

A Planning Application by
ELIVIA HOMES EASTERN

In respect of
**Old Vicarage Field and the Old Estate Yard, Church Road,
TURNERS HILL**

Travel Plan

2202-008/TP/02 Rev A | July 2025



Document Management

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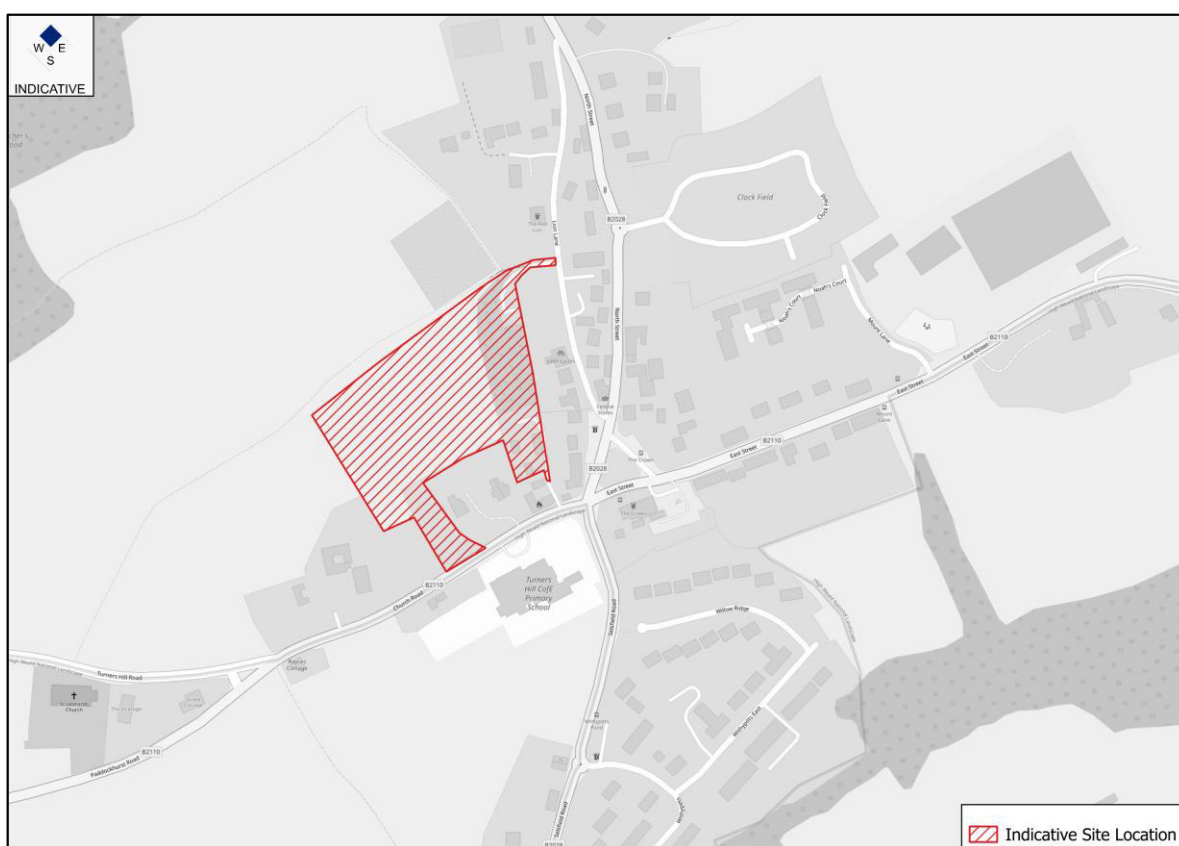
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1 Introduction

- 1.1 Transport Planning Associates (TPA) has been commissioned by Elivia Homes Eastern to prepare this Travel Plan in support of the proposed residential development of land at Old Vicarage Field and the Old Estate Yard, on Church Road in Turners Hill.
- 1.2 The site, which totals approximately 3.38 hectares, is located on the western edge of Turners Hill, a small village in West Sussex. The village is located 5.5km southwest of East Grinstead, 7km east of Crawley and 11.5km north of Haywards Heath. The site location is illustrated in **Figure 1.1**.

Figure 1.1 Indicative Site Location Plan



Source: ©OpenStreetMap-contributors

Note: site location approximated

- 1.3 The development proposals will replace the existing field and estate yard with a residential development consisting of 40 dwellings, with vehicular access provided from Church Road via a new priority junction. Two existing dwellings will be retained, however the vehicular access to these two dwellings will be relocated from Church Road to be within the site, with pedestrian access provided at the existing location. The existing cross over at this location will be re-instated as pavement.

Policy

- 1.4 This Travel Plan has been produced in line with national, regional and local requirements set out in various policies and guidance documents.

National Planning Practice Guidance (2018)

- 1.5 The latest update to the national Governments' National Planning Guidance ("NPPG") for Travel Plans, Transport Assessments and Statements in decision-taking was released on 6th March 2014 and updated in 2018. This document provides advice on when Transport Statements and Assessments are required and what they should contain.
- 1.6 With regard to Travel Plans, the guidance states that they should be used as "long-term management strategies for integrating proposals for sustainable travel into the planning process".
- 1.7 The guidance states that a Travel Plan should be "proportionate to the size and scope of the proposed development to which they relate" and furthermore that they must be "tailored to particular local circumstances".
- 1.8 The NPPG states that Travel Plans can positively contribute towards numerous aspects of travel within a proposed development.

National Planning Policy Framework – December 2024

- 1.9 The National Planning Policy Framework (NPPF), sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other developments can be produced.
- 1.10 A sustainable transport mode is described as:

"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra-low and zero emission vehicles, car sharing and public transport" (annex 2, p. 79).

- 1.11 With regards to achieving sustainability, the framework states that:

"The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting

infrastructure in a sustainable manner. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own need” (para 7).

- 1.12 Transport is recognised as having an important role in promoting sustainable development:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored”. (para 118)

- 1.13 The document defines a Travel Plan as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed”. (annex 2, page 80_

Local Planning Guidance and Policy - Mid Sussex District Plan (2014-2031)

- 1.14 The Mid Sussex District Plan sets out a vision for how Mid Sussex intends to evolve and a delivery strategy for how that will be achieved, whilst also supporting the National Planning Policy Framework’s ‘presumption in favour of sustainable development’. It sets out broad guidance on the distribution and quality of development in the form of ‘higher level’ strategic policies.

- 1.15 As part of its overall strategy, the Mid Sussex District Plan sets out the intention to increase the sustainability of the District. Paragraph 3.6 states that:

“A central aim of the District Plan is to increase the sustainability of communities within Mid Sussex and reduce the need to travel to other areas for employment and other facilities. This gives people the opportunity to access jobs, shops and leisure facilities close to home and makes communities more sustainable by:

- Reducing the environmental impacts of increased traffic and congestion on air pollution and quality of life;*
- Increasing the amount of time people spend within their communities so they can build stronger relationships with neighbours, leading to safer and more inclusive places and a greater sense of social responsibility;*

- 1.16 Policy DP21: Transport is centred around the Mid Sussex District Plan's aim to create sustainable communities. The Policy accounts for the following when decisions are made regarding development proposals:

"Appropriate opportunities to facilitate and promote the increased use of alternative means of transport to the private car, such as the provision of, and access to, safe and convenient routes for walking, cycling and public transport, including suitable facilities for secure and safe cycle parking, have been fully explored and taken up;

- The scheme is designed to adoptable standards, or other standards as agreed by the Local Planning Authority, including road widths and size of garages; 4 Policies Adopted District Plan 70*

- The scheme provides adequate car parking for the proposed development taking into account the accessibility of the development, the type, mix and use of the development and the availability and opportunities for public transport; and with the relevant Neighbourhood Plan where applicable;*

- Development which generates significant amounts of movement is supported by a Transport Assessment/ Statement and a Travel Plan that is effective and demonstrably deliverable including setting out how schemes will be funded".*

West Sussex Active Travel Strategy (2024 – 2036)

- 1.17 The West Sussex Active Travel Strategy is the County Council's strategic framework used to promote walking, wheeling and cycling infrastructure up to 2036. It was adopted in 2024, and it aims to make active travel more accessible to in-turn reduce carbon emissions, promote healthier lifestyles and improve connectivity across the county.

