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Land East of Dan Tree Farm,
London Road, Bolney, West Sussex, RH17 5QF

Travel Plan

Final Report for:

PJ Brown (Civil Engineering) Limited

August 2024

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Infrastructure Highways Transport

Document Control

Document: Travel Plan
Client: PJ Brown (Civil Engineering) Limited
Project Number: 16-3043
Document Number: T002
Status: Final
Issue: 1

Prepared: MC
Checked: TC
Date: 20th August 2024

Issue Number:	Date:	Revision Details:
1	20 th August 2024	1 st Issue
2		
3		
4		

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APPENDIX A – SUSGO TOOL SUMMARY

1.0 INTRODUCTION

1.1 Overview

- 1.1.1 Cora IHT have been instructed by PJ Brown (Civil Engineering) Limited to prepare a Travel Plan to support proposals for an extant development located on land east of Dan Tree Farm, in Bolney. An extract of the current operations at the development has been referenced below:

In summary, it is considered that the use of the land for 'the importation, deposit, reuse and recycling of waste material and the use of the land for storage purposes' is immune from enforcement action by virtue of the passage of time. That time being, 10 years for the material change of use of the land for the importation, deposit, re-use and recycling of waste material and the use of the land for storage purposes, and 4 years for the operational development of the hardstanding formation.

- 1.1.2 Figure 1.1 illustrates the site location.

Figure 1.1: Site Location



- 1.1.3 Staff, visitors and the servicing of the development will be targeted through this travel plan, to encourage an overall reduction in the number of single occupancy vehicle trips made to the site.

1.2 Travel Plan Commitment

1.2.1 The occupier recognise the importance of reducing the potential negative transport related impacts of the mixed-use development and the need to provide for, and encourage, a range of sustainable travel options as an alternative to car use.

1.2.2 This Travel Plan provides:

- i. details of and results from an initial staff travel to work survey;
- ii. clearly specified ongoing targets for staff travel mode shares;
- iii. action plan setting out how the targets and objectives of the Travel Plan will be delivered
- iv. a plan for monitoring and reviewing the effectiveness of the Full Travel Plan.

1.3 Travel Commitments

1.3.1 The travel plan provides a commitment to provide the following initiatives to promote sustainable travel:

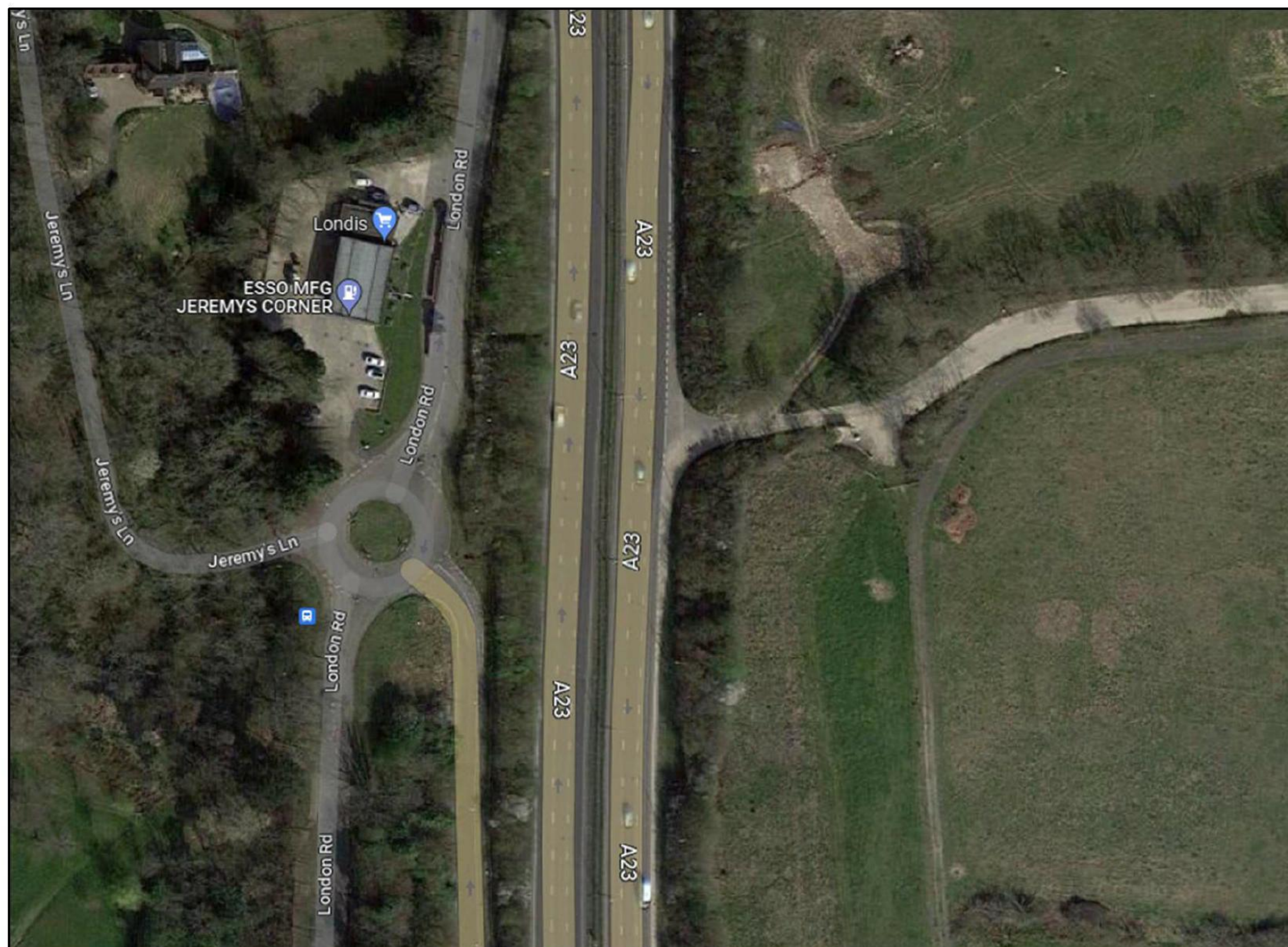
- The lead Travel Plan Coordinator will co-ordinate a site-wide car share scheme using Susgo and will gather details of any person interested in car sharing.
- The travel plan is to be implemented for a minimum of 5 years or otherwise agreed with the Council.

2.0 SITE CONTEXT

2.1 Site Operations

- 2.1.1 The site has been used by PJ Brown Construction Limited since 2007 for the deposit and transport of inert materials to and from the site. The operation continues to this day and the foreseeable future which ranges between 30 to 60 HGV arrivals per day.
- 2.1.2 The existing access to the site is located off the A23 access to Dan Tree Farm. **Figure 2.1** shows an aerial view of the existing access.

