 via a priority junction and routes to the roundabout with the A43, known locally as Lumbertubs Way, which connects the northern and eastern sections.

## A428

- 3.23 The A428 connects Bedford with Northampton. Within Northampton town centre, the A428 adjoins the A4123 and Derngate at a signalised crossroads junction approximately six kilometres north of the site. Approximately 330 metres east of the signalised crossroads junction, the A428 forms part of a staggered crossroads with Becketts View and Nunn Mills Road before continuing east to the signalised roundabout junction with the A45 (Barnes Meadow Interchange). The road comprises of between one and three eastbound lanes and up to two westbound lanes and is subject to both 30mph and 40mph speed limits.

## Existing Pedestrian, Cycle and Equestrian Facilities

### *Footways and Footpaths*

- 3.24 Pedestrian infrastructure within the vicinity of the site is illustrated on **Figure 3.1**.
- 3.25 Footways are generally provided on both sides of roads within the villages of Milton Malsor and Blisworth. A pedestrian connection between the two villages is provided via a continuous footway measuring between 1.2 and two metres wide on the western side of Towcester Road / Northampton Road. This footway continues on Towcester Road to the north of Milton Malsor to tie in with the network of footways in Northampton to the north. The majority of this route is illuminated with the exception of a 1.2 kilometre section south of the Towcester Road / Rowtree Road junction.
- 3.26 A footway is present along Rowtree Road for its full extent, alternating between the northern and southern sides of the carriageway. Dropped kerb pedestrian crossing points are provided over junctions on this route.

### Public Rights Of Way

- 3.27 There is a comprehensive network of Public Rights of Way (PROWs) in the vicinity of the site, as illustrated on **Figure 3.1**.
- 3.28 The towpath, (PROW BG1 and HW17) comprising a mixture of tarmac and fine gravel sections, runs alongside the Grand Union Canal and locally links Blisworth with west and central Northampton. Milton Malsor also links to this route via PROWs KX5 and KX16 to the west of the village.
- 3.29 PROW KX16 / RD12 is a footpath which runs south west to north east across the site between Blisworth Marina adjacent to the A43 and Gayton Road approximately 200 metres west of the junction with Towcester Road.
- 3.30 KX13 / RD1 is a footpath which runs south west to north east between Courteenhall Road in Blisworth to High Street in Collingtree. It crosses the West Coast Main Line via a footbridge and passes beneath the M1 motorway via an underpass.

- 3.31 KX15 / RD22 is a footpath which runs north to south from Barn Lane to Courteenhall Road to the east of Blisworth.
- 3.32 KX1 is a bridleway which runs south west to north east from Gayton Road approximately 70 metres east of North Street to Towcester Road approximately 250m south of Rowtree Road. KX2 footpath links to KX1 immediately south of the M1 motorway. From Milton Malsor a PROW footpath, KX5, links to KX1.
- 3.33 KX5 is a footpath that runs adjacent to the A43 west of Milton Malsor and links to Towcester Road immediately north of the M1 motorway. This links with footpath KX2 immediately south of the M1 motorway.
- 3.34 There is an additional footpath (KX13) running from the M1 motorway through the south east of the site. This provides access from the south-east of the site to Blisworth. The footpath measures approximately 1.8 kilometres from the eastern edge of the site to Blisworth.

#### *Cycleways*

- 3.35 Segregated cycling infrastructure is limited within the immediate vicinity of the site. On-road cycle lanes of approximately one metre width are provided along both sides of the Rowtree Road carriageway and a segregated footway and cycleway is located to the north of the A5076 carriageway.
- 3.36 The local highway network in the vicinity of the site is generally flat or of a shallow gradient, and is considered suitable for use by cyclists.

#### *Bridleways*

- 3.37 There are no bridleways located within the vicinity of the site.

### **Public Transport**

#### Existing Local Buses Services

- 3.38 The closest bus stops to the site are located on Northampton Road adjacent to the business park approximately 400 metres north of the West Coast Main Line. The bus stops comprise a pole and flag with timetable information and a bench at both stops. A bus shelter is provided at the northbound stop.
- 3.39 Additional bus stops are located on Northampton Road opposite and adjacent to Station Road to the south of the site approximately 100 metres south of the West Coast Main Line. The business park and Station Road stops are served by the same bus services.

3.40 The bus operators serving these stops are Uno and Stagecoach Northamptonshire. The stops are served by the 86, 88, 89 and X89 buses which provide access to Northampton, Milton Keynes, Towcester and Brackley.

3.41 Bus service details and timetable information at the bus stops identified above have been obtained from the service providers, and are presented in the **Table 3.1** below and the local bus routes are illustrated on **Figure 3.2**.

Table 3.1 – Summary of Bus Services from Northampton Road (Opposite Business Park)

Service	Route	Monday to Friday			Saturday			Sunday		
		First Bus	Frequency (minutes)	Last Bus	First Bus	Frequency (minutes)	Last Bus	First Bus	Frequency (minutes)	Last Bus
86 <sup>1</sup>	Towcester / Stony Stratford to Northampton (via Roade)	0733	120-180 (five services)	1737	0733	120-180	1737	No Service		
	Northampton to Towcester / Stony Stratford (via Roade)	0919	120 (five services)	1823	0919	120 (five services)	1823			
88 <sup>2</sup>	Brackley to Northampton (via Silverstone and Towcester)	0752	2 AM services and 2PM services	1937	0752	2 AM services and 2 PM services	1941	0932	90	1832
	Northampton to Brackley (via Towcester and Silverstone)	0815/0821	1 AM service	-	0633	1 AM service	-	1023	90	1923
89 <sup>2</sup>	Milton Keynes to Northampton (via Deanshanger and Towcester)	0702	3 AM services and 3 PM services	2113	0817	2 AM services and 2 PM services	2013	No service		
	Northampton to Milton Keynes (via Towcester and Deanshanger)	0649	2 AM services and 4 PM services	1835	0649	2 AM services and 4 PM services	1835			
X89 <sup>2</sup>	Milton Keynes to Northampton (via Deanshanger and Towcester)	1122	60	1745	1122	60	1745	No service		
	Northampton to Milton Keynes (via Towcester and Deanshanger)	0912	60	1412	0912	60	1412			

1 – Operated by Uno

2 – Operated by Stagecoach

3.42 Northampton Bus Station, also known as North Gate Bus Station, consists of 14 departure bays with 12 on its western side and two on its southern side. A further eight bays for southbound journeys out of Northampton are located on the Drapery immediately adjacent to the bus station, also known as Northampton Bus Interchange. Within the bus station are facilities including a café, convenience store and toilets.

- 3.43 Travelling between Northampton bus station and the site takes between approximately 18 and 23 minutes depending on the service used. From Northampton bus station, bus services link to locations including Bedford, Kettering, Leicester, Rugby and Wellingborough.
- 3.44 Bus service 86 provides a service between Northampton and Towcester from 0733 until 1738 every two to three hours, Monday to Friday. On a Saturday the bus service runs from 0733 until 1415. This service runs through Milton Malsor, east through Collingtree and north along the A45 to the bus interchange, with an approximate journey time of 18 minutes between Northampton Road and Northampton Bus Interchange.
- 3.45 Bus 88 provides four services a day, Monday-Saturday, between Brackley and Northampton and a 90 minute service on a Sunday between 0923 and 1832. Between Northampton and Brackley, one morning service runs Monday to Saturday and a 90 minute service between 1023 and 1923.
- 3.46 Bus services 89 and X89 provide hourly services between Northampton and Milton Keynes. The 89 service runs during the morning between 0748 and 1020 and in the evening between 1858 and 2113 and the X89 service runs during the day between 1122 and 1742.
- 3.47 The 88, 89 and X89 services route towards Northampton along Towcester Road / Northampton Road passing through Blisworth and Milton Malsor. These services route through the residential areas of East Hunsbury along Rowtree Road in south Northampton before continuing to Northampton bus station. The service takes approximately 23 minutes Northampton Road (opposite bus stop) and Northampton Bus Interchange.
- 3.48 Currently, services 88, 89 and 89X provide a combined service at an approximate 30 minute frequency and the Northamptonshire Bus Strategy indicates that bus services 88 and 89 are anticipated to be operating every 15 minutes by approximately 2026 to 2031.