- 1.18 The Active Travel Strategy sets out infrastructure design principles that prioritise pedestrians and cyclists, which are:

"All new buildings and roads within West Sussex should be designed with active travel in mind. New developments should include cycle routes, facilities, and connections with the wider cycle network. Similarly, they should provide the crossings and footways necessary to connect into the wider walking network and be accessible for pedestrians of all kinds including, for example, wheelchair users." (Paragraph 4.2.3)

"New buildings should have facilities for cyclists including ample secure cycle parking (including for non-standard cycles) and ramps where needed." (Paragraph 4.2.4)

1.19 In relation to new footways:

"New roads should consider likely motorised traffic volumes and speeds and design for cyclists and pedestrians accordingly." (Paragraph 4.2.5"

"New footways should be wide and smooth, with places to stop and rest, and with dropped kerbs and the correct tactile paving at any crossing points. Shared footways should be avoided on new roads and junctions." (Paragraph 4.2.6)

1.20 The West Sussex Active Travel Strategy also notes the following in paragraph 5.5.2 in regard to Travel Plans:

"We will continue to secure Travel Plans through the planning process for commercial and residential developments that are required to produce a Transport Assessment. These sites will be required to achieve (or improve upon) a maximum 12-hour weekday vehicle trip rate and must be monitored in accordance with the TRICS UK Standard Methodology for Travel Plans."

Scope of the Report

1.21 This Travel Plan will be structured as follows:

- **Chapter 2:** Baseline Transport Conditions;
- **Chapter 3:** Aims & Objectives;
- **Chapter 4:** Baseline & Targets;
- **Chapter 5:** Travel Plan Co-ordinator;
- **Chapter 6:** Influencing Behavioural Change;
- **Chapter 7:** Measures;
- **Chapter 8:** Monitoring Strategy; and
- **Chapter 9:** Action Plan.

2 Baseline Transport Conditions

Site Location

- 2.1 As outlined previously, the site, which totals approximately 3.38 hectares, is located on the western edge of Turners Hill, a small village in the county of West Sussex. The village is located 5.5km southwest of East Grinstead, 7km east of Crawley and 11.5km north of Haywards Heath.
- 2.2 The site is located to the west of Lion Lane and the north of Church Road (B2110). The western and northern boundaries of the site is shared with undeveloped, agricultural land with residential properties forming the eastern boundary. To the south of the site, Church Road (B1120) forms the southern boundary.

Site Use

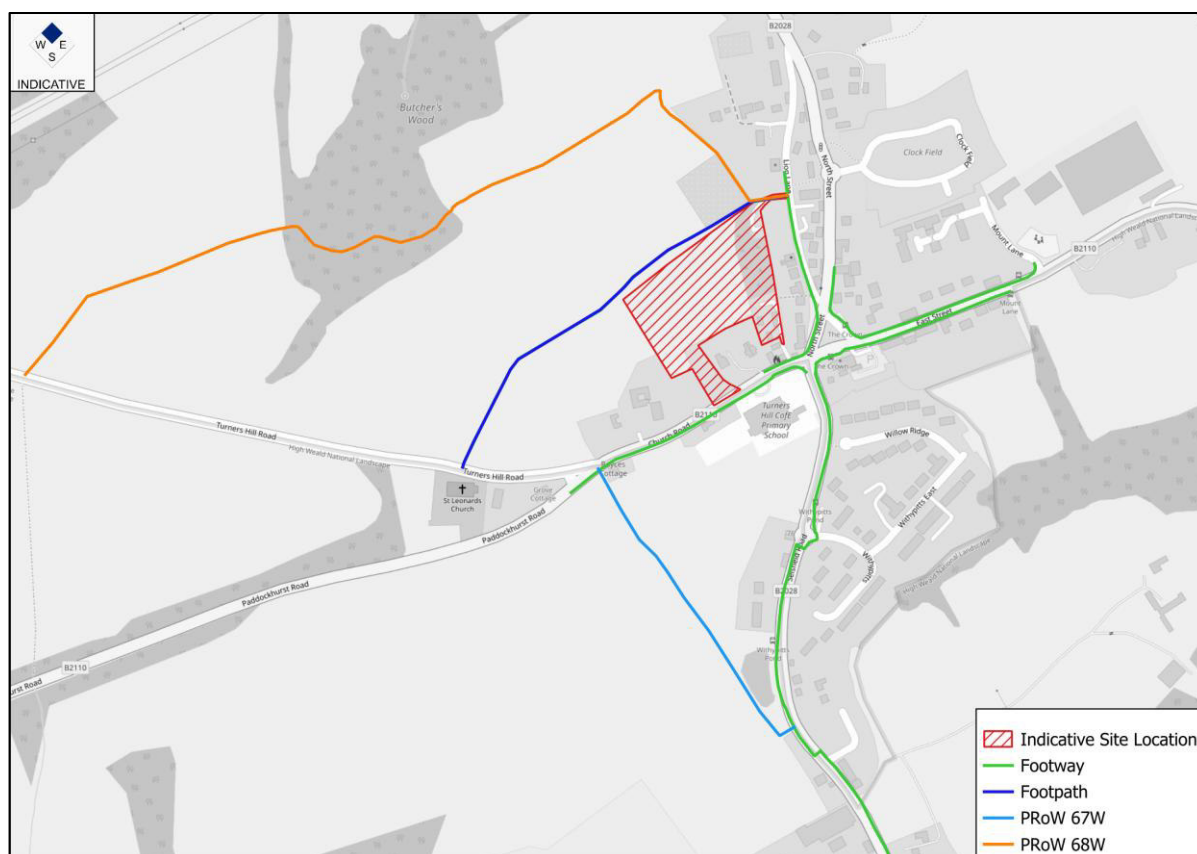
- 2.3 The northern part of the site currently consists of grassland, with the southern section containing three existing residential properties, along with associated outbuildings and gardens. An informal car park, for use by the residents of Lion Lane, is provided in the northeast corner of the site.
- 2.4 The access from Lion Lane provides access and egress to a car park for the residents of Lion Lane, to the former allotments and the Public Rights of Way (PRoW) which runs to the north of the site. At present, there is currently no vehicular or pedestrian access into the wider development site from the car park, former allotments or PRoW.
- 2.5 Vehicular access to the site will be provided via a simple priority junction with Church Road (B2110). Due to the topography, a relatively long access road is required to accommodate the necessary gradient transitions. This access road will also incorporate a pedestrian footway, ensuring safe and convenient pedestrian connectivity from Church Road into the site.