Figure 2.1: Existing Site Access

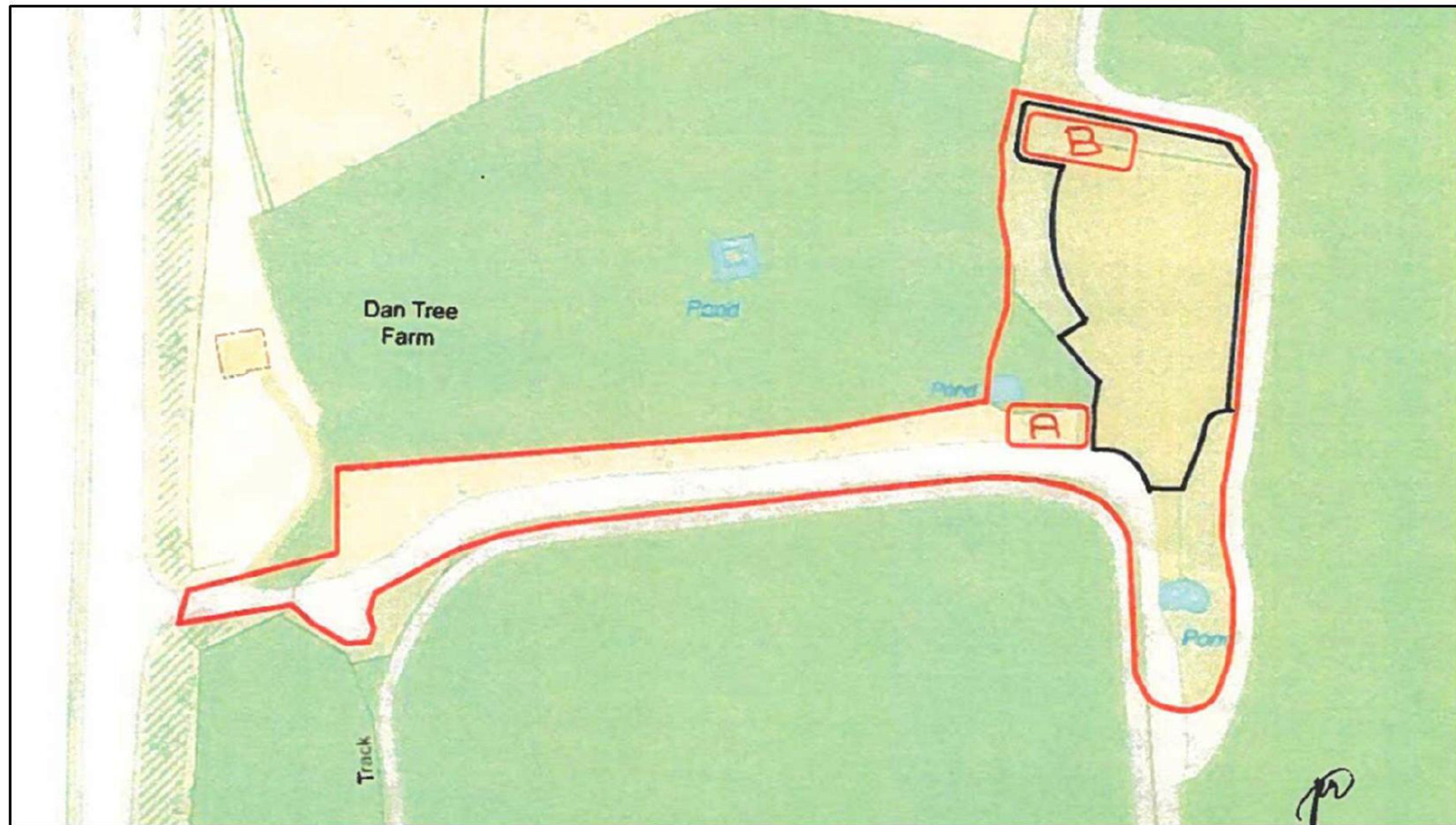


- 2.1.3 The access and its suitability for HGVs was previously discussed as part of the WSCC/077/11/BK planning application. Highways England (now National Highways) approved the use of the access and it was agreed at the time that the access could accommodate up to 450 HGV arrivals. **Appendix A** provides the Highways Agency Response.
- 2.1.4 The ongoing operations associated with the current use would not intensify the use of the access as the material importation movements will be as existing i.e. up to 60 HGV arrivals.

2.2 **Parking of Site and Staff vehicles**

2.2.1 The site compound and parking areas are shown in Figure 2.2. Area B is where the material storage is.

Figure 2.2: Construction Compound Area



2.2.2 Area A comprises the ticket office, wheel washing facilities, and parking for visitors, staff and operatives. There is no permitted offsite parking along the surrounding highway.