#### Existing Local Passenger Rail Services

- 3.49 Northampton Railway Station is located approximately eight kilometres to the north of the site in Northampton. Northampton Railway Station is located on the main rail network between London and Birmingham. The line is served by London Midland and Virgin Trains.
- 3.50 The railway services operating from Northampton Railway Station are summarised in **Table 3.2** below.

Table 3.2 – Northampton Rail Services

Destination	Direction	Monday to Friday			Saturday			Sunday		
		First Train	Frequency (minutes)	Last Train	First Train	Frequency (minutes)	Last Train	First Train	Frequency (minutes)	Last Train
London Euston (via Milton Keynes, Bletchley and Leighton Buzzard)	To	0415	20-30	2335	0515	20-30	2330	0753	30	2300
	From	0534	20-30	0134	0534	5-35	0015	0654	30	2334
Birmingham (via Rugby and Coventry)	To	0516	10-20	2335	0555	10-30	2255	0926	60	2252
	From	0545	20	2310	0614	20	2254	0914	30-60	2300

3.51 During the daytime there are approximately three trains per hour in each direction Monday to Sunday between Northampton and London Euston. In the evenings there are approximately two trains per hour in each direction.

3.52 There are approximately three trains per hour in each direction between Northampton and Birmingham New Street during the day time and approximately two trains per hour in the evening in each direction.

#### Accessible Locations by Sustainable Modes of Travel

3.53 **Table 3.3** provides a summary of key locations accessible from the site by sustainable modes of travel, within 90 minutes overall travel time. This incorporates changeover time and includes travelling by bus, train and on foot.

3.54 As previously mentioned, the bus stop adjacent to the business park along Northampton Road is the closest bus stop to the site and is approximately 400 metres from the centre of the site. Based on the average walking speed it is approximately five minutes from the centre of the site.

3.55 To provide a robust assessment of locations from the site, this has been reviewed in the evening peak hour leaving the site at 1700.

Table 3.3 – Accessible Locations by sustainable Modes of Travel

Start Location	Bus Service	Travel Time (minutes)	Changeover	Time (minutes)	Method of Travel	Travel Time (minutes)	Final Destination	Overall Travel Time (approx. minutes)
Proposed Site	86	7	Watering Lane, Collingtree	11	Bus (X7)	38	Milton Keynes	47
Proposed Site	X89	16	Toys R Us, Northampton	9	Train	21	Rugby	58
Proposed Site	X89	23	Northampton Bus Interchange	10	Bus (X4)	34	Wellingborough	62
Proposed Site	X89	60	-	-	-	-	Milton Keynes	73
Proposed Site	86	18	Northampton Bus Interchange	7	Bus (D3)	60	Daventry	85
Proposed Site	86	18	Northampton Bus Interchange	10	Bus (X4)	57	Kettering	86

#### Accessibility of the Development Site

- 3.56 It is concluded considering its location is in a rural setting, the site is accessible by number of transport modes and provides the opportunity for local staff to walk or cycle and use local public transport services.

## 4 TARGETS AND INDICATORS

### 2011 Census Mode Shares

- 4.1 At the request of officers at HE and NCC, **Table 4.1** shows a comparison between the modal shares of residents living in Blisworth and Milton Malsor, and employees at Pineham Park<sup>3</sup> and Daventry International Rail Freight Interchange (DIRFT)<sup>4</sup> at the request of officers at HE and NCC.

Table 4.1 Summarised 2011 Census Mode Shares

Method of Travel to Work	Blisworth	Milton Malsor	Pineham Park	DIRFT
Total Vehicles*	85.9%	86.3%	74.9%	80.9%
(Single Occupancy Vehicles)	(81.6%)	(82.8%)	(63.3%)	(65.9%)
(Car Share)	(8.6%)	(6.9%)	(23.2%)	(30.0%)
Public Transport (incl. Taxi)	1.6%	6.4%	8.4%	1.1%
Walking	6.6%	3.0%	2.1%	1.1%
Cycling	1.4%	0.4%	2.7%	1.5%
Other	0.2%	0.4%	0.3%	0.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<p><i>Note: Figures are subject to rounding</i>  <i>* Total vehicles are equal to Single Occupancy Vehicles and 50 percent of Car Share</i></p>				

- 4.2 The Census data in **Table 4.1** confirms that Blisworth and Milton Malsor have relatively similar proportions of single occupancy vehicles (81.6 percent and 82.8 percent, respectively), although DIRFT and Pineham Park are lower at 65.9 percent and 63.3 percent, respectively. The Blisworth and Milton Malsor Census mode shares are therefore considered to be the most comparable to the Development Site.
- 4.3 It also shows that that the proportion of trips by car sharing is significantly higher at Pineham Park (23.2 percent) and DIRFT (30.0 percent) than at Blisworth (8.6 percent) and Milton Malsor (6.9 percent).
- 4.4 These differences in proportions of modal share could be due to Pineham Park and DIRFT being large employment areas where many employees would work the same shift patterns, thereby making car sharing and using public transport easier and more attractive options. This may also be the result of Travel Plans at those sites, which are likely to encourage travel by sustainable modes.

<sup>3</sup> Pineham Park is a prime distribution warehouse estate located adjacent to the M1 in Northampton providing immediate access to the motorway network.

<sup>4</sup> DIRFT is a rail-road intermodal freight terminal with an associated warehousing estate in Northamptonshire.

## Rail Central Baseline Mode Share

- 4.5 The baseline modal share for the site has been determined further to discussions with HE and NCC as set out within Briefing Note 1211-80/BN03. This has been agreed with the highway authorities and will be appended to the Transport Assessment (1211-80/TA01) submitted as part of the application. A summary is provided below.

### Public Transport

- 4.6 It is considered that there is sufficient opportunity for future employees at Rail Central to use existing bus services to travel to the site. A 3.3 percent mode share is considered reasonable for the areas of the proposed development that are within approximately 400 metres walking distance of an existing bus stop (46.6 percent of the development area) with the remainder of the site assumed to have no public transport trips in the baseline situation. This equates to an average of 1.5 percent public transport trips across the site, which is broadly in accordance with the proportion of public transport trips at Blisworth, and is therefore considered appropriate due to its location.

### Walking

- 4.7 It is considered appropriate for the baseline proportion of trips by walking to be determined with reference to the existing proportions at Milton Malsor and Blisworth. An average of the existing mode shares for Milton Malsor and Blisworth (shown in **Table 2.3** of BN02 **Appendix P** of 1211-80/TA01) results in 5.3 percent walking trips (36 walking trips out of 673 total trips at Milton Malsor and Blisworth combined).