Existing Pedestrian and Cycling Infrastructure

Pedestrians

- 2.6 The site benefits from pedestrian footways and footpaths within its vicinity, and these are presented in **Figure 2.1** below.

Figure 2.1 Pedestrian Infrastructure in the Vicinity of the Site



Source: ©OpenStreetMap-contributors

- 2.7 There is a pedestrian footway located along the southern side of Church Road (B2110), which extends from the Turners Hill Road / Church Road / Paddockhurst Road priority junction to the Selsfield Road / Church Road / North Street / East Street crossroads. This footway has a varying width of between 1m and 1.6m.
- 2.8 To the east of the existing residential vehicle crossover into the site on Church Road (B2110), a pedestrian footway is also provided on the northern side of the carriageway, which connects to the footway on North Street. The footway along the northern side of Church Road (B2110) has a width of approximately 1.35m. To the west of the vehicle crossover, including along the majority of the site frontage, there is no pedestrian footway.
- 2.9 The footways along Church Road (B2110) connect the site to the centre of the village, the local bus stops and the further footways provided along North Street, Lion Lane, East Street and Selsfield Road.
- 2.10 There are no formal crossing facilities within 250m of the site. However, at most local junctions there are informal crossing points, which benefit from tactile paving and / or dropped kerbing, making the routes accessible in terms of pedestrian access. In addition, an informal crossing point with dropped

kerbs and tactile paving is provided to the west of the Fire Station along Church Road (B2110). This crossing is provided adjacent to Turners Hill CofE Primary School.

- 2.11 A single formal crossing point, in the form of a pelican crossing, is provided within the village. This crossing is located to the north of the Clockfield / North Street mini-roundabout and provides access to a residential development.
- 2.12 A PRow¹ runs along the northern boundary of the site. The PRow runs from Lion Lane, through Butchers Wood to Turners Hill Road.
- 2.13 Street lighting is provided along the local roads for the convenience and safety of pedestrians.

Cycling

- 2.14 There are no formal cycling facilities provided within Turners Hill. However, within 2km of the site cyclists can access National Cycle Route 21 (NCR 21). NCR 21 can be accessed via either Turners Hill Road or from within Crawley Down.
- 2.15 There is a bicycle repair shop named 'Leeli Cycles' within Turners Hill, approximately 250m from the centre of the site, on Lion Lane, that residents will be able to access if required.
- 2.16 NCR 21 is a long-distance cycling route that connects London to Eastbourne, within the local area it provides connections to Crawley, Three Bridges, Gatwick Airport, Horley and East Grinstead. The route of NCR 21 is outlined in **Figure 2.2**.

¹ PRow 68W

Figure 2.2 Local Cycle Routes



Source: ©OpenStreetMap-contributors

Local Amenities

- 2.17 The National Design Guide, 2019, suggests that walkable neighbourhoods should be within walking distance of local facilities, which is generally "considered to be no more than a 10-minute walk (800m radius)."
- 2.18 Manual for Streets suggests that "walkable neighbourhoods are typically characterised as having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas... However, this is not an upper limit and.... walking offers the greatest potential to replace car trips, particularly those under 2km."
- 2.19 The Institute of Highways and Transportations 'Providing for Journeys on Foot, 2000' suggests that walking distances will vary depending on the journey purpose and outlines these distances, which are reproduced in Table 2.1.

Table 2.1 IHT Suggests Acceptable Walking Distance

	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

Source: Table 3.2 of the Institution of Highways & Transportation (IHT) publication 'Providing for Journeys on Foot, 2000'

- 2.20 In addition, the Chartered Institute of Transportation's publication 'Planning for Walking 2015' sets out that:

*"Most people will only walk if their destination is less than a mile away. Land use patterns most conducive to walking are thus mixed in use and resemble patchworks of "walkable neighbourhoods," with a typical catchment of around 800m, or 10 minutes' walk"*²

- 2.21 The bicycle is an effective mode of transport for short trips up to five to eight kilometres (approximately 20 to 35 minutes)³. Sustrans has identified a maximum distance at which daily commutes could be undertaken by cycle as:

*"We know that in some areas most people are unlikely to walk for more than 2 km (1.2 miles), but are most likely to cycle between 2 (1.2 miles) and 5 km (3.1 miles) for their daily commute."*⁴

- 2.22 Taking all three documents into consideration, it is reasonable to allow differing distances based on age, mobility issues, journey type, nature of the local facility and local topography. The distance to local facilities and services are set out in Table 2.2.

² Page 29, Chartered Institute for Highways and Transportation's Planning for Walking (2015)

³ Changing Journeys to Work, An Employers Guide to Green Commuter Plans, Transport (2000)

⁴ <https://www.sustrans.org.uk/blog/how-transport-modelling-helps-us-plan-cycle-friendly-cities>

Table 2.2 Local Amenities

Amenity Type	Amenity Name	Distance
Transport	Mount Lane Bus Stop	400m
	The Crown Bus Stop	250m
	Three Bridge Rail Station	6.3km
	East Grinstead Rail Station	6.4km
Shopping & Leisure Facilities	Convenience Store	250m
	Crown Public House	220m
	Turners Hill Free Church	250m
	Head Turners Hair and Beauty Salon	250m
	Bay Tree Florists	250m
	Laundrette	250m
	Leeli Cycles	250m
	Red Lion Public House	400m
	Ark Community Centre	500m
	Turners Hill Park	500m
	Tarana Bar & Restaurant	825m
	Crawley Town Centre	7km
Educational Facilities	Turners Hill C of E Primary School	120m
	Orial High School	5km
	Sackville School	6.4km