3.0 SUSTAINABLE ACCESSIBILITY

3.1 *Brief*

3.1.1 The site is not accessible by non-car modes as vehicle access is provided off the A23.

3.1.2 This Travel Plan targets the reduction of single occupancy car use to the site.

4.0 AIMS, OBJECTIVES AND TARGETS

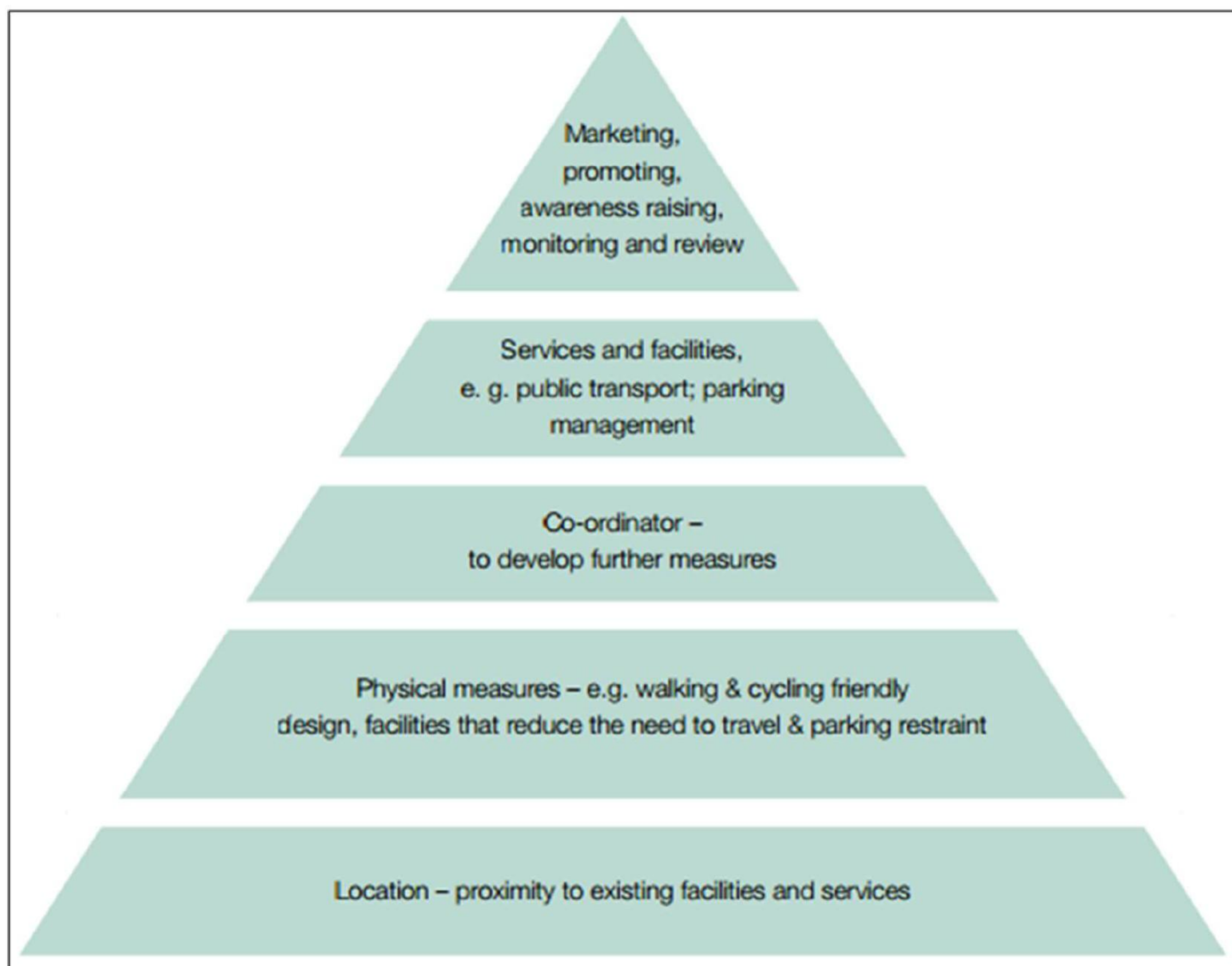
4.1 Overview

4.1.1 The aim of this Travel Plan is to provide a long-term strategy for the development to reduce the dependence of employees and visitors on travel by private car. Aims, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aims, objectives and targets for this Travel Plan.

4.2 Travel Plan Pyramid

4.2.1 Within the DfT guidance 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process', the Travel Plan pyramid sets out the various facets of a travel plan that are key to making the travel plan successful. The Travel Plan pyramid is reproduced below:

Figure 4.1 – Travel Plan Pyramid



4.2.2 The following features of the site location make it suitable for encouraging sustainable travel behavior:

4.2.3 A number of key destinations regionally and within the wider area can be easily accessed without the need of the private car.

4.3 Travel Plan Aim

- 4.3.1 The travel plan aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute to achieving the travel plan aim.
- 4.3.2 The overall aim of this travel plan to achieve a reduction in the number of single occupancy vehicle journeys to the site.
- 4.3.3 This will be achieved by maximising the accessibility of the development site by alternatives modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

4.4 Travel Plan Objectives

- 4.4.1 Objectives provide an overview of what the Travel Plan is trying to achieve. Each of the objectives outlined should contribute towards the Travel Plan's aim, whilst Travel Plan targets should help achieve the objectives of the travel plan.
- 4.4.2 As this stage, it is not possible to derive specific objectives for the site which relate to its day-to-day operation, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in educational developments:
- Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
 - Contain car parking demand.
- 4.4.3 Travel plan guidance recognises that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the site.

4.5 Travel Plan Targets

- 4.5.1 Travel plan guidance recommends that 'SMART' targets are set, that are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 4.5.2 A target reduction on single occupancy car travel of 10% is proposed.

5.0 TRAVEL PLAN MEASURES

5.1 Preamble

- 5.1.1 An important aspect of a successful travel plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.1.2 The aim of travel plan initiatives is to maximise the accessibility of the site by alternative modes of transport to the private car.
- 5.1.3 The travel plan initiatives outlined within this section may benefit staff and visitors of the site by facilitating sustainable travel choices.
- 5.1.4 This section provides a summary of the key initiatives contained within this travel plan. The initiatives reflect previous experience of workplace travel plans, along with national government guidelines. The list is not exhaustive and additional measures may be added to the list in light of the annual travel survey responses.

5.2 SusGo Travel Tool

- 5.2.1 SusGo is an electronic travel planning tool which assists:
- Councils to monitor travel plans.
 - Travel Plan Coordinators (TPC) to promote sustainable travel.
 - Individuals to have the ability to readily have access to sustainable travel mode choices.
- 5.2.2 The key features of the tool are as follows:
- Automatically sets up car share scheme within work group.
 - Initiating travel surveys for repeated and manual schedules.
 - Automated travel to work information using live google mapping to create real time travel options for all journeys.
 - Personalised staff and visitors travel planning including live journey tracking to promote sustainable travel on the go.
 - Electric charging point locator.
 - Production of summarised reports for Council monitoring.
- 5.2.3 The SusGo Travel Tool application can electronically replace the Welcome Pack which companies need to provide to their staff and members with both a web facility and mobile app.
- 5.2.4 Information on SusGo is provided in **Appendix A**.

5.3 Marketing and Promotion

- 5.3.1 From the outset, sustainable travel will be promoted to staff and employees. The travel plan will be launched as soon as possible and will be continually marketed through the provision of travel information and communication sessions via the Susgo app.

- 5.3.2 The following section describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for staff at the site. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the travel plan to staff.
- 5.3.3 All staff will be encouraged to register with Susgo promoting alternative transport modes. **Appendix A** provides the Susgo promotion banner which will be erected in the staff areas. The information will include where available:
- Information on car sharing;
 - Information and contact details of local taxi services;
 - List of internet websites on sustainable transport and journey planning; and
 - Contact details for the Travel Plan Coordinator.
- 5.3.4 The Travel Plan Coordinator will also provide staff with information regarding the travel plan and specific initiatives contained within it, and will be the main point of contact for all travel-related queries.

5.4 *Initiatives to Promote Car Sharing*

- 5.4.1 Following occupation, the Travel Plan Coordinator will enter into discussions to ensure that all staff have access to the site's car share scheme. The Travel Plan Coordinator will encourage staff to sign up to the scheme and will promote car sharing to staff.

5.5 *Initiatives relating to Site Servicing*

- 5.5.1 Where servicing or deliveries take place by external organizations, sustainable practices are adhered to where possible. This will include using fuel efficient delivery trucks and vehicles and driving using eco-driving techniques.

6.0 TRAVEL PLAN MANAGEMENT

6.1 Overview

6.1.1 Key to the success of the travel plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Travel Planning Team and other sustainable travel groups. This section outlines the roles and responsibilities of key individuals and stakeholders who will manage the travel plan.

6.2 Travel Plan Coordinator

6.2.1 The responsibility for managing and implementing the travel plan lies with the Travel Plan Coordinator. The travel plan coordinator's contact details are provided below:

Toan Chau

Cora IHT

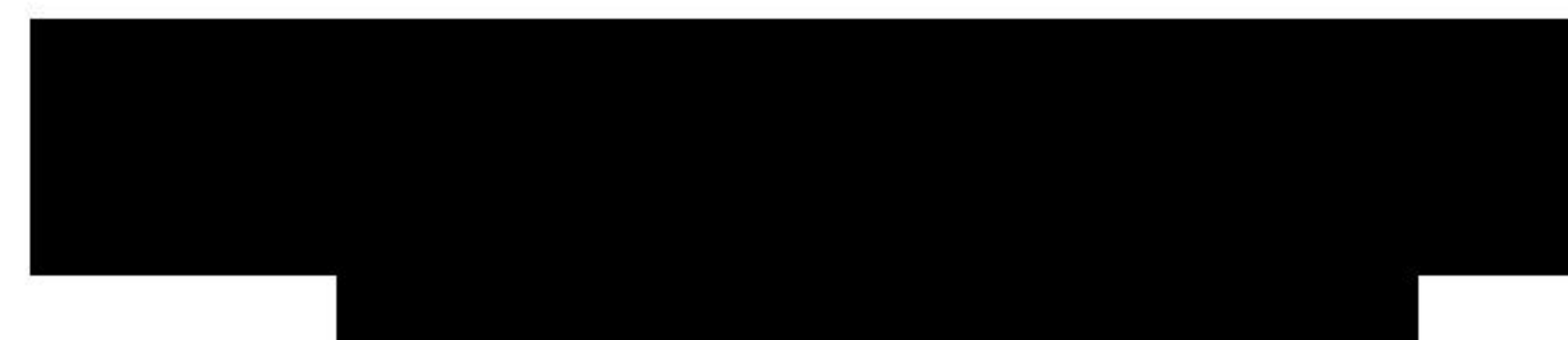
Adamson House

Towers Business Park

Wilmslow Road

Manchester

M20 2YY



6.2.2 The TPC will work in partnership with The Council to ensure the effective delivery of the travel plan.

6.2.3 The role and responsibilities of the Travel Plan Coordinator will include:

- To implement and promote various travel plan initiatives at the site to promote sustainable travel;
- To promote the travel plan to staff and visitors;
- To attend the travel steering group meetings and report back to staff on any issues relevant to the travel plan;
- To provide a point of contact for The Council on all travel related issues;
- To provide a point of contact for the Local Authority, steering group and any other stakeholders on any issues relating to the travel plan;
- To monitor the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
- To review the travel plan's success and prepare action plans.

6.2.4 The Travel Plan Coordinator's role will be reviewed on an annual basis and, if considered necessary. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

6.3.1 Stakeholders including the Council's Travel Planning Team and local transport operators also play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through Susgo. The Travel Plan Team will also be approached when appropriate to gain advice and support on the implementation of specific travel plan initiatives at the site.

6.4 Travel Plan Targets

6.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will identify the baseline travel behavior of residents once occupation is underway. These will allow mode share targets to be established. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.

6.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 3.

6.4.3 Travel plan guidance recommends that the following 'SMART' targets are set:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

6.4.4 Once the results of the travel survey are available, accurate targets can be set for the travel plan. These targets will be agreed with the Council as part of the full travel plan's development.

6.4.5 At this stage, indicative targets have been suggested to ensure that there is a commitment from the developer to achieve a reduction in the number of single occupancy car trips. The targets will be revised once the results of the travel surveys are known.

6.4.6 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan.

6.4.7 Following completion of the initial survey, indicative targets will be replaced with ones that are site-specific and encourage those responsible for trying to achieve these targets.

7.0 MONITORING AND REVIEW

7.1 *Monitoring*

7.1.1 There is a need to monitor the success of a Travel Plan for a number of reasons:

- It gauges whether a Travel Plan is achieving any success in its objectives;
- It helps to identify strengths, weaknesses and potential areas for improvement in future travel planning; and
- There is a general need to collect data measuring the impacts and outcomes of Travel Plans so that there is clearer evidence for local authorities and other Government bodies on their success.

7.1.2 Susgo will be able to generate the travel survey data for all staff within the site once staff have registered with Susgo. The travel data is updated regularly as staff logon to the app.

7.1.3 Susgo also monitors the demand for car, therefore, ANPR will also be considered to provide a summary of trips to the site which would then allow the trips to be compared to the estimates contained within the Transport Assessment.

7.1.4 All survey data are automatically updated on the Council's Susgo Admin page and reviewed by the Council as required.

7.2 *The Role of the Travel Plan Co-Ordinator Monitoring the Travel Plan*

7.2.1 The Travel Plan Co-ordinator will be principally responsible for the monitoring of the Travel Plan. Key tasks which are done within the Susgo app include:

- Undertaking travel surveys as soon as it is practically possible to establish baseline travel patterns;
- Preparing a baseline travel summary report;
- Preparing an action plan detailing the short, medium and long term measures to be implemented to achieve Travel Plan objectives;
- Undertaking subsequent travel surveys;
- Preparing an annual report summarising travel information, key problems and opportunities identified, and the success of the Travel Plan in relation to its objectives;
- Reassessing Travel Plan objectives and targets and the measures action plan year-on-year based upon annual surveys.

7.3 Reporting

- 7.3.1 The Travel Plan Coordinator will ensure that the Susgo database for the site is available for the Council to review. The Travel Plan Coordinator will agree any necessary amendments to the Travel Plan with the Council, in light of the monitoring exercise (for example, new targets if previous targets have been achieved etc.).
- 7.3.2 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan.

8.0 TRAVEL PLAN PROGRAMME

8.1 *Travel Plan Programme*

8.1.1 **Table 8.1** outlines the next 12-month programme for the Travel Plan development alongside key milestones.