### Cycling

- 4.8 It is considered appropriate for the baseline proportion of cycling trips to be determined with reference to the existing proportions at Milton Malsor and Blisworth and as set out in BN02 **Appendix P** of 1211-80/TA01. An average of the existing mode shares for Milton Malsor and Blisworth results in 0.9 percent cycling trips. It is considered realistic and reasonable for this proportion to be applied to Rail Central for the purpose of the baseline mode share due to its location and the nature of the surrounding highway network.

### Vehicles

#### *Car Share*

- 4.9 An average of the existing mode shares for Milton Malsor and Blisworth, as set out in BN03 **Appendix P** of 1211-80/TA01, results in 7.8 percent car share trips. It is considered reasonable for this proportion to be applied to Rail Central for the purpose of the baseline mode share due to the location, however in reality, the proportions at Pineham Park and DIRFT demonstrate that this type of employment would likely attract a much higher proportion of car sharing, although it is noted that these are well established sites where Travel Plan measures will have encouraged an increase in car sharing compared to the baseline situation.

*Single Occupancy Vehicles*

- 4.10 Using the baseline mode shares as set out above results in a remainder of 86.5 percent single occupancy vehicle trips, and 90.5 percent total vehicle trips. This is higher than all of the areas set out in **Table 4.1** and is therefore considered to provide a robust assessment which is in accordance with the principles of the 'Rochdale Envelope'.

*Other*

- 4.11 On average the areas examined showed 0.3 percent of trips allocated to 'other method of travel to work'. To ensure that all trips are accounted for within the assessments, these are included within the proportion of single occupancy vehicle trips, and this is considered to provide a robust assessment.
- 4.12 It should be noted that DIRFT and Pineham Park are well established sites where Travel Plan measures will have encouraged an increase in sustainable travel and/or opportunities compared to the baseline situation.
- 4.13 A summary of the resultant baseline mode shares to be applied at Rail Central has been agreed with HE and NCC and is set out in **Table 4.2**.

Table 4.2 Rail Central Baseline Mode Shares

Method of Travel to Work	Rail Central (Baseline)
Total Vehicles*	90.5%
<i>(Single Occupancy Vehicles)</i>	<i>(86.5%)</i>
<i>(Car Share)</i>	<i>(8.0%)</i>
Public Transport (incl. Taxi)	1.5%
Walking	3.0%
Cycling	1.0%
<b>Total</b>	<b>100.0%</b>
<i>* Total vehicles are equal to Single Occupancy Vehicles and 50 percent of Car Share</i>	

- 4.14 A summary of the resultant baseline multi-modal trips at Rail Central is set out in **Table 4.3**. These will be taken forward and have been agreed with HE and NCC.

Table 4.3 Summary of Baseline Multi-Modal Total Person Trips

	AM Peak (0800-0900)			PM Peak (1700-1800)		
	Arr	Dep	Total	Arr	Dep	Total
<b>Total Vehicles</b>	837	91	929	274	961	1,236
<i>(Single Occupancy Vehicles)</i>	<i>(800)</i>	<i>(87)</i>	<i>(887)</i>	<i>(262)</i>	<i>(919)</i>	<i>(1,182)</i>
<i>(Car Share)</i>	<i>(74)</i>	<i>(8)</i>	<i>(82)</i>	<i>(24)</i>	<i>(85)</i>	<i>(109)</i>
<b>Public Transport (incl. Taxi)</b>	14	2	15	5	16	20
<b>Walking</b>	28	3	31	9	32	41
<b>Cycling</b>	9	1	10	3	11	14
<b>Total Person Trips</b>	<b>925</b>	<b>101</b>	<b>1,026</b>	<b>303</b>	<b>1,062</b>	<b>1,366</b>

### Targets for Travel by all modes of Transport

- 4.15 The proposed targets set out in **Table 4.4** are considered to be Specific, Measurable, Achievable, Realistic and Time-bound (SMART), in accordance with NCC's guidance.
- 4.16 Targets are the measurable goals that must be set to assess whether or not the objectives of the plan are being achieved. The key objective of the FTP will be to minimise the proportion of journeys made to the site by car, particularly single occupancy trips. However, it also considers raising awareness of the FTP is integral to the process.
- 4.17 It is considered that the mode shift target should be achieved based on the proposed package of measures and initiatives as set out in **Chapter 6**, and through the provision of direct public transport, walking and cycling linkages to the site from the existing local highway network which enables the site to be reached from existing neighbouring residential areas.
- 4.18 Whilst it is the intention of this FTP to encourage staff to travel sustainably for all the journeys they have to make, it is considered that commuting to and from work are the key journeys which the FTP will target.
- 4.19 In accordance with good practice for a site of this size and scale, initial targets have been set for a ten year monitoring period from 80 percent of full occupation.
- 4.20 The target is to minimise car use from full occupation and a survey will be carried out at 80 percent occupation (i.e. year 0), annually until year five and then biannually to review the travel patterns.
- 4.21 The base and target modal shares are summarised in **Table 4.4**. They are indicative at this stage, as occupation numbers relating to build out stages are unknown. Therefore these numbers are based on full occupation. As above, this will be reviewed depending on occupation levels during future travel surveys.

4.22 **Table 4.4** includes modal share percentages and forecast trip numbers. Total people trip numbers were taken from **Table 4.3** which has used afternoon peak hour (1700 to 1800) as it was the highest within the peak hours and therefore considered robust.

Table 4.4 – Base and Target Proportional Modal Share

Modal share	First Occupation Survey (Year 0 - to be completed at the time)	Target Year 0	Target Year 1	Target Year 2	Target Year 3	Target Year 4	Target Year 5	Target Year 7	Target Year 9
	Year								
Total Vehicles	2021	90.5% (1,236)	87.3% (1,193)	84.3% (1,152)	81.5% (1,113)	79.1% (1,081)	75.9% (1,037)	72.3% (988)	70.3% (960)
(Single Occupancy Vehicles)	2021	86.5% (1,182)	82.8% (1,131)	79.3% (1,083)	76.0% (1,038)	73.1% (999)	69.4% (948)	65.3% (892)	62.8% (858)
(Car Share)	2021	8.0% (109)	9.0% (123)	10.0% (137)	11.0% (150)	12.0% (164)	13.0% (178)	14.0% (191)	15.0% (205)
Public Transport (incl. Taxi)	2021	1.5% (20)	3.0% (41)	4.5% (61)	6.0% (82)	7.5% (102)	10.0% (137)	12.5% (171)	13.5% (184)
Walking	2021	3.0% (41)	3.2% (44)	3.7% (51)	4.0% (55)	4.2% (57)	4.3% (59)	4.5% (61)	4.7% (64)
Cycling	2021	1.0% (14)	2.0% (27)	2.5% (34)	3.0% (41)	3.2% (44)	3.3% (45)	3.7% (51)	4.0% (55)
<b>Total</b>	<b>2021</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

NOTE: ALL FIGURES ARE PERCENTAGES ROUNDED TO THE NEAREST ONE DECIMAL PLACE

4.23 Targets will be reviewed within six months of the first travel surveys for employees being completed (anticipated at this stage to be 2021). A sample survey questionnaire is included at **Appendix A**.

4.24 The Travel Plan Coordinator will liaise with the developer / Management Company/s and NCC to directly address any problems, issues or requests identified as a result of the surveys.

4.25 The FTP will continue to evolve after 80 percent occupation in accordance with the objectives set out at the beginning of this document. The main targets are for reducing single occupancy car usage and these will be revised as necessary after that time.