Notes: Measured from the centre of the site

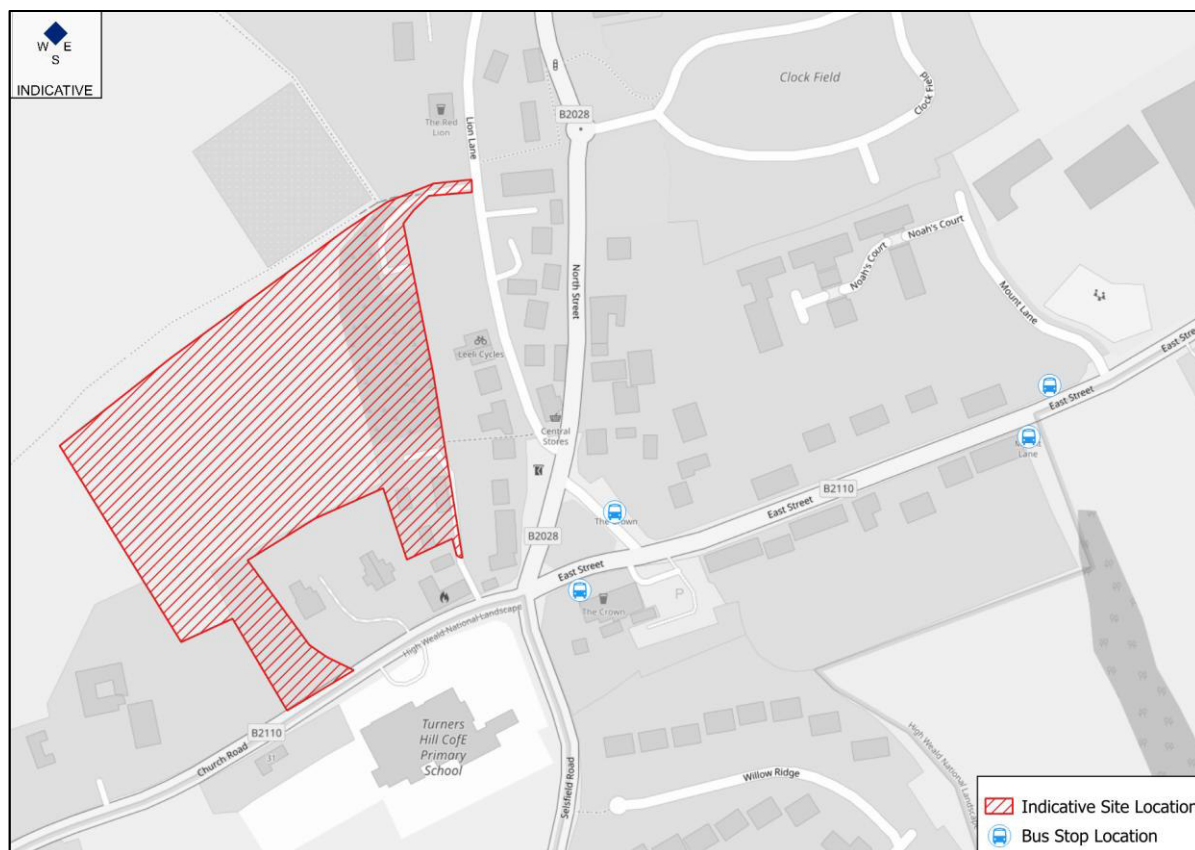
- 2.23 Table 2.2 demonstrates that the site is within walking / cycling distance of the local services and facilities provided within Turners Hill, which future residents would be able to utilise.

Public Transport Infrastructure and Services

Local Bus Services

- 2.24 There are bus stops located along East Street and North Street, within 250m of the centre of the site, with further bus stops provided throughout the village. The bus stop locations are displayed in **Figure 2.3** below.

Figure 2.3 Bus Stop Locations



Source: ©OpenStreetMap-contributors

- 2.25 These bus stops are serviced by bus routes 84 and 272, which provide connections to Crawley, Crawley Down, Haywards Heath, Brighton, East Grinstead and Burgess Hill. In addition, route 643, which is a local school service that runs between Crawley and East Grinstead, operates from the bus stops in the village once per day in each direction.
- 2.26 The bus stops within the village consist simply of a flag and pole design, with the exception of the bus stop on North Street (adjacent to the Crown Public House) which benefits from a shelter and seating. All of the bus stops within the village benefit from the provision of timetabling information.
- 2.27 Table 2.3 below summarises the destinations and frequencies of the local bus routes.

Table 2.3 Summary of Local Bus Services

Route No.	Route	Service Frequency		
		Monday – Friday	Saturday	Sunday
84	Crawley – Three Bridges – Turners Hill – Sharpthorne – East Grinstead	6 services per day	5 services per day	No service
	East Grinstead – Sharpthorne – Turners Hill – Three Bridges – Crawley	6 services per day	5 services per day	
272	Crawley – Three Bridges – Crawley Down – Turners Hill – Haywards Heath – Princess Royal Hospital – Burgess Hill – Brighton – Royal Sussex County Hospital	9 services per day	7 services per day	No service
	Royal Sussex County Hospital – Brighton – Burgess Hill – Princess Royal Hospital – Haywards Heath – Turners Hill – Crawley Down – Three Bridges – Crawley	8 services per day	5 services per day	
643	Crabbet Park – Turners Hill – Crawley Down – Imbernorne Schools	1 service per day	No service	No service
	Imbernorne Schools – Crawley Down – Turners Hill – Crabbet Park	1 service per day		

Source: www.metrobus.co.uk

2.28 The first and last bus times of bus routes 84 and 272 are shown in Table 2.4 below.

Table 2.4 First and Last Bus Times

Route	Direction of Travel	Monday - Friday		Saturday	
		First Bus	Last Bus	First Bus	Last Bus
84	East Grinstead	07:36	18:29	09:54	18:29
	Crawley	07:45	17:37	08:28	17:37
272	Brighton	06:02	19:57	05:45	17:34
	Crawley	10:31	22:38	09:19	18:20
643	Imbernorne Schools	07:50	-	-	-
	Crabbet Park	15:45	-	-	-

Source: www.metrobus.co.uk

2.29 As outlined above, the local bus route operates throughout the day, including early in the morning and late into the evening, providing local residents with travel options at unsociable hours.

Local Rail Services

- 2.30 The closest Railway Station to the site is Three Bridges, which is located approximately 6.3km west of the site. The station is located on the Brighton Mainline and Arun Valley Line and is operated by Southern. The rail services are provided by Southern and Thameslink.
- 2.31 In addition to Three Bridges, East Grinstead Station is located approximately 6.4km northeast of the site. The station is located on the Oxsted Line, with the station and all services being operated by Southern.
- 2.32 Table 2.5 provides a summary of the frequency of rail services available from both Three Bridges and East Grinstead Rail Stations.

Table 2.5 Summary of Rail Services

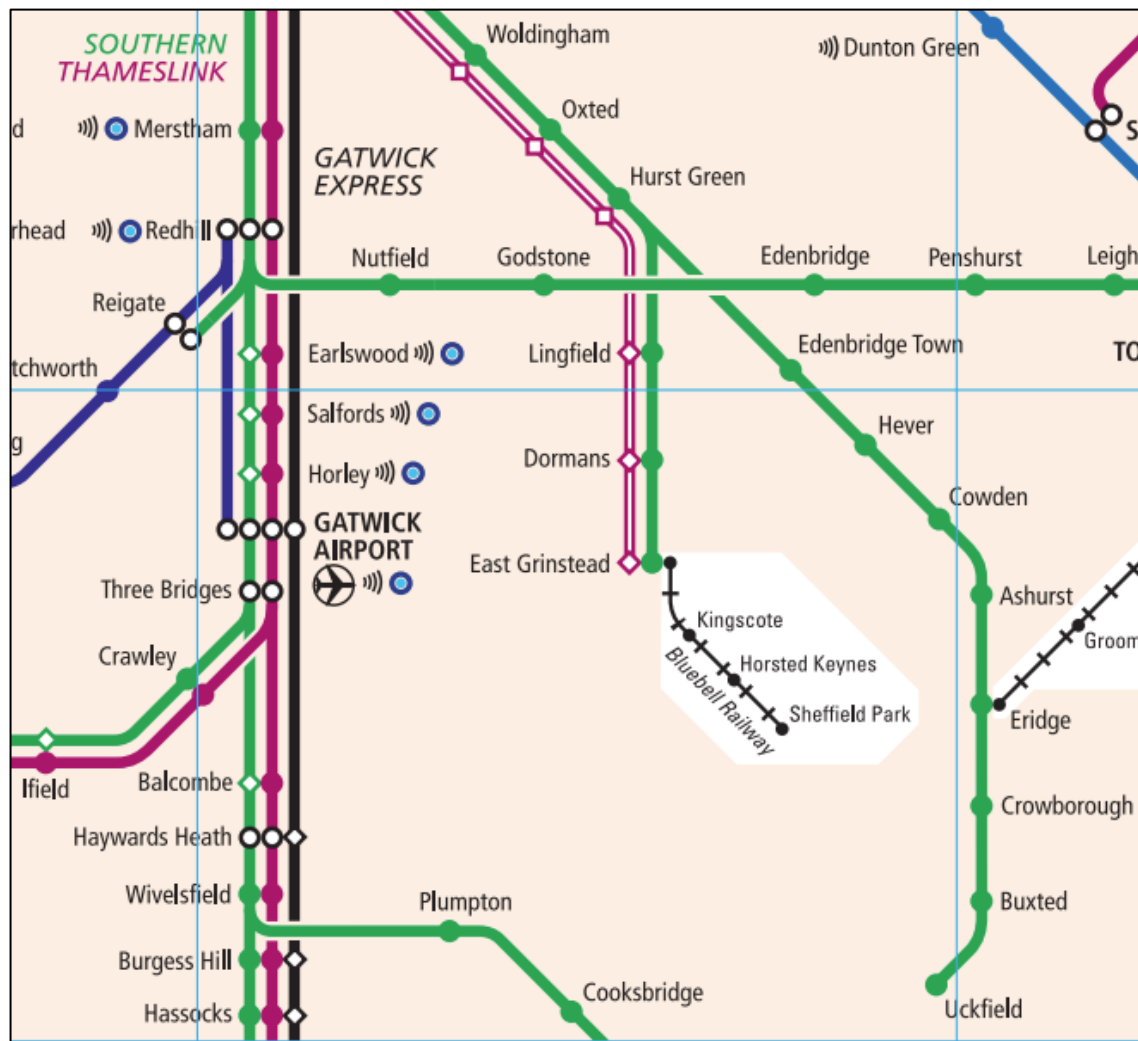
Station	Destination	Monday – Saturday Frequency (Trains Per Hour)	Sunday Frequency (Trains Per Hour)
Three Bridges	London Victoria	2	2
	London Bridge	6	6
	Bedford	2	2
	Peterborough	2	2
	Cambridge	2	2
	Brighton	4	4
	Horsham	2	2
	Bognor Regis	2	2
	Portsmouth	1	1
East Grinstead	London Victoria	2	2
	West Hamstead Thameslink	1	1
	Bedford	1	1