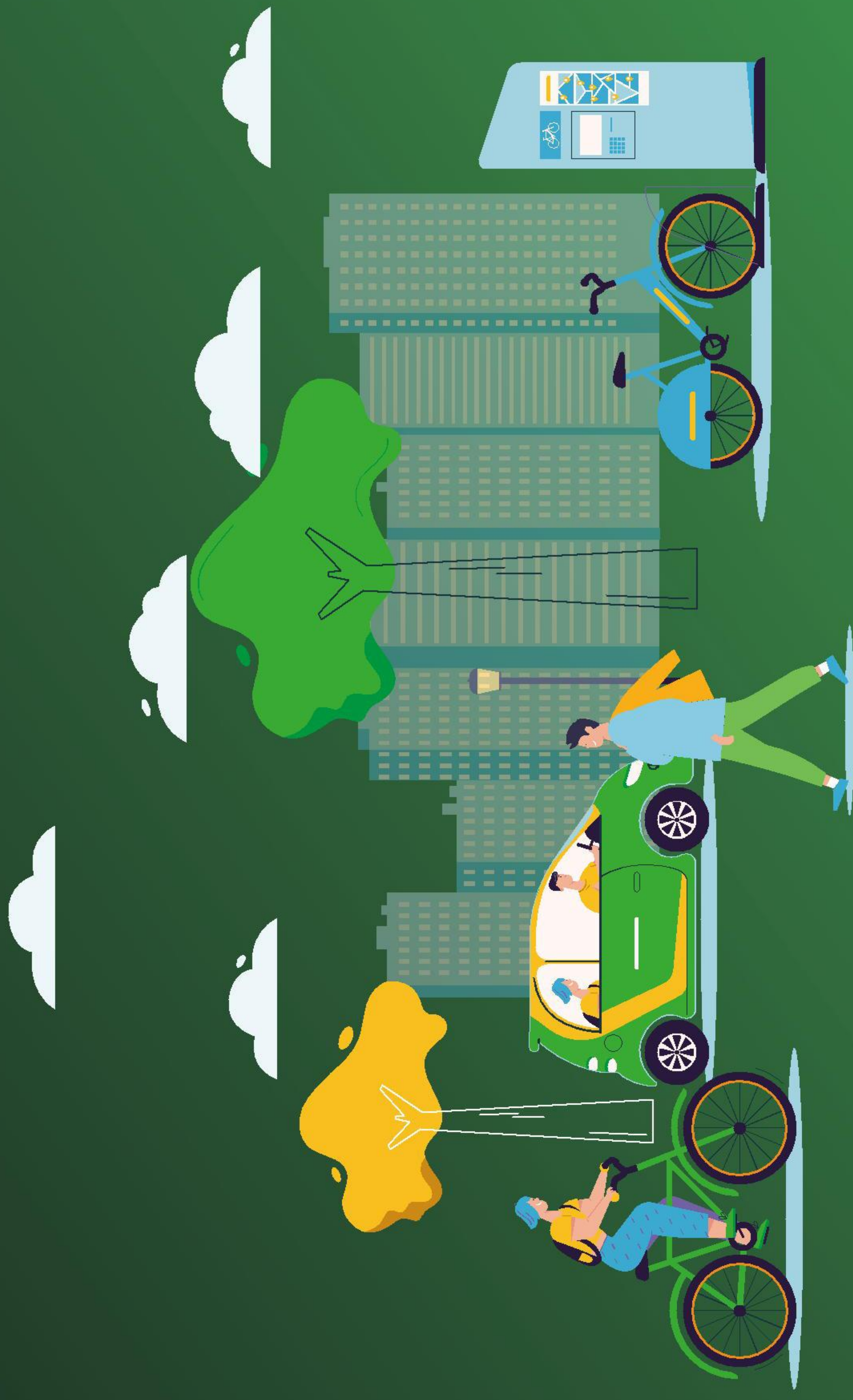
Table 8.1: Travel Plan Action Plan

Action	Timescale
Prepare and adopt full Travel Plan	Completed
Register Company with Susgo	Completed
Implement travel notice boards in communal areas of the site	Completed via SusGo
Supplement travel welcome pack with details of initiatives. Distribute to staff.	Completed via SusGo
Promote the work car share schemes to staff	Completed via SusGo
Monitor success of travel plan actions and progress towards targets. Amend travel plan, if necessary	Completed via SusGo
Undertake travel surveys and other monitoring activities to measure the success of travel plan and discuss findings with the Council. Review travel plan and amend, if necessary.	On-going
Following occupation, the Travel Plan Coordinator will enter into discussions to ensure that all staff have access to the site's car share scheme. The Travel Plan Coordinator will encourage staff to sign up to the scheme and will promote car sharing to staff.	Completed via SusGo upon staff registration and ongoing use of the app.
Personalised Journey Plans (PJPs) provided to staff.	Completed via SusGo upon staff registration.

APPENDIX A – SUSGO TOOL SUMMARY

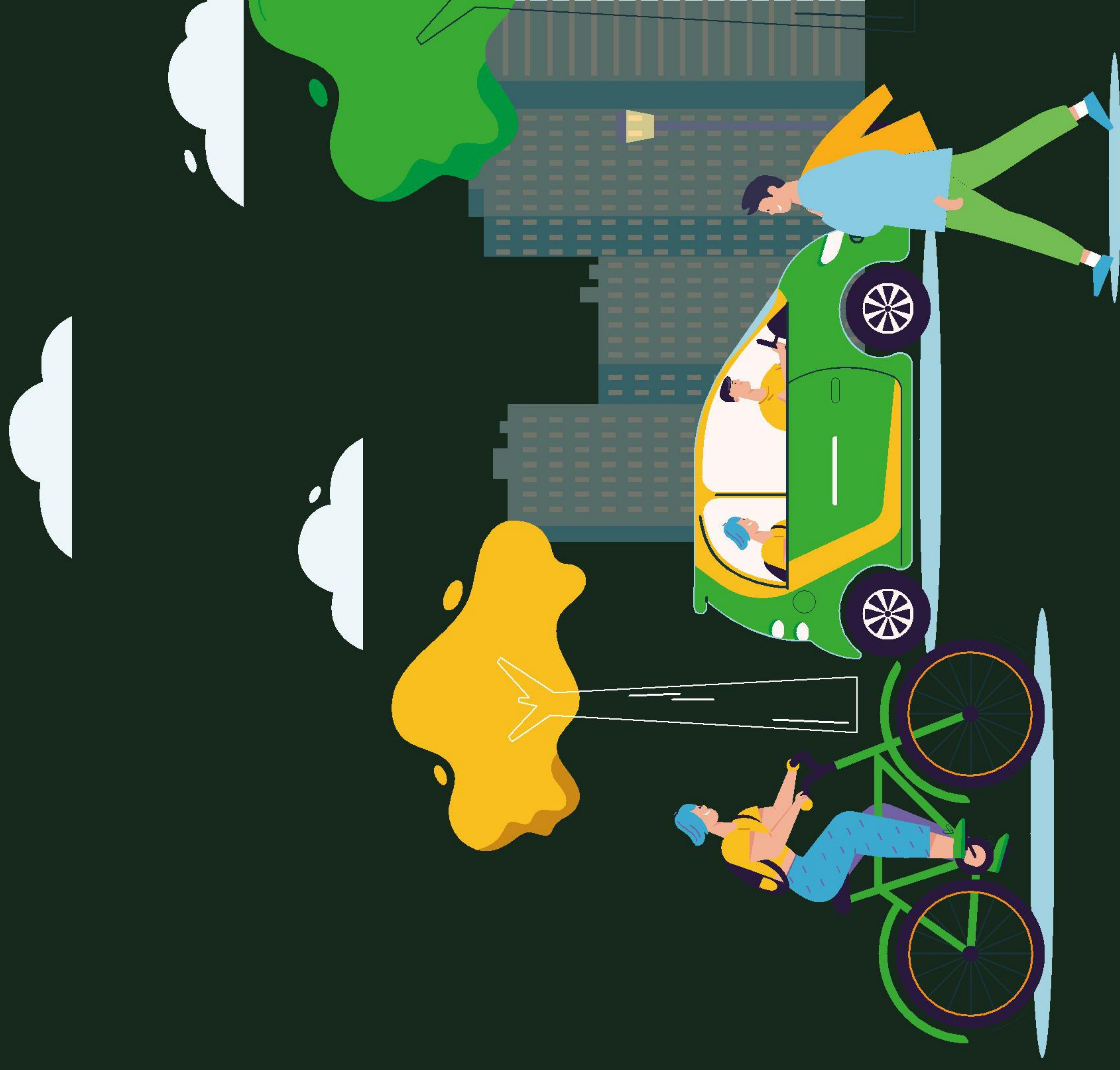


Our Journey to a Sustainable Future



Promote sustainable
actions to protect our
planet and our health.
Shape a sustainable future
for our community.

Are you with us?