4.26 The targets are considered to be realistic as the measures that will be put in place such as the bus strategy will encourage a mode shift at the Site.

### Indicators

4.27 Indicators are the means used to measure the targets. By providing a measure of success, indicators present the opportunity for the measures and initiatives, and also the targets, set within the FTP to be amended as necessary to ensure it ultimately achieves its objectives.

4.28 To assess whether the progress of the FTP is consistent with the indicators, monitoring will be carried out by conducting staff travel surveys annually to year five and then every two years, for the first ten year period.

- 4.29 All of the targets set above may be subject to change subsequent to the results collected during the monitoring process, further to agreement between the applicant and NCC.

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## 5 MANAGEMENT STRATEGY AND MARKETING

### Roles and Responsibilities

5.1 Each individual occupier will appoint a Travel Plan Coordinator (TPC) to oversee implementation and management of the Travel Plan and act as a key contact for employees at the development and officers at NCC. The TPC will be appointed prior to first occupation and will be in place continuously for the duration of the Travel Plan.

5.2 The responsibilities of the TPC will comprise the following:

- (i) to oversee the implementation of the site travel plan;
- (ii) to chair the Steering Group;
- (iii) to provide site specific marketing materials;
- (iv) to promote the travel plan to staff, including regular updates of the travel noticeboard, as appropriate;
- (v) to produce, explain and distribute employee 'Travel Information Packs';
- (vi) to act as the liaison between the public transport operator, local authorities and other relevant groups;
- (vii) to undertake and monitor employee questionnaire travel surveys;
- (viii) to monitor the progress of the travel plan and report back to NCC;
- (ix) to promote car share databases;
- (x) to oversee the distribution of financial incentives such as the bus taster tickets and the 'Cycle 2 Work scheme'; and
- (xi) to promote local and national sustainable travel events.

5.3 The following will be provided as part of the TP requirements:

#### Site Wide Travel Plan Co-ordinator

5.4 Contact Details:

Name:

Contact Address:

Contact Telephone Number:

- 5.5 It is envisaged that a member of staff will act as TPC for the site and for each individual unit, and will be responsible for overseeing the continued development of the TP and its day-to-day operation as follows:
- (i) acting as liaison between the council, company managers and employees;
  - (ii) managing the initiatives and measures; and
  - (iii) monitoring and reviewing main and interim targets.

5.6 The TPC roles will be in post prior to occupancy of the site, until ten years after 80 percent of full occupation.

5.7 It is envisaged that each of the individual occupiers will employ a TPC in order to promote and enforce each Travel Plan. The TPCs can work together in order to identify resources and coordinate measures that can be shared.

### **Steering Group**

5.8 A Steering Group will be established to coordinate the implementation and monitoring of the Travel Plan's at the development. This will be chaired by the site wide TPC and will provide support and direction for the TPC.

5.9 The Steering Group will comprise members of the site wide management company, the site wide TPC and individual occupier TPC's.

5.10 The Travel Plan Steering Group will ensure that the Travel Plans meet their objectives and targets. The Steering Group will meet three times per year and will make and approve strategic decisions as appropriate encompassing the following responsibilities:

- provide the management support to take ideas forward and make strategic decisions regarding resources and budgets; and
- steer the Travel Plan in the desired direction and address any issues that arise; and
- monitor and review progress.

5.11 Additional working groups may be provided from time-to-time to focus the efforts of the TP, as necessary.

### **Awareness and Marketing**

5.12 Future tenants of the site will be made aware of the need for the FTP and the need for appropriate initiatives and measures by the TPC; as well as the need to meet specific modal share travel targets.

- 5.13 Information such as a Sustainable Travel Information Pack will also be available within the individual company's staff areas / break-out areas on the opportunities to walk, cycle and use public transport to and from the site.
- 5.14 Employees will be made aware of the initiatives and measures at the outset. The following means of publicity will be used:
- (i) TP information provided at the interview stage for new employees;
  - (ii) consultation with staff representatives for relocating employees;
  - (iii) summary of incentives for staff;
  - (iv) e-mail bulletins to staff, where appropriate;
  - (v) newsletters;
  - (vi) promotion of Travel Packs;
  - (vii) poster campaigns;
  - (viii) notice boards in public locations;
  - (ix) supporting national events such as Car Share Day, Bike Week, Walk to Work Week;
  - (x) TP information including access map published on a site wide travel plan website and company intranets and/or websites; and
  - (xi) regular mealtime meetings, staff competitions and annual commuter challenge.

#### **Travel Plan Funding**

- 5.15 It is proposed that a budget will be set aside to assist with the development and implementation of the travel plan. This will be suitable to account for anticipated developer travel plan start-up costs, but not those of any third party, and is designed to cater for the following elements within the travel plan process:
- (i) covering costs associated with employment of the site wide TPC;
  - (ii) monitoring costs for ten years; and
  - (iii) measures as required.

## 6 INITIATIVES AND MEASURES

- 6.1 A suite of initiatives and measures will be implemented before first occupation of the scheme, in order to maximise the opportunity to influence future employee's and visitor's travel patterns. This will reflect the range of transport facilities available at the site now and as planned for the future. It is envisaged that employees will plan their travel arrangements in accordance with the TP at the outset, thereby eliminating any potential resistance to adjusting established travel arrangements at a later date.
- 6.2 A draft Action Plan for the proposed measures setting out how, when and by whom the measures will be implemented is included at **Appendix B**. This will be worked-up in detail prior to occupation of the scheme as part of individual Travel Plans. Details of the role of the TPC is set out in more detail in **Section 5**.
- 6.3 The aim of the initiatives and measures will be to reduce all types of trips to the site, especially single occupancy car travel, by increasing awareness of and encouraging sustainable forms of travel. The initiatives and measures may be subject to change at a later date.

Table 6.1 – List of Site Wide Initiatives and Measures

Strategy	Measures proposed to be provided
<b>Site Design</b>	<ul style="list-style-type: none"> <li>• provision of electric vehicle charging points (the exact number will be confirmed with the end occupiers in due course);</li> <li>• pedestrian and cycle friendly infrastructure including: safe crossing points, good lighting and pedestrian signage; and</li> <li>• conveniently located bus stops / drop off points.</li> </ul>
<b>Improvements to off-site infrastructure</b>	<ul style="list-style-type: none"> <li>• enhancements to bus stops on Northampton Road, including shelters; and</li> <li>• enhancements to off-site walking and cycling infrastructure and links including crossing points;</li> <li>• the existing footway on the west side of the Towcester Road carriageway will be widened to accommodate a suitable footway/cycleway. The proposed footway/cycleway will measure 3.0 metres in width with a minimum 0.5m wide margin along the carriageway edge; and</li> <li>• proposed crossing points over Towcester Road/Rectory Lane.</li> </ul>