Source: www.nationalrail.co.uk

- 2.33 Both Three Bridges and East Grinstead stations are located within an acceptable cycle distance of 8km, with extensive cycle parking provided at both stations, to support sustainable journeys to / from the station. Alternatively, Three Bridges rail station is accessible via bus routes 84 and 727, while East Grinstead rail station is accessible via bus route 84.

2.34 The local rail network is illustrated in **Figure 2.4**.

Figure 2.4 Local Rail Network Plan



3 Aims and Objectives

Aims

3.1 The aims of this Travel Plan are to:

- Promote sustainable methods of travel;
- To create a safer, more sustainable, community driven environment for residents and visitors; and,
- To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development by private car.

3.2 In order to achieve these aims, this Travel Plan promotes a range of travel choices to reduce reliance on the private car.

Objectives

3.3 Objectives are the high-level aims of the Travel Plan, giving the document direction, and a clear focus. The specific objectives that focus the Travel Plan include:

- To raise awareness of sustainable, active, and healthy modes of travel (e.g. walking and cycling) available to residents;
- To reduce congestion in the neighbouring area by discouraging car use;
- To educate residents and visitors on road safety and alternative means of travel;
- To increase the number of residents using sustainable modes of travel;
- To increase the number of residents choosing 'active travel' options over the private car; and
- To regularly monitor and review the Travel Plan targets and initiatives with a view to increasing sustainable transport mode share on a year-by-year basis

4 Baseline and Targets

- 4.1 This section of the Travel Plan identifies the targets for the residential aspect of the development that will be further defined within the post-occupation Travel Plan, which will be agreed with Mid-Sussex District Council and or West Sussex County Council at a later stage. At this point, baseline mode share data has been derived from Census data and generic targets have been proposed until the residential units are occupied and until such a time when these targets can be agreed.

Modal Share

- 4.2 The modal share is used to establish the likely number of people commuting from the site on different modes of transport. The model split is calculated using journey to work data from the Office for National Statistics (ONS).
- 4.3 Targets are measurable goals that allow an assessment of the Travel Plans progress. Targets are essential for monitoring the progress and success of a Travel Plan. Targets should be “SMART” – specific, measurable, achievable, realistic, and time-bound:
- **Specific** – The target defines a specific overall reduction in single occupancy vehicle trips associated with the site, which the site will achieve by developing realistic Travel Plan measures.
 - **Measurable** – The Travel Plan Co-ordinator will monitor the number of single occupancy vehicle based trips against the targets on a regular basis. The Travel Plan Co-ordinator will investigate further initiatives and measures and pursue them should the site not meet these targets.
 - **Achievable** – The Travel Plan Co-ordinator will implement the Travel Plan measures and monitor their effectiveness to ensure all site users can achieve them.
 - **Realistic** – The Travel Plan bases realistic targets upon a reduction of trips the Travel Plan Co-ordinator will measure at 75% occupancy.
 - **Time-bound** – The Travel Plan Co-ordinator will review the targets biennially to clarify whether the site is achieving them.

The initial resident's mode share targets are set out in

- 4.4 Table 4.1 with these being reviewed and amended after the first monitoring survey has been undertaken.

Table 4.1 Residential Mode Split Targets

Journey to Work Method	Baseline Modeshare	Two-Way Daily Trips				Target Modeshare
		Baseline	Year 1 Target (-4%)	Year 1 Target (-4%)	Year 5 Target (-11%)	
Public Transport	10%	25	28	29	30	12%
Motorcycle, scooter or moped	1%	2	2	2	2	1%
Driving a car or van	77%	190	182	177	173	70%
Passenger in a car or van	5%	12	14	15	16	6%
Bicycle	1%	2	4	6	7	3%
On foot	6%	15	17	18	19	8%
Total	100%	247	247	247	247	100%

Note: Baseline Usage based on ONS Census Data

Two way baseline car trips derived from residential element of trips to the site within the TA

- 4.5 The proposed targets seek to reduce the number single occupancy vehicle trips to the site by 11%. This will reduce the two-way car trips to the residential element of the development from 190 to 173 during the five year monitoring period. The number of trip associated with sustainable and active transports modes will increase accordingly as indicatively indicated in the table. The 11% reduction in the number of car trips will result in a 7% decrease in mode share.
- 4.6 A biennial travel survey will be carried out in order to monitor the progress and act as an indicator of whether the targets are being achieved and whether any adjustment is necessary. The monitoring schedule is outlined in **Chapter 8** of this report.
- 4.7 As previously indicated, the actual baseline mode share will be determined following the first travel surveys that will be undertaken post-occupation. The targets will be revised in light of these surveys and agreed upon with the Travel Planning Officer at Mid Sussex District Council and / or West Sussex County Council.