Overview



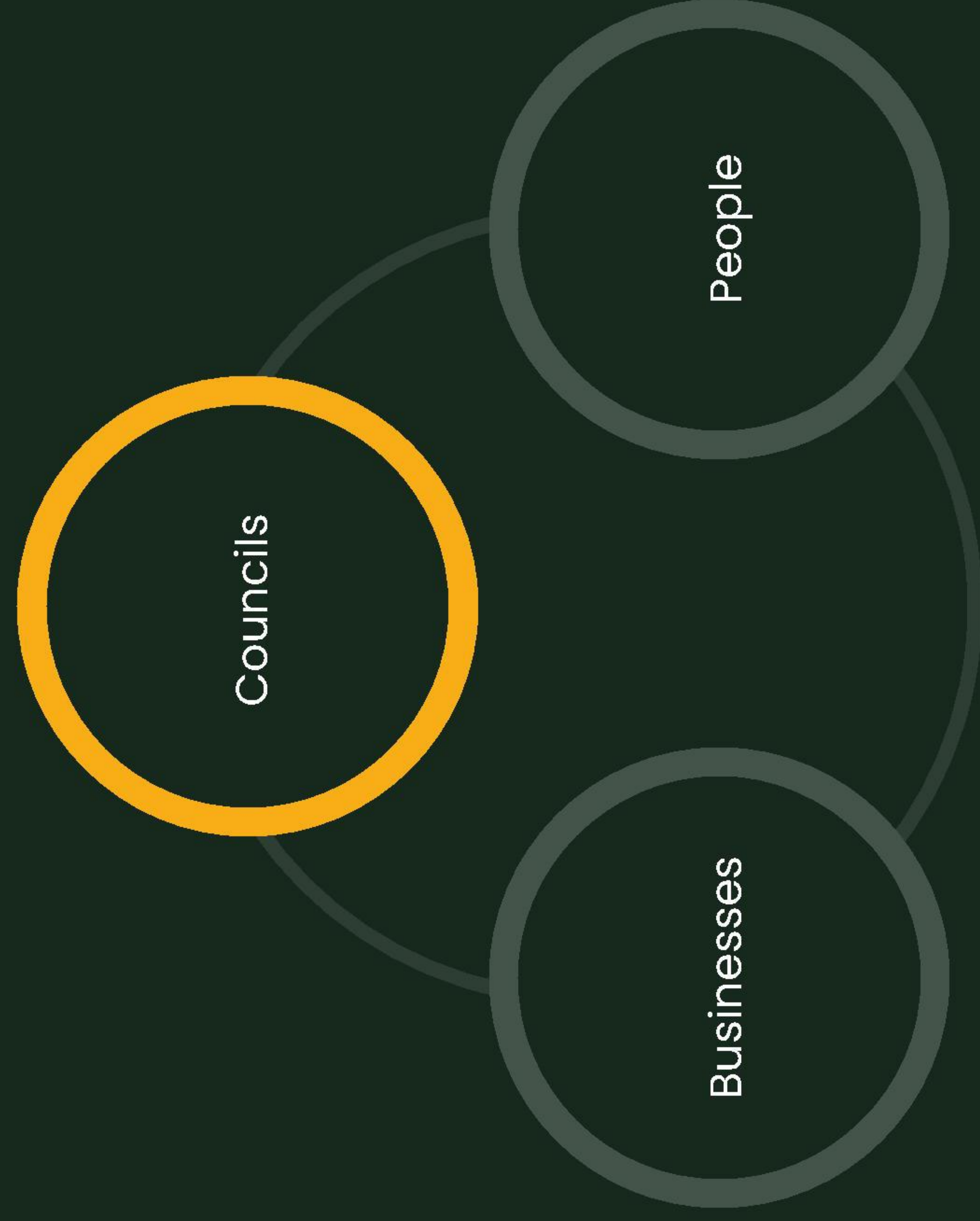
Susgo is an interactive travel planning and coordination tool.

What can it do? In a nutshell.

- Councils can monitor travel demand and fulfil sustainable travel objectives.
- Provide **businesses** with a single platform to promote sustainable travel and offset carbon emissions.
- Allow **people** to readily gain access to sustainable travel choices and measure their carbon emissions.



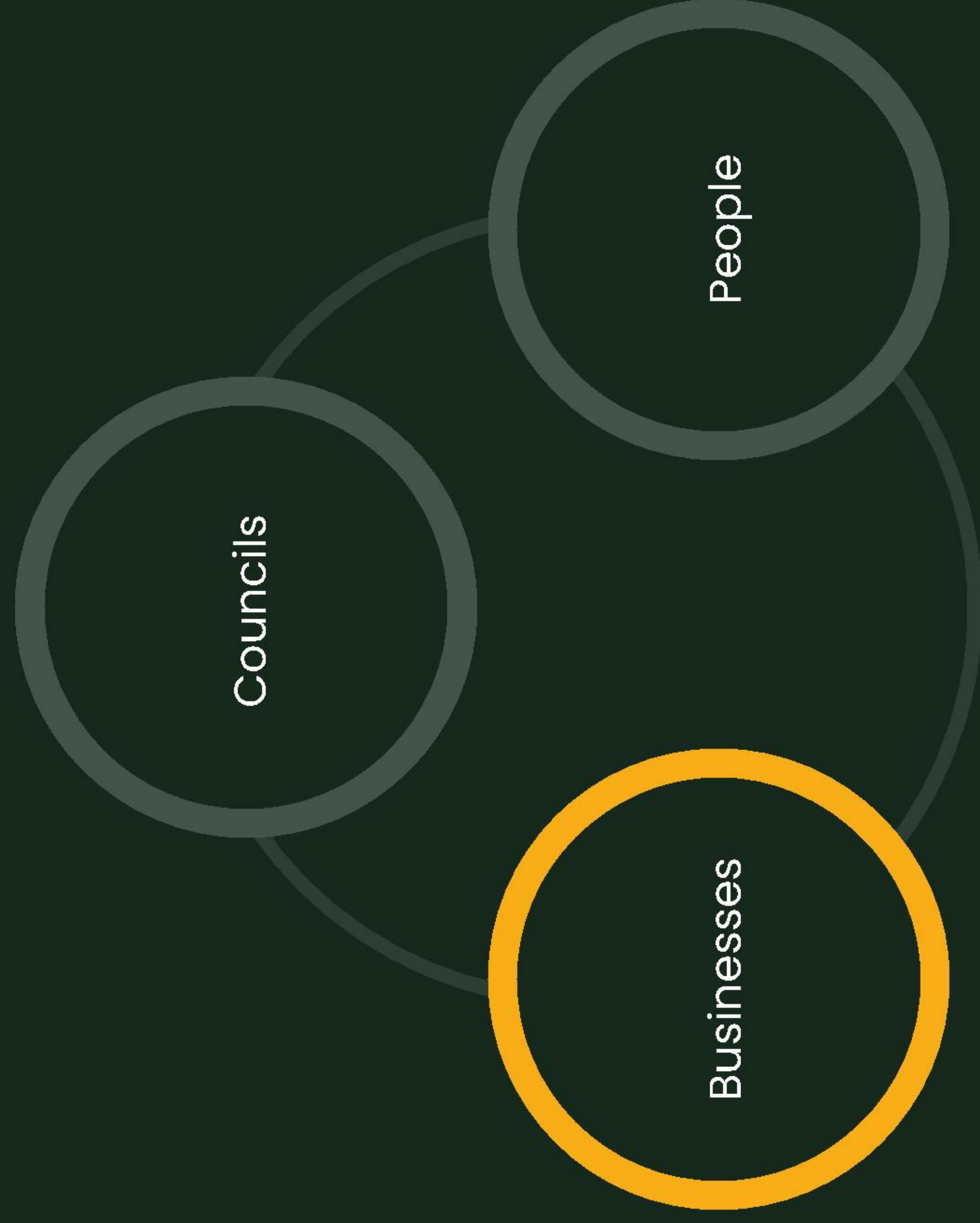
It helps us to reduce traffic congestion.



Councils can...

- Recommend the use of it to schools by reducing traffic congestion from car drop off and pick ups.
- Recommend the use of it to all businesses within their local authority.
- Use it to monitor travel plans with real-time data.
- Save time, money and resources with access to real-time reporting.