Strategy	Measures proposed to be provided
<p><b>Reducing the need to travel</b></p>	<ul style="list-style-type: none"> <li>• A sustainable travel information pack will be available in communal staff locations, such as staff rooms available to all staff members. This will comprise of the following elements: <ul style="list-style-type: none"> <li>- details of public transport, walking and cycling facilities available in the surrounding local area;</li> <li>- public transport maps and timetables;</li> <li>- details of car sharing schemes, how to sign up to any local and national car sharing schemes (as relevant) and its benefits;</li> <li>- walking and cycling maps; and</li> <li>- other relevant information.</li> </ul> </li> <li>• provision of information on the health benefits of walking and cycling, as well as information relating to safe practical measures for use of these modes;</li> <li>• provision of travel information on notice boards and on a site wide Travel Plan website;</li> <li>• provision of a site wide Travel Plan website to include an interactive, online version of the travel plan, together with links to bus timetables, links to walking and cycling based websites, maps and details about the travel plan and TPC including contact details;</li> <li>• investigation into the allowance of flexible working hours, where possible, to enable use of public transport services and off-peak travel;</li> <li>• the provision of a cafe restaurant / shop on-site to encourage employees to remain on site during lunch break periods; and</li> <li>• <b>[NTT – Please confirm]</b></li> <li>• local sourcing of materials, stock and office supplies, where possible, to reduce delivery distances.</li> </ul>
<p><b>Initiatives to support walking</b></p>	<ul style="list-style-type: none"> <li>• investigate with local outdoors/adventure retailers the possibility of discount for staff on kit such as waterproofs and walking boots;</li> <li>• provision of showers, changing facilities and lockers in each unit;</li> <li>• publicise health benefits of walking and cycling;</li> <li>• produce maps showing recommended walking routes from local bus stops and nearby residential areas and include within employee travel packs;</li> <li>• provision of infrastructure to promote walking on the approach to and within the site which includes appropriate and well-lit roads with safe crossings and speed limits;</li> <li>• conduct internal 'travel surgeries' – minimum of one per year;</li> <li>• encourage staff to take part in and promote national initiatives such as Walk to Work day (April); and</li> <li>• enhancements to off-site pedestrian links including a foot/cycleway along Towcester Road, a link onto Barn Lane and crossing points over Towcester Road/Rectory Lane.</li> </ul>

Strategy	Measures proposed to be provided
<b>Initiatives to support cycling</b>	<ul style="list-style-type: none"> <li>• promotion of nation-wide cycling events, including bike week (Spring);</li> <li>• ensure permeability within the site and enhance links to wider area;</li> <li>• adequate provision of secure covered cycle spaces <b>[Numbers TBC]</b>;</li> <li>• the provision of lockers, shower and changing facilities within the development for employee use <b>[Numbers TBC]</b>;</li> <li>• investigate offering the 'Cycle 2 Work' scheme to employees;</li> <li>• investigate subsidised loans for bicycles and associated equipment to encourage employees to use bicycles;</li> <li>• investigate costs of sourcing local cycle maps;</li> <li>• include recommended cycle routes within the employee travel packs including from Northampton Railway Station to the site;</li> <li>• include cycling information on noticeboards throughout the site;</li> <li>• liaise with local cycle retailers to negotiate staff discounts on cycles and accessories;</li> <li>• promote the health benefits of cycling; and</li> <li>• enhancements to cycling infrastructure including a foot/cycleway along Towcester Road.</li> </ul>
<b>Initiatives to support public transport travel</b>	<ul style="list-style-type: none"> <li>• developer funded buses – any new bus infrastructure will be funded by the developer, ensuring that the bus stops are located at 400 metres apart when possible;</li> <li>• enhanced commercial bus services 88/89 which will provide early morning, evening and Sunday services from Northampton;</li> <li>• provision of a bus interchange within the site;</li> <li>• provision of centralised Real Time Information (RTI) boards for bus services;</li> <li>• liaison with bus operators to develop measures to encourage the use of bus services;</li> <li>• provision of information to encourage commuters to use Northampton Railway Station;</li> <li>• display maps and timetable information on staff noticeboards in the office reception area(s) on site;</li> <li>• promote Advance of Salary for ticketing purchase scheme;</li> <li>• include bus and train maps and timetable information within a Sustainable Travel Pack;</li> <li>• negotiate with travel providers such as Stagecoach and Great Western Railway for staff discounts;</li> <li>• invite travel providers yearly on site to inform staff of routes, costs and services provided;</li> <li>• consider a security queue jump for employees that can produce a valid bus ticket; and</li> <li>• negotiations with travel providers for taster bus tickets.</li> </ul>
<b>Initiatives to support car-sharing</b>	<ul style="list-style-type: none"> <li>• implementation of a Car Sharing/ Guaranteed Journey Home database, to encourage shared use of the car for journeys to the site;</li> <li>• car sharing websites such as <a href="http://www.liftshare.com">www.liftshare.com</a> will be promoted by providing information within the sustainable travel packs and on the staff notice board;</li> <li>• the designation of parking spaces in preferred locations for those employees actively involved in the Car Sharer/ Guaranteed Journey Home scheme only; and</li> <li>• launch an event with opportunities for finding a match for car sharing.</li> </ul>

Strategy	Measures proposed to be provided
<b>Parking management</b>	<ul style="list-style-type: none"> <li>• implementation of a permit-only parking system for staff; and</li> <li>• priority provision of parking permits to car sharers rather than lone drivers.</li> </ul>
<b>To reduce car borne trips</b>	<ul style="list-style-type: none"> <li>• encourage flexible working for employers (e.g. working from home), if possible.</li> <li>• negotiation of a suitable business mileage rate for motorcycle users;</li> <li>• provision of secure and covered cycle parking spaces, which are suitable for motorcycles.</li> <li>• provide showers and lockers for motorcycle equipment storage.</li> </ul>
<b>Freight and deliveries</b>	<ul style="list-style-type: none"> <li>• the co-ordination of deliveries where possible;</li> <li>• the use of a booking system to plan journeys and to link with other trips, if possible;</li> <li>• the use of the railway line for deliveries where possible; and</li> <li>• encourage sustainable freight and deliveries such as recycling policies to reduce vehicle movements.</li> </ul>
<b>Promotion and Communications</b>	<ul style="list-style-type: none"> <li>• National awareness days that may be promoted include, but are not limited to: Cycle to Work Week, Green Transport Week, European Mobility Week and Liftshare Week;</li> <li>• provide incentives for use of sustainable transport such as a commute breakfast or security fast-track;</li> <li>• inclusion of sustainable travel information within the employee travel packs that will be available in staff rooms and communal areas;</li> <li>• provision of travel information and any up-coming events on notice boards; and</li> <li>• a copy of Travel Plans available to all employees, such as within staff rooms.</li> </ul>

### Potential Further Initiatives and Measures

6.4 The suggested list of initiatives and measures for the site is comprehensive. However, after occupation of each unit, it will be for the TPC in agreement with the Council to decide the best methods to meet the modal share targets. If necessary, other measures may be considered at a later date to assist in meeting the targets including:

- (i) financial incentives such as increased pay for not commuting by car and a one month bus pass for new permanent employees;
- (ii) tele-conferencing or the shared use of conferencing facilities on site; and
- (iii) Personalised Travel Planning (PTP) could be offered to employees. PTP is a technique that delivers information, incentives and motivation to individuals to help them voluntarily make sustainable travel choices. It seeks to overcome habitual use of the car, enabling more journeys to be made by sustainable modes such as on foot, bike, bus, train or through car sharing.

## 7 IMPLEMENTATION, DISSEMINATION AND MONITORING

- 7.1 Moving forward, the TP document will include the datum travel survey results as a basis from which to benchmark progress and which will confirm the travel habits of employees and their ability and willingness to change.