5 Travel Plan Co-ordinator

- 5.1 The Travel Plan Co-ordinator role will be undertaken by a member of the development team, assisted by TPA who will provide any necessary technical support.
- 5.2 The Travel Plan Co-ordinator will be appointed six months prior to the anticipated occupation of the first dwelling. This will ensure the range of measures and initiatives proposed are prepared in advance of residents taking occupation and establishing travel patterns. The early appointment will also enable the Travel Plan Co-ordinator to liaise with sales staff so that they too understand the range of travel opportunities that will be available to future residents.
- 5.3 The Travel Plan Co-ordinator will be contactable by either telephone or email; these details will be confirmed prior to first occupation.
- 5.4 It is envisaged that the role of the Travel Plan Co-ordinator will comprise but not necessarily be limited to the following activities:
- Lead the strategy for meeting the Travel Plan's objectives;
 - Set up and co-ordinate groups that can dictate or influence the strategies, as required;
 - Coordinate data collection to develop the Travel Plan;
 - Act as a point of contact for future occupiers requiring additional information and a point of contact for Mid Sussex, when required;
 - Be responsible for the submission of monitoring reports; and
 - Ensure all information regarding cycle routes and bus service timetables are kept up to date and readily available.
- 5.5 The Travel Plan Co-ordinator role will not be the individual's sole job. It is estimated that the Co-ordinator role is envisaged to take approximately 70 hours per year, with varying workloads on a week-to-week basis.
- 5.6 In the event that the named Travel Plan Co-ordinator can no longer maintain the role, it will be transferred to another suitable person within the Management Team and the Local Planning Authority officers will be informed.

Travel Plan Budget

- 5.7 An initial budget of £500 per annum has been identified to ensure that the Travel Plan Co-ordinator has sufficient funds to help promote and implement the various initiatives.

- 5.8 In addition, and as required by West Sussex County Council, £1,695.00 will be set aside, to assist with the Travel Plan Auditing Fees over the 5-year monitoring period.

6 Influencing Behavioural Change

The '4i' Approach

- 6.1 The initiatives presented within this Travel Plan have focused on increasing the awareness and use of sustainable travel modes through the use of the 4i approach. The 4i approach considers the need to:
- Supply information - The provision of accurate sustainable travel information through a variety of means.
 - Pursue initiatives - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice.
 - Provide incentives - Encouraging participation in initiatives. For example, the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits.
 - Continue to influence modal choice towards sustainable travel.
- 6.2 The development of a community spirit to influence fellow neighbours to switch to, or maintain the use of, sustainable travel will enhance the value of the initiatives undertaken.

The Five Stages of Change

- 6.3 The 'Five Stages of Change' relate to different people differently, at different stages and at different times. The challenge is to ensure initiatives are introduced at the appropriate time for individuals or groups that will enable them to achieve the most appropriate but least environmentally damaging travel option. The five stages are:
- Pre-contemplation – There is no contemplation for change. Initiatives employed at this stage would be based around awareness raising. As there are no existing residents this could be targeted towards people who may not be fully aware of the range of travel options available to them.
 - Contemplation – Acknowledgement has been made of a problem but no plans are in place to overcome it. This is the key stage to seek to influence the mode of travel for people travelling to and from the site. They will have established the need to travel to / from the site, but will then contemplate how to travel. Providing high quality advice on travel options at this stage in their thought process would have an optimal impact. This information could be presented in the Travel Information Packs.
 - Preparation – There is intention to take action. The active role of the Travel Plan Co-ordinator is highly important at this stage. People will be preparing to travel to the site but the ability to influence decisions is much reduced.

- Action – Modification of behaviour in order to overcome the problem. For many, the opportunity to affect their mode of travel has passed at the point of “action”. If they have chosen to arrive by car, there could be occasion to assist with future travel behaviour by providing information on public transport and other local options.
- Maintenance – Working to consolidate gains attained during other stages and prevent a relapse. The continued use of incentives for all site users is important to continue to motivate them in their choice of sustainable travel. It is equally as important to ensure those who travel sustainably continue to do so as it is to “convert” others to sustainable travel. For many visitors to the site, their visit will be too short to consider maintaining sustainable travel options. It is likely, however, that the residents will travel to and from the site on a daily basis and the Travel Plan Co-ordinator could seek to ensure they are able to continue to travel sustainably.

6.4 It is important that consideration is given to the timing of the initiatives in order to achieve the best possible result. In particular, travel behaviour needs to be guided from the outset before an unsustainable travel pattern has a chance to form. Once this occurs, it is difficult to persuade people to switch to more sustainable modes of transport.

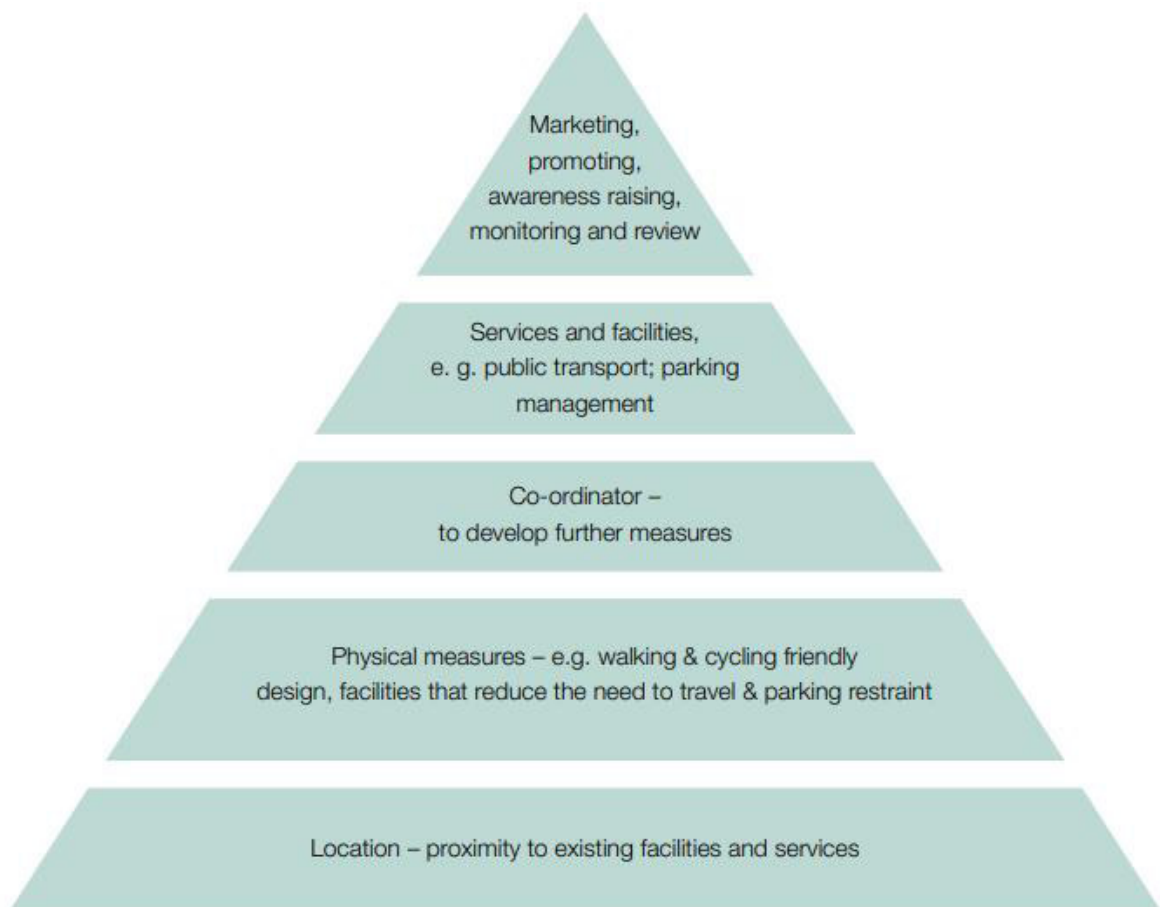
6.5 The majority of the trips to and from the site will be new trips and therefore, there is a chance to achieve a modal switch to sustainable modes may be greater than if the site was already operational.