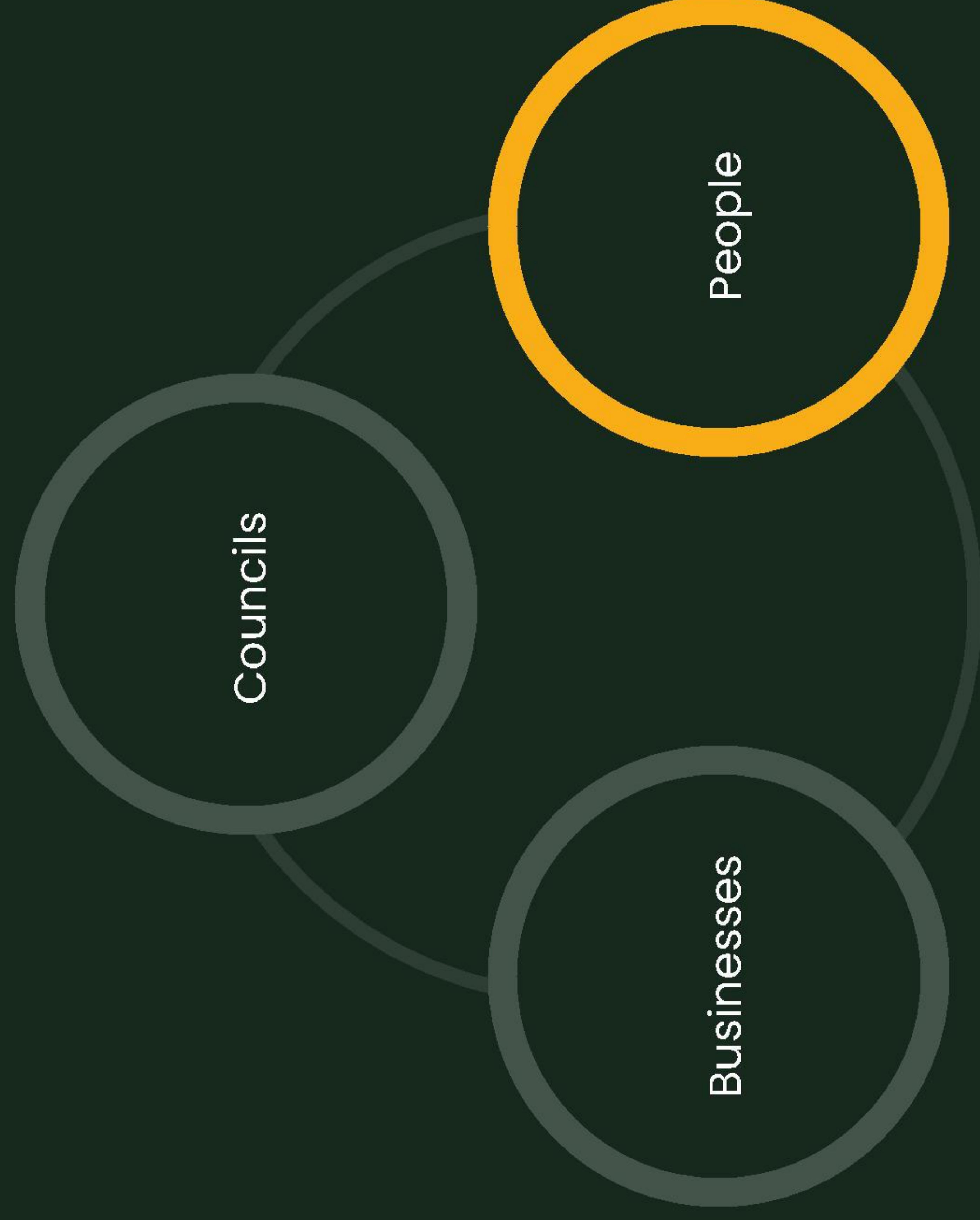
It helps us all to reach
net zero emissions.



Businesses can...

- Use Susgo to fulfil Travel Plan Coordination Role and discharge Travel Plan conditions.
- Monitor staff travel, carbon emissions, car parking demand and use the inbuilt staff home catchment tool to promote sustainable travel.
- Analyse travel behaviour to optimise sustainable travel benefits.
- Support staff to reduce carbon emission and the overall company carbon footprint.

It helps us all to develop
a healthy lifestyle.



People can...

- Easily plan sustainable journeys with real time information.
- Easily set up car shares with drivers and other passengers from their work place.
- Get access to rewards and discounts for helping to do their bit.
- Improve health, well-being and reduce travel related stress.

How else can it help you?

SUSGO makes your life more simple while helping you improve your local area by reducing emissions.

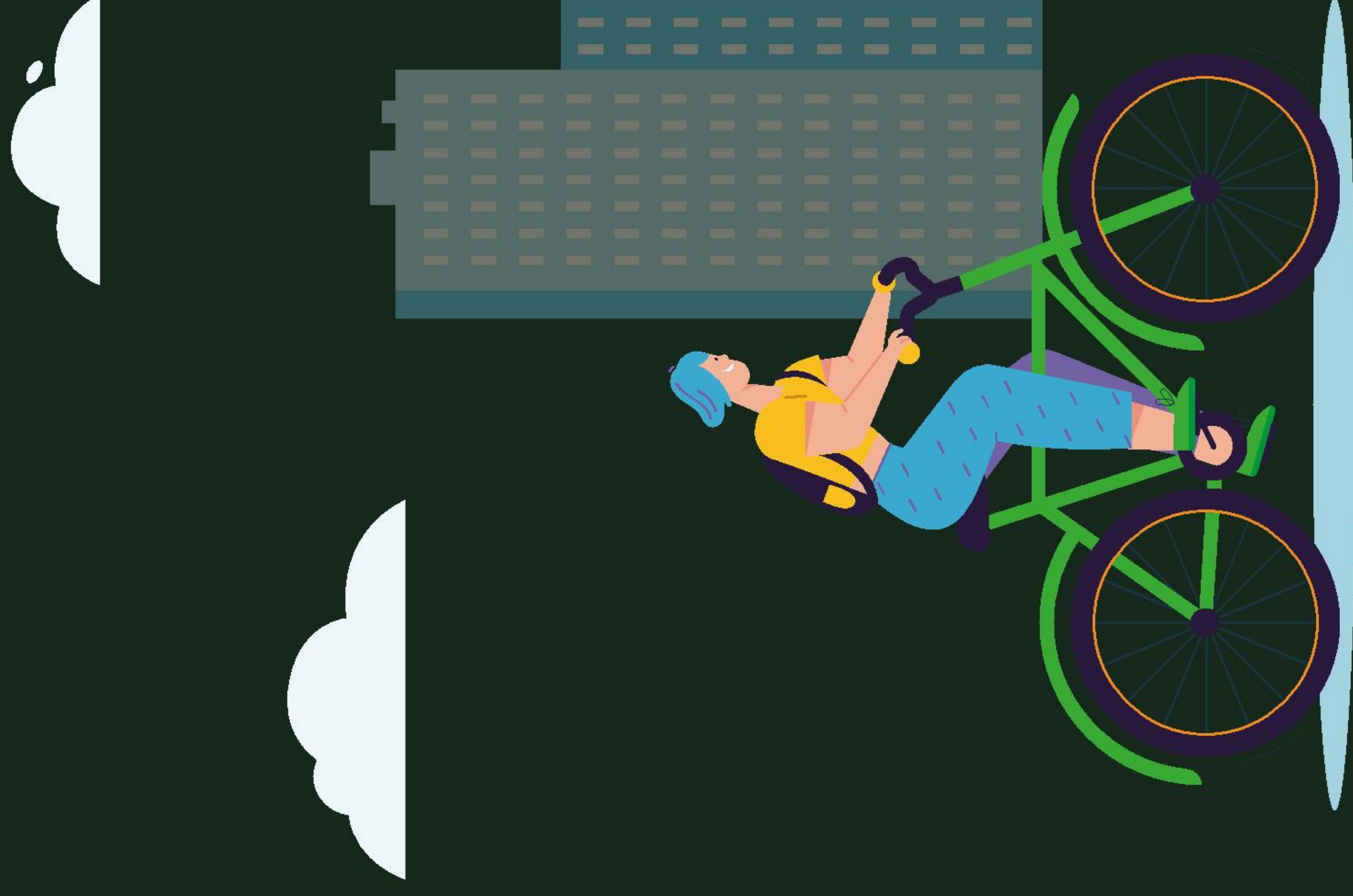
- It streamlines the travel plan process and assists you in effectively monitoring travel plans.
- It provides you with multi-modal trips and carbon emissions data in real-time.
- It helps you to accelerate the decarbonisation of transport.
- It provides you with car parking demands for every single site.
- It helps you tackle traffic congestion and promote sustainable travel locally.
- It helps you achieve targets set for emissions and improves the quality of your local area.
- It provides you with an interactive platform to monitor travel demand for all registered sites including car share usage.
- **It's free for the Council to use when monitoring local travel plans and activity.**