### Datum Staff 'Travel to Work' Surveys

- 7.2 The initial staff 'travel to work' surveys will be carried out by each employer within six months of 80 percent occupation of the site, to confirm the employee travel habits and quantify the base proportions of travel by the various modes of transport (the base modal share). An internal steering group of the end user(s) (**see paragraph 5.8**) will identify the issues to be contained within the continued staff travel survey questionnaires, which will reflect the organisations' culture and the site characteristics. The results will be issued and discussed with the council within nine months of the surveys being completed.
- 7.3 The datum staff 'travel to work' surveys will include information that can focus the efforts of the TP, i.e. the employees most likely to change from private car use to more sustainable travel. Useful information may include:
- (i) where the staff reside;
  - (ii) travel patterns by different staff groups;
  - (iii) duration of travel for staff;
  - (iv) staff parking habits;
  - (v) any barriers to particular types of travel;
  - (vi) the staff who are most willing to change their travel habits; and
  - (vii) the popularity of the various incentives and measures that staff may consider, to change their methods of transport.
- 7.4 The questionnaire template will be agreed with highway officers in advance (acting reasonably) and distributed by the TPC as widely as possible. Incentives may be provided by the employer to encourage a high number of responses. A copy of the sample survey is contained at **Appendix A**.
- 7.5 The datum surveys and all future 'travel to work' surveys and interviews will comply with the Data Protection Act. Personal data shall not be used or disclosed in any manner incompatible with the purpose for which it is collected and the respondents will be informed of the uses of the data. Furthermore, it is likely that employees will be identified as numbers in any databases.

### Monitoring the Travel Plan

- 7.6 Monitoring will be carried out using permanent Automatic Traffic Counters (ATCs) at the site accesses and employee travel surveys annually / biennially.
- 7.7 ATCs (located at the site access roads) will be used to quantify the total number of vehicle movements over a set period of time i.e. one to two weeks, as necessary, in order to provide a detailed analysis of the travel trends at the site, at each monitoring stage. In the event that the development is occupied quickly (i.e. the identified individual stages of occupation follow closely), it may not be necessary to carry out an ATC survey at each milestone and the time frame for the ATC surveys will be negotiated between the developer and NCC. The ATC surveys will provide accurate data that will enable the TPC to check that the progress of the travel plan is line with the identified vehicle targets.

### Employee Travel Survey

- 7.8 The results of the surveys and counts will confirm the prevalence of:
- (i) driving alone to work;
  - (ii) car sharing;
  - (iii) walking;
  - (iv) cycling; and
  - (v) use of public transport.
- 7.9 The TPC will provide progress reports to the Council upon completion of travel surveys at each monitoring stage, which summarise the survey results. Discussions will be held with NCC if the targets are not being met, to establish if anything more can be done.
- 7.10 Ultimately it is for the TPC, the Steering Group, the occupying organisation(s) and NCC to decide the best methods to meet the main modal share targets. A review and adjustment of the targets and measures may be required from time to time, subject to monitoring and agreement with local highway officers.

### Dissemination of the Travel Plan Surveys

- 7.11 It is essential to maintain employee interest in the TP. Once operational, the scheme will need regular new publicity drives to attract interest from employees. As a result, employees will be kept informed of the results of TP surveys, as it will keep them actively involved and because it will act as useful promotional material to retain interest in the objectives. Means of publicity are considered in detail in **Table 6.1** of this document.

## 8 FALL BACK MEASURES

- 8.1 The progress of the FTP will be reviewed against the monitoring years and whether the targets are being achieved, as set out in **Chapter 4**. This chapter will set out the fall back measures if the targets are not met.
- 8.2 As outlined in **Chapter 7**, the monitoring strategy will be implemented as part of the FTP to ensure there is a site wide recognised Travel Plan for the initial occupiers to supplement with particular measures and company specific Travel Plans.
- 8.3 The Steering Group (which includes the TPC) and NCC will liaise to determine whether the targets are likely to be met for each given year, based on the latest surveys and previously agreed initiatives and measures. They will then propose measures for improvements to achieve the targets, which will included the time frame and estimated costs of implementing the measures. This process can be implemented on a company-by-company basis as well as a site wide basis. In either case, the NCC and Steering Group can implement tailored approaches to each company or to a particular mode of transport if there is an issue.
- 8.4 The fall back measures introduced to the site will be wholly dependent on the end occupiers and each individual requirements. Examples of remedial actions should include:
- additional promotional events / weeks – cycle to work week;
  - more frequent onsite travel clinics, such as Dr Bike or external reps to provide presentations to employees to raise awareness of sustainable travel and the Travel Plan;
  - company / site workplace challenges – five peak challenge;
  - cyclist / pedestrian breakfasts;
  - intensive short term campaigns to widely promote sustainable travel;
  - additional / improved / subsidised bus services which directly serve the site, over and above what has been agreed initially;
  - focussed assistance on finding a car share partner/s;
  - monthly prize draw for those who travel sustainably; and
  - additional annual leave for car shares, pedestrians and cyclists.
- 8.5 In unforeseen transport events were further work is needed to meet the targets, it will be discussed with NCC along with the Steering Group and TPC/s. Expenditure and time frames will also need to be discussed and to what extent each occupier is accountable. The following measures should then be considered:
- additional signage;
  - reduction of onsite car parking spaces;
  - speed cameras;
  - further offsite enhancements to walking and cycling routes; and
  - further offsite highway mitigation schemes to mitigate the unforeseen impact.

- 8.6 The above contingency plans and suggested correctional schemes should make the FTP more effective in its implementation and in the FTP obligation to improve and promote sustainable transport.