6.6 Therefore, if initiatives are implemented prior to or upon occupation, a high level of sustainable travel should be achieved.

Travel Plan Pyramid Approach

6.7 When considering the appropriateness of travel initiatives to promote sustainable travel a hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with things such as health and environmental benefits that might further influence people’s attitude to change. The hierarchical pyramid can be seen below in **Figure 6.1**.

Figure 6.1 Travel Plan Pyramid



Source: Department for Transport

- 6.9 The Pyramid approach uses the benefits of a good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated Travel Plan.
- 6.10 The 'Co-ordinator' tier relates to the introduction of a Travel Plan Co-ordinator who is appointed to manage transport facilities in an integrated and responsive way.
- 6.11 The 'Services and Facilities' tier relates to any services and facilities available on site. The limited size of the development of course depends on the surrounding areas facilities.
- 6.12 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for residents or visitors promotional campaigns and other incentives. Transport information should be easily accessible and available at locations such as community notice boards and website.

- 6.13 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the Travel Plan objectives, making the Travel Plan robust, integrated and having an impact on the modal shift.

7 Measures

Residents Welcome Pack

- 7.1 Every new resident at the development will be provided with a welcome pack prior to occupation. It will include information on sustainable travel options, with particular attention paid to the range of public transport services available locally. Information will also be provided on local car share schemes and cycle routes. Local maps will be provided to show the location of local services and bus stops.
- 7.2 More specifically this welcome pack will provide information on:
- **Walking:** information regarding pedestrian safety, information on local footpaths;
 - **Cycling:** details of cycle routes in the area, details of the onsite facilities for those who cycle (i.e. cycle parking), and information about national cycling events (i.e. Cycle to Work Week);
 - **Public Transport:** information will outline local bus and rail services and frequency patterns. Including information on local park and ride facilities.
 - **Car Sharing:** promotional information regarding the benefits of car sharing and the details of a car share scheme locally.
- 7.3 As part of the Resident Welcome Pack, each new resident will be provided with travel information leaflets, these leaflets can be provided to friends or family members who visit the site regularly, so as to encourage sustainable transport options. The leaflets will provide details on the local public transport services and sustainable transport options available locally.
- 7.4 The Travel Plan Co-ordinator will be responsible for creating and distributing the packs.
- 7.5 **Initiative 1:** Develop a Travel Information Pack and distribute it to new residents as part of the Welcome Pack, this must be completed prior to occupation.

Communal Noticeboard

- 7.6 A noticeboard displaying the relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel. Travel information will therefore be provided on a communal noticeboard. The noticeboard will provide information on relevant transport facilities such as green travel initiatives and relevant public transport timetables.
- 7.7 The Travel Plan Co-ordinator will be responsible for updating the noticeboard to reflect any changes in the local transport services.

- 7.8 Consideration will be given to placing the Travel Information Noticeboard within the vicinity of the village car park, so that the wider population can be made aware of all the sustainable travel options available locally.
- 7.9 **Initiative 2:** Create a Travel Information Noticeboard and keep this updated.

Walking

- 7.10 The site benefits from footways and footpaths within its vicinity. To further encourage walking, where possible, there will be advertisement of local walking routes and also awareness of the health benefits that walking can offer by providing information on the communal noticeboard and in the Welcome Packs.
- 7.11 **Initiative 3:** Advertise local walking routes within the vicinity of the site in the Travel Information Packs.
- 7.12 **Initiative 4:** Promote the health benefits of walking through information provided in the Travel Information Packs.
- 7.13 **Initiative 5:** Promotion of public health campaigns that encourage walking (e.g. Change for Life).

Cycling

- 7.14 Cycling is one of the most sustainable modes of transport to use and studies have shown it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and improving weight loss.
- 7.15 Good quality facilities and secure parking are often cited as the most persuasive to cycling. Therefore, in a bid to encourage residents to cycle to and from the site secure cycle parking spaces to be provided on-site for use by residents.
- 7.16 The Travel Plan Co-ordinator will contact local cycle stores to discuss potential discount schemes for the new residents.
- 7.17 **Initiative 6:** Provide details and plans showing the location of, and routes of the local cycle network and any key services along the routes, safe cycling corridors and local events such as 'bike week' through information provided at the Communal Noticeboard and in the Travel Information Packs. The Travel Plan will also provide details of apps, such as Strava, which allows users to track exercise routines and routes.

- 7.18 Furthermore, information will be provided on the UK Government's cycle to work scheme (www.cycletowork.co.uk) which can allow people to save up to 39% on the cost of a new bike and accessories.
- 7.19 **Initiative 7:** The Travel Plan Co-ordinator will liaise with the local cycle store to arrange a discount for residents at the development. In return for the discount, the cycle store will be promoted on the Communal Noticeboard and within the Travel Information Packs.
- 7.20 **Initiative 8:** Provide plans showing the location of, and routes of the local cycle network and any key services along the routes. The plans should be located on the Travel Information Noticeboard and in the Travel Information Packs.
- 7.21 **Initiative 9** Provision and maintenance of resident cycle parking spaces for use by visitors and residents.

Public Transport

- 7.22 The use of Public Transport in the form of bus, rail or taxis will be encouraged by providing:
- information on service frequency;
 - service operating times;
 - information about the local park and ride facilities; and,
 - details of where to catch the services and interchange if needed.
- 7.23 The Travel Plan Co-ordinator will be familiar with these services and will be able to assist residents in their use. The Travel Plan Co-ordinator will regularly check public transport services and inform residents if any changes have been made. Details will be made available through a travel alert service whereby the Travel Plan Co-ordinator emails any significant travel news to all residents who sign up for this service.
- 7.24 **Initiative 10:** Provide plans showing the location of, and distance to the nearest bus stops and railway stations in relation to the site and the services that are provided by each. The plans should be located in the Travel Information Packs.
- 7.25 **Initiative 11:** Promote the use of public transport at the Travel Information Noticeboard and in the Travel Information Packs.
- 7.26 **Initiative 12:** Residents will be provided with links to Journey Planning websites and applications, including the Metrobus website and application and national rail enquiries.

- 7.27 **Initiative 13:** Information on local taxi services will be provided on the Communal Noticeboard and within the Travel Information Pack.

Car Sharing

- 7.28 Car sharing can often be an appealing option to those who do not have access to their own vehicle, or to those that are willing to share their vehicle with others. Car sharing involves sharing commuter trips where two or more persons share a vehicle rather than drive separately.
- 7.29 Car sharing offers a range of benefits, not only to those who take part, but also for the local highway network. For example, sharing your vehicle with another person should, in theory, halve your fuel cost for each journey. It also gives you time to do other things such as read or work and it can be a good way to get to know other people. In turn, car sharing should reduce the number of vehicles on the local highway network which will, in turn, reduce local Carbon emissions and the time spent on the network, particularly in congested areas.
- 7.30 It is important to make people aware that you do not have to own a car in order to participate in a car share scheme.
- 7.31 In 2012, the National Car Share website stated that "If everyone who drives on their own to work every day were to catch a lift with someone just once a week, the commuting car journeys would reduce by 20%". It is therefore important to ensure that the option of car sharing is available to those who may consider this as an alternative to the private car
- 7.32 Due to the small scale of the development, it is noted that a formal car share scheme will not be an option.
- 7.33 There are two existing car-sharing schemes operating locally: Co-Wheels and Enterprise Car Club. Both schemes are active within Crawley, providing residents with convenient access to flexible, sustainable transport options and the opportunity to participate in these schemes.
- 7.34 **Initiative 14:** Provide information on how car sharing works, who can take part, a list of how obstacles (such as the need to drop children off at school or safety concerns) can be overcome and advertise the benefits that can be gained through car sharing. This can be in the Travel Information Packs.
- 7.35 **Initiative 15:** Promote a local car share scheme (such as Liftshare) for use by occupiers of the development.