DRAFT

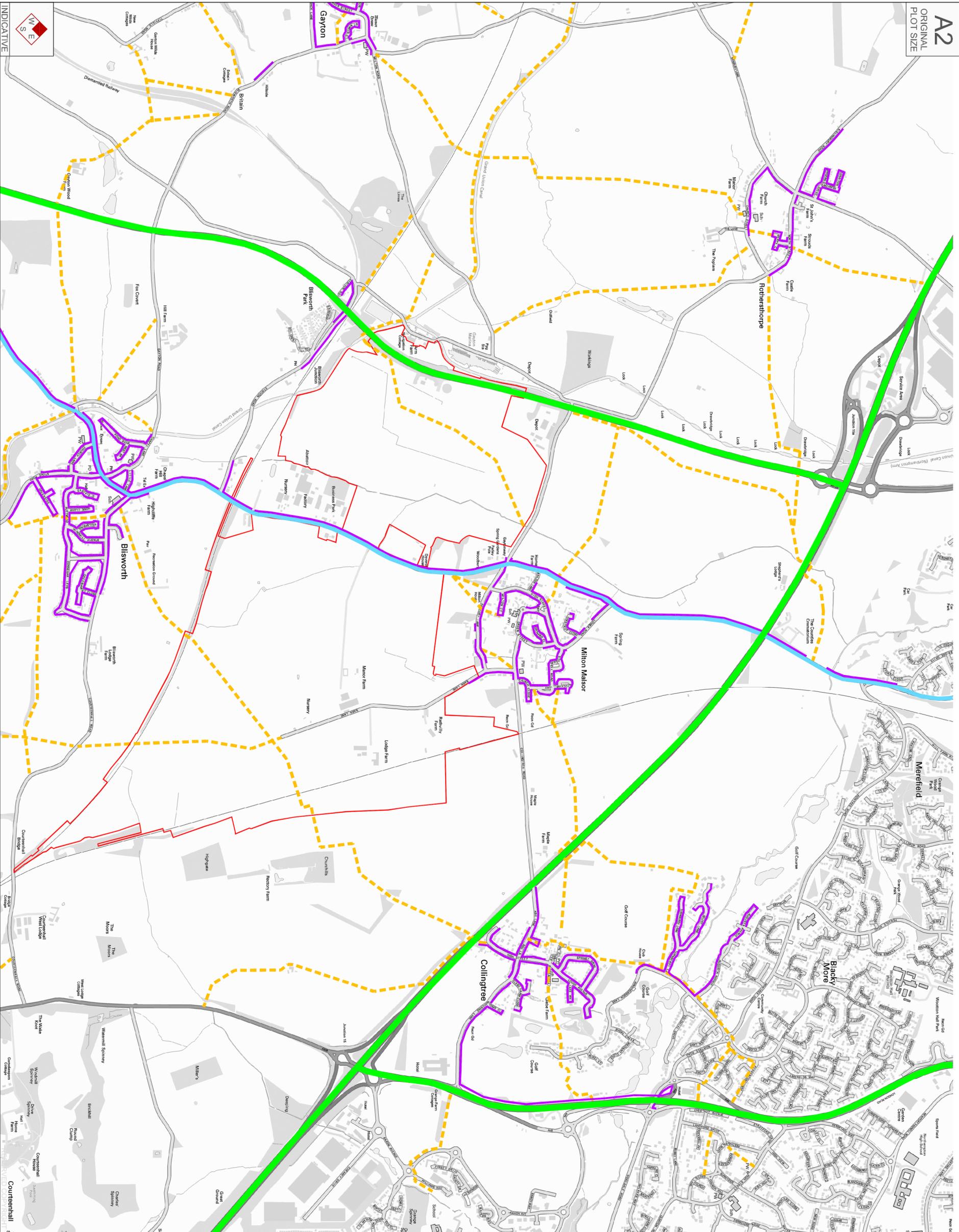
# FIGURES

# APPENDIX A

# APPENDIX B

# APPENDIX C

# FIGURES



- Reproduced from Ordnance Survey Superhigh Data with the permission of The Controller of Her Majesty's Stationery Office. Crown Copyright - Licence No. AL100034621
- KEY
- Approximate site boundary
  - Public Rights Of Way
  - Footways
  - Strategic Road Network
  - Northampton Road / Towcester Road

Rev	Date	Client details updated	Drawn	Checked	Approved
A	23/02/18		PSW	AJS	MB

**tpa**  
Transport Planning Associates

Bristol  
Cambridge  
London  
Manchester  
Oxford  
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25 King Street  
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0117 925 9400  
[www.tpa.co.uk](http://www.tpa.co.uk)

CLIENT:  
ASHFIELD LAND MANAGEMENT LIMITED  
AND GAZELEY GLP NORTHAMPTON s.à.r.l.

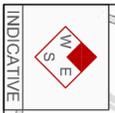
PROJECT:

TITLE:  
Local Highway Network and  
Public Rights Of Way

STATUS:

### INFORMATION

SCALE:	DATE:	DRAWN:	CHECKED:	APPROVED:
1:12,500	27.02.18	PSW	AJS	MB
JOB NO.:	DRAWING NO.:	REVISION:		
1211-80	Figure 3.1	A		



INDICATIVE

# APPENDIX A

House / unit number \_\_\_\_\_

Location \_\_\_\_\_

**Question 1 - How do you usually travel to and from work, for the longest part of your usual journey to work?**

Mode	Answer (tick)
Car driver	
Car Passenger – same destination	
Car Passenger – different destination	
Train	
Cycle	
Walk	
Bus	
Motorcycle	
Taxi	
Other	

**Question 2 - What is your main reason for choosing that mode?**

Reason	Answer (tick)
Quickest	
Lack of Alternative	
Other Commitments	
Cheapest	
Reliability	
Less Stressful	
Habit	
Environmentally Friendly	
Personal Safety	
Other	

**Question 3 - Which of the following modes of travel would you consider using for your journey to and from work, if they were available?**

Mode	Answer (tick)
Car Share	
Public Transport	
Car	
Cycling	
Walking	
None	
Other	

**Question 4 - Would any of the following encourage you to choose an alternative on your commute?**

Initiative	Tick
The Use of Dedicated Car Share Bays at workplace	
Discounted Public Transport Tickets	
Access to Car Share Website	
Shower and Locker availability at workplace	
Cycle to Work Scheme – Purchase a Bike and Equipment Tax Free up to £1000	
Personalised Information of Travel Options	
Sheltered and CCTV Covered Cycle Parking at workplace	
Nothing	
Other	

**Question 5 – Where do you travel to work?**

(Postcode) \_\_\_\_\_

**Question 6 - How long does it usually take you to get to work, using your normal mode of travel?**

Time Taken	Tick
Up to 30 minutes	
31 – 60 minutes	
61 – 90 minutes	
Over 91 minutes	

**Question 7 - How far do you typically travel to work?**

Distance Travelled	Tick
Up to a mile	
Between one and five miles	
Over five miles	

**Question 8 - Overall, are you happy with your commute to and from work?**

Yes	
No	

**Question 9: Are you aware that there is a Travel Plan in place at this development?**

Yes	
No	

**Question 10 - Would you like a Personal Travel Plan? i.e. a one to one chat about different travel options available to get to work?**

Yes	
No	

**Question 11 - Please let us know any further comments you have on your commute**

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**Thank you for your time**

# APPENDIX B

**Rail Central Travel Plan****Action Plan**

<b>ACTION</b>	<b>RESPONSIBLE PARTY</b>	<b>START DATE / END DATE</b>	<b>COMMENTS</b>
<b>TRAVEL PLAN MANAGEMENT</b>			
Appointment of a Travel Plan Co-ordinator (TPC) to manage the site wide Travel Plan	Developer / Management Company	Prior to occupation and the TPC will be in place during development build-out	Full-time TPC to be employed to implement and manage overall Travel Plan for the site
Appointment of individual occupier TPCs	Management Company / Individual Occupiers	Prior to occupation of individual units	Part-time TPCs to be employed to implement and manage individual Travel Plans for the site
Training of TPCs	Developer / Management Company / Occupier	Prior to occupation	The TPC will attend a training course about the processes involved in implementing and managing the Travel Plan
Preparation and dissemination of Travel Survey for employees	TPC	To be implemented at set monitoring times (Years 1,2, 3, 4 5, 7 and 9)	Cost of survey production, distribution and administration
Monitoring of Travel Plan targets	TPC/s	On-going matter during occupation during occupation to 2029	Monitoring and analysis of data collected through questionnaires for a period of 10 years from occupation of the site. The completed baseline surveys will be analysed and submitted to Northamptonshire County Council within six months
On-going management and monitoring	TPC/s	On-going matter during occupation to 2029	Monitoring the progress of the Travel Plan/s
Liaison with NCC	TPC	On-going matter	Reporting and liaising with NCC
Setting up a Steering Group	TPC	On-going matter	Steering Group will coordinate the implementation and monitoring of the Travel Plans at the development.

<b>WALKING AND CYCLING MEASURES</b>			
Investigate with local outdoors / cycle retailers the possibility of a discount for employees	Individual TPC/s	On-going matter	To encourage walking and cycling trips
Investigate offering 'Cycle 2 Work' scheme for employees	Individual TPC/s	On-going matter	To encourage cycling trips
Investigate subsidised loans for bicycles and associated equipment	Individual TPC/s	On-going matter	To encourage cycling trips
Provision of showers, changing facilities and lockers in each unit <b>[Numbers TBC]</b>	Developer / TPC	Prior to Occupation	To be provided for walking and cycling trips. To be included in building costs
The provision of walking and cycling maps (contained within the Employee Travel Packs)	TPC	Prior to Occupation	To encourage travel by walking and cycling
Include recommended walking and cycling routes from Northampton Station within the Travel Packs	Individual TPC/s	On occupation and on-going	To encourage travel by walking and cycling
The provision of secure and sheltered cycle spaces	Developer	Prior to occupation	To be provided for cycle trips. To be included in building costs
Site Design and Facilities	Developer / Management Company	Designed-in to development	The site layout considers pedestrian and cyclist permeability and desire lines by providing attractive and direct pedestrian and cyclist links to existing routes and providing a connection to facilities adjacent to the site.
Promotion of walking and cycling based websites on the noticeboards and within the Travel Packs	TPC	On occupation and on-going	Providing links to NCC websites and relevant groups
Conduct internal 'travel surgeries' onsite	TPC/s	On occupation and on-going	To encourage travel by walking and cycling
Enhancements to off-site pedestrian links including a foot/cycleway along Towcester Road, a Link onto Barn Lane and crossing points over Towcester Road/Rectory Lane.	Developer	Prior to Occupation	To be provided for walking and cycle trips. To be included in building costs
<b>PUBLIC TRANSPORT MEASURES</b>			
Promotion of public transport travel information on noticeboards and through leaflets and travel information packs	TPC/s	On occupation and will be an on-going matter	The provision of up to date public transport information through leaflets and also via public transport website <a href="http://www.traveline.org.uk">www.traveline.org.uk</a> and available mobile smart-phone applications
Provision of centralised Real Time Information (RTI) boards for bus services	Developer / Management Company	Prior to Occupation	To be provided for bus trips. To be included in building costs
Enhancements to bus stops on Northampton Road	Developer	Prior to Occupation	To be provided for bus trips
Promotion of new / enhanced bus services within the site and within Employee Travel Packs	TPC/s	On occupation and on-going	To encourage the use of public transport
Provide and promote Advance of Salary for ticketing purchase scheme	TPC / Developer	On occupation and on-going	To encourage the use of public transport
Provision of information to encourage commuters to use Northampton Railway Station	TPC/s	On occupation and on-going	To encourage the use of public transport
Include bus and train timetables / route maps within employee travel packs and on notice boards within communal areas	TPC/s	On occupation and on-going	To encourage the use of public transport

Negotiate with Stagecoach and Great Western Railway for discounts on tickets / providing taster tickets	TPC/s	On occupation and on-going	To encourage the use of public transport
Security queue jump for employees that can produce a valid bus ticket	TPC / Occupiers	On occupation and on-going	To encourage the use of public transport
Provision of a bus interchange within the site	Developer	Prior to Occupation	To be provided for cycle trips. To be included in building costs
Invite travel providers yearly on site to inform staff of routes, costs, services provided and any special offers / discounts offered	TPC	On-going matter	To provide information on the benefits of using public transport
Public transport improvements to include the extension of bus service 88/89 into the site	TPC / Developer / Stagecoach / NCC	On occupation and on-going	To encourage the use of public transport
<b>CAR SHARING MEASURES</b>			
Implementation and promotion of car share database	TPC	On occupation and will be an on-going matter	Promote car share and lift share databases such as <a href="http://www.liftshare.com">www.liftshare.com</a> and <a href="http://www.blablacar.co.uk">www.blablacar.co.uk</a>
Provide a guaranteed journey home database	TPC	On occupation and will be an on-going matter	Promote lift share / journey home databases
Launch an event/s with opportunities to find a match for car sharing	TPC	On occupation and will be an on-going matter	Events held such as networking breakfast / lunch in order to allow employees to meet
Designation of parking spaces in preferred locations for those actively involved in the Car Share / Guaranteed Journey schemes	Developer / Management Company / TPC	Prior to Occupation and will be an on-going matter	Car share only parking spaces provided closer to destinations such as near building entrances to encourage car sharing
Promotion of a local car share scheme, if it was introduced in the area	TPC	On occupation and will be an on-going matter	Promote local car share databases
<b>FREIGHT AND DELIVERIES MEASURES</b>			
The coordination of deliveries, where possible	Management Company / Occupier	On occupation and will be an on-going matter	To reduce potential freight movements on the highway network
The use of a booking system to plan journeys and to link with other trips, if possible	Management Company / Occupier	On occupation and will be an on-going matter	To reduce potential freight movements on the highway network
The use of the railway line for deliveries, where possible	Management Company / Occupier	On occupation and will be an on-going matter	To reduce potential freight movements on the highway network
Encourage sustainable freight and deliveries such as recycling policies	Management Company / TPC	On occupation and will be an on-going matter	To reduce potential freight movements on the highway network
<b>CAR BASED INITIATIVES</b>			
Implementation of permit-only parking system	Management Company / TPC	On occupation and will be an on-going matter	To reduce the number of causal single occupancy vehicles travelling and parking on site
Priority provision of parking permits for car shares rather than lone drivers	Management Company / TPC	On occupation and will be an on-going matter	To reduce the number of single occupancy vehicles travelling and parking on site and encourage car sharing
Provision of electric vehicle charging points	Developer / Management Company	Designed-in to development	To encourage travelling more sustainably
Encourage flexible working hours for employees, if possible	TPC/s / Occupiers	On-going matter	To reduce the number of vehicles travelling to site during the network peak hours

<b>MOTORCYCLE MEASURES</b>			
Negotiation of a suitable business mileage rate for motorcycle users	TPC/s / Occupiers	On-going matter	To encourage the use of motorcycle travel
Provision of secure and covered parking spaces that are suitable for motorcycles	Developer / Management Company	Designed-in to development	To encourage the use of motorcycle travel. To be included in building costs
Provide showers and lockers for motorcycle equipment storage	Developer / Management Company	Designed-in to development	To encourage the use of motorcycle travel. To be included in building costs
<b>PROMOTIONAL MEASURES</b>			
The provision of communal 'Employee Travel Packs'	Developer / TPC / Occupier	Prior to Occupation	Containing details of how trips to work can be achieved by other means to the private car, including information on bus routes and frequency and local cycle routes. This will be available electronically and as a hard copy.
Promotion of National and Local Travel Awareness Events (e.g. walk to work week in May, and Bike to Work Week in June)	TPC/s	On-going matter	Promote events encouraging travel by sustainable modes, such as Bike Week
Marketing Resources	TPC/s	On-going matter	Material such as information for notice boards and posters/ leaflets for Travel Plan promotion
Provide incentives for use of sustainable transport such as a commuter breakfast and/or security fast-track	TPC/s	On-going matter	To encourage people to travel using sustainable modes of transport, allow employees to network and find out about any new / up-coming promotions available to employees
A copy of the Travel Plan available to all employees in communal areas	TPC/s / Occupiers	On-going matter	A copy made available to all employees within communal areas, such as on notice boards. An electronic copy can be made available upon request
<b>BACK UP MEASURES</b>			
Liaison with NCC	TPC	On-going matter	Liaising with NCC and employees at the site at a later date to assist in the promotion of sustainable travel.
Personal Travel Planning (PTP) will be available for all employees	TPC	On-going matter	PTP is a technique that delivers information, incentives and motivation to individuals to help them voluntarily make sustainable travel choices.
Tele-conferencing or the shared use of conferencing facilities on site	TPC/s / Occupiers	On-going matter	Reduce the need to travel off site