Reducing the Need to Travel

- 7.36 Another way to reduce reliance on private vehicles is to reduce the need for travel such as by homeworking, and online shopping including grocery delivery, which popularity has increased following the COVID-19 pandemic.
- 7.37 **Initiative 16:** All households, are to be provided with high-speed broadband, which can facilitate homeworking, online grocery shopping and online journey planning.
- 7.38 **Initiative 17:** Residents will be provided with information regarding home shopping services available at the site via the Travel Information Packs.

Electric Vehicle Parking

- 7.39 The development will provide both active and passive electric vehicle charging points..
- 7.40 **Initiative 18:** Provision of Passive and Active Eclectic Vehicle Changing Points.

Sustainable Travel Voucher

- 7.41 The development will provide a sustainable travel voucher per household of £150.00.
- 7.42 **Initiative 19:** A Sustainable travel voucher will be provided to each household. This voucher can be exchanged for one of the following:
- A season ticket for a local bus service;
 - A rail season ticket or network card;
 - A contribution towards the purchase of a new bicycle and/or equipment;
 - Bikeability training for up to 4 members of the household (further details and course cost can be found on the West Sussex road safety webpage (www.westsussex.gov.uk/roadsafety); or
 - 12 month membership of any local cycle club (including joining fee).

Links to Local Schools

- 7.43 The TPC will contact the local primary school to determine if links between the residential Travel Plan and the schools can be formed.

- 7.44 **Initiative 20:** Investigate links to the sustainable travel initiatives of the local primary school.

Summary

- 7.45 The 20 initiatives outlined above will form the basis of the Travel Plan; however, these will be reviewed and amended after each review period to ensure they meet the requirements of the development.

8 Monitoring Strategy

- 8.1 This Chapter sets out the strategy for monitoring the Travel Plan for the development. Ongoing monitoring and review is essential to ensure the effectiveness of the Travel Plan and the achievement of targets.
- 8.2 The intent of the Travel Plan is that there will be an ongoing improvement process including periodic monitoring, where necessary. The Travel Plan Co-ordinator will form a contact point for communication with the local authority. Findings from discussions with the council and reviews will be communicated to residents and visitors.

Monitoring Programme

- 8.3 The Travel Plan will be monitored by the Travel Plan Co-ordinator at Year 1, Year 3 and Year 5, post-occupation of the development. The first monitoring period is anticipated to take place 3 months post the 20th occupation, to enable regular travel patterns to have developed.
- 8.4 In addition, as required by West Sussex County Council, £1,500 will be set aside, to assist with the Travel Plan Auditing Fees over the 5-year monitoring period.

Monitoring Procedure

- 8.5 It is recognised that the Travel Plan needs to remain a living document and will therefore be subject to regular monitoring and review. This means the Travel Plan can reflect changing circumstances, and ensure there is a reduction or continuation of low single occupancy vehicle trips. Monitoring the Travel Plan will ensure initiatives are being promoted in line with demand.
- 8.6 The Travel Plan Co-ordinator will maintain the Travel Plan as a living document.
- 8.7 Monitoring surveys will be undertaken in close liaison with Mid Sussex District / West Sussex County Council. The surveys would be made up of online or paper questionnaires recording information on the following:
- main mode of travel to work;
 - main mode of travel to other destination including school, shopping and leisure;
 - how often do you travel and by what modes;
 - reason for choice of travel mode;
 - place of work/study;

- attitudinal information about measures which are likely to encourage a switch to sustainable alternatives.

- 8.8 Monitoring surveys will be undertaken as part of the review process and be provided to the local authority to update on the progress of the Travel Plan and provides an indication of the modal changes derived as a result of the Travel Plan.
- 8.9 Once the surveys have been completed, the Travel Plan Co-ordinator would then assess the results against the targets of the Travel Plan, to establish whether they have been achieved or not. The Travel Plan would then be updated accordingly.
- 8.10 An Action Plan, which details the actions, responsibilities and timescales for the implementation of Travel Plan measures and initiatives, is contained in Chapter 9.

9 Action Plan

9.1 The anticipated timescales for the Travel Plan are:

- Construction commencement: anticipated occupation: 2027;
- Initial Monitoring Survey: three months after 20th occupation;
- Submission of Post-occupation Travel Plan: 2 months after initial monitoring survey;
- Year 1 Monitoring Survey: 12 months after the initial monitoring survey;
- Year 1 Review and updating of the Travel Plan by Travel Plan Co-ordinator: 2 months after Year 1 Monitoring Survey;
- Year 3 Monitoring Survey: 36 months after the initial monitoring survey;
- Review and updating of the Travel Plan by Travel Plan Co-ordinator: 2 months after the Year 3 Monitoring Survey;
- Year 5 Monitoring Survey: 60 months after the initial monitoring survey; and
- Review and updating of the Travel Plan by Travel Plan Co-ordinator: 2 months after the Year 5 Monitoring Survey.

9.2 Following each travel survey, the Travel Plan Co-ordinator will be required to update the Travel Plan, based on the monitoring and findings of the survey.

9.3 A more detailed Action Plan is set out in Table 9.1 below.

Table 9.1 Action Plan

Action	Responsibility	Timescale
Appoint Travel Plan Co-ordinator	Developer	6 months prior to first occupation
Create Resident Welcome Pack including Travel Information Pack	Travel Plan Co-ordinator	3 months prior to occupation
Install Communal Noticeboard	Travel Plan Co-ordinator	3 months prior to occupation
Provision of Cycle Parking Spaces	Developer	Pre-occupation
Provision of EV Charging points	Developer	Pre-occupation
Installation of high-speed broadband posts	Developer	Pre-occupation
Create material for the Communal Noticeboard	Travel Plan Co-ordinator	Prior to occupation and ongoing
Advisement of local walking routes	Travel Plan Co-ordinator	First occupation and ongoing
Provide details of local cycle routes, local cycling docking stations, safe cycling corridors and local events	Travel Plan Co-ordinator	First occupation and ongoing
Arrange for £25 cycle voucher to be purchased	Travel Plan Co-ordinator / Developer	Prior to occupation
Arrange for £25 bus voucher to be purchased	Travel Plan Co-ordinator / Developer	Prior to occupation
Liaise with local cycle stores to discuss potential discounts	Travel Plan Co-ordinator	Prior to first occupation and ongoing
Promote local share scheme within the local area.	Travel Plan Co-ordinator	Post first occupation
Provide new residents with Travel Information Pack including public transport and cycle discount vouchers.	Travel Plan Co-ordinator	From first to full occupation
Travel Plan Monitoring	Travel Plan Co-ordinator	3 months post full occupation
Update Travel Plan	Travel Plan Co-ordinator	3 months post full occupation and ongoing