How can it help your area?

SUSGO is so much more than an App, real-time data, tracking and monitoring. It changes other things too.

- When a business signs-up and on-boards all its people to the App it promotes travel by foot, bicycle and public transport.
- Easy access to car sharing means less cars on the local roads and less congestion.
- Less congestion on the roads will help improve air quality.
- Less journeys means reduced fuel usage and money saving.
- Money saving means more disposable income for people in your local area.
- Rewards and discounts are available on sustainable products to help shape shopping habits.
- People can track their carbon footprint which makes them feel better by doing good.





2

Capabilities

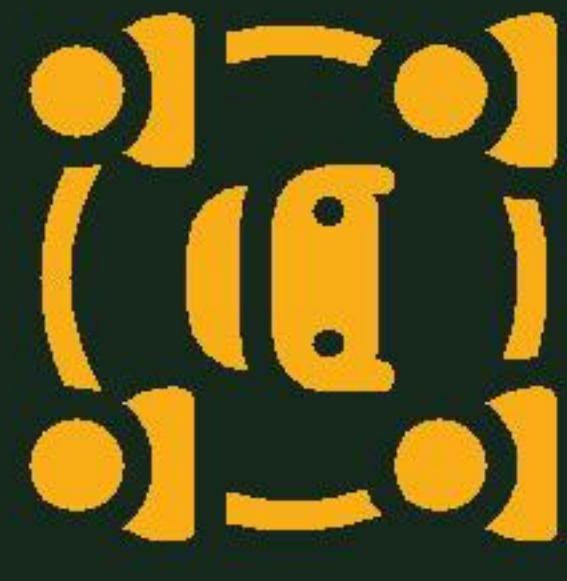
Carbon Footprint and Offsetting

- Susgo calculates people's carbon emissions using journey data.
- Susgo provides full data for businesses overall staff travel.
- Susgo offset carbon emissions by funding carbon reduction projects in the UK and across the world.



It's all systems GO

So what's under the bonnet?



Go Car Share

Join and find both drivers or passengers to share with



Go Park

Book your car park space before you set off



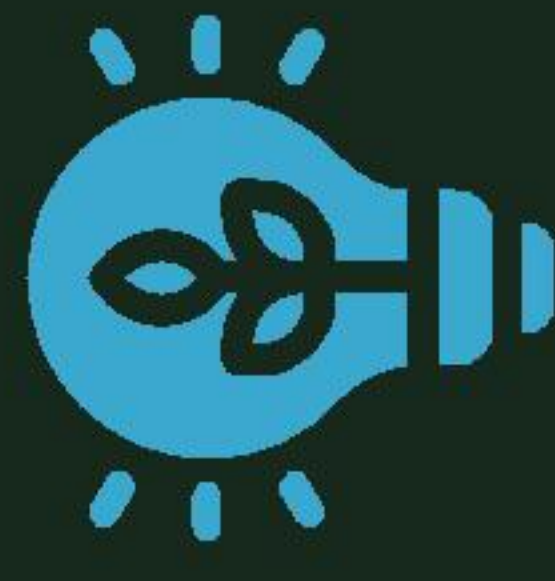
Go Navigate

Find the best route and mode of transport in real-time



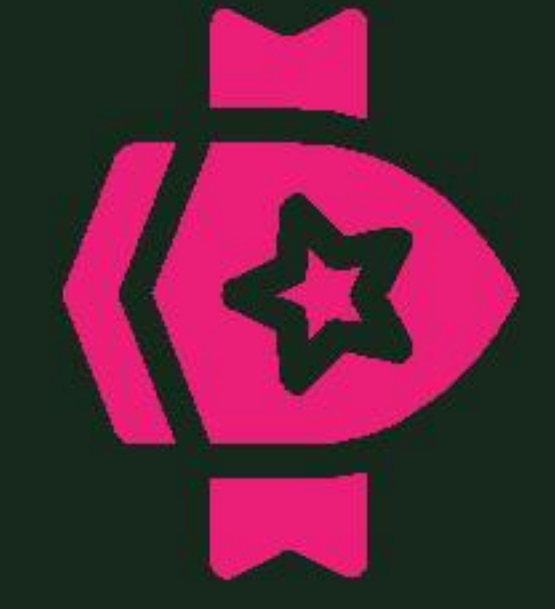
Go VIP

Book your business travel using sustainable means



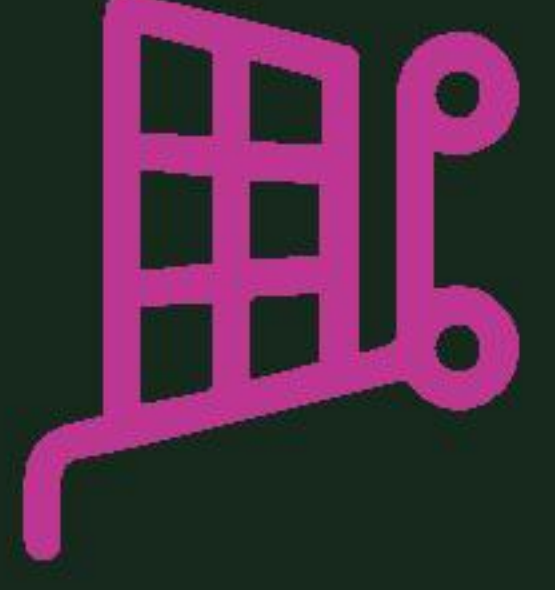
Go Green

Carbon offset projects



Go Rewards

Redeem your travel rewards and SUSGO Tokens



Go Shop

Find and buy sustainable products



Go Partners

Explore the people we work closely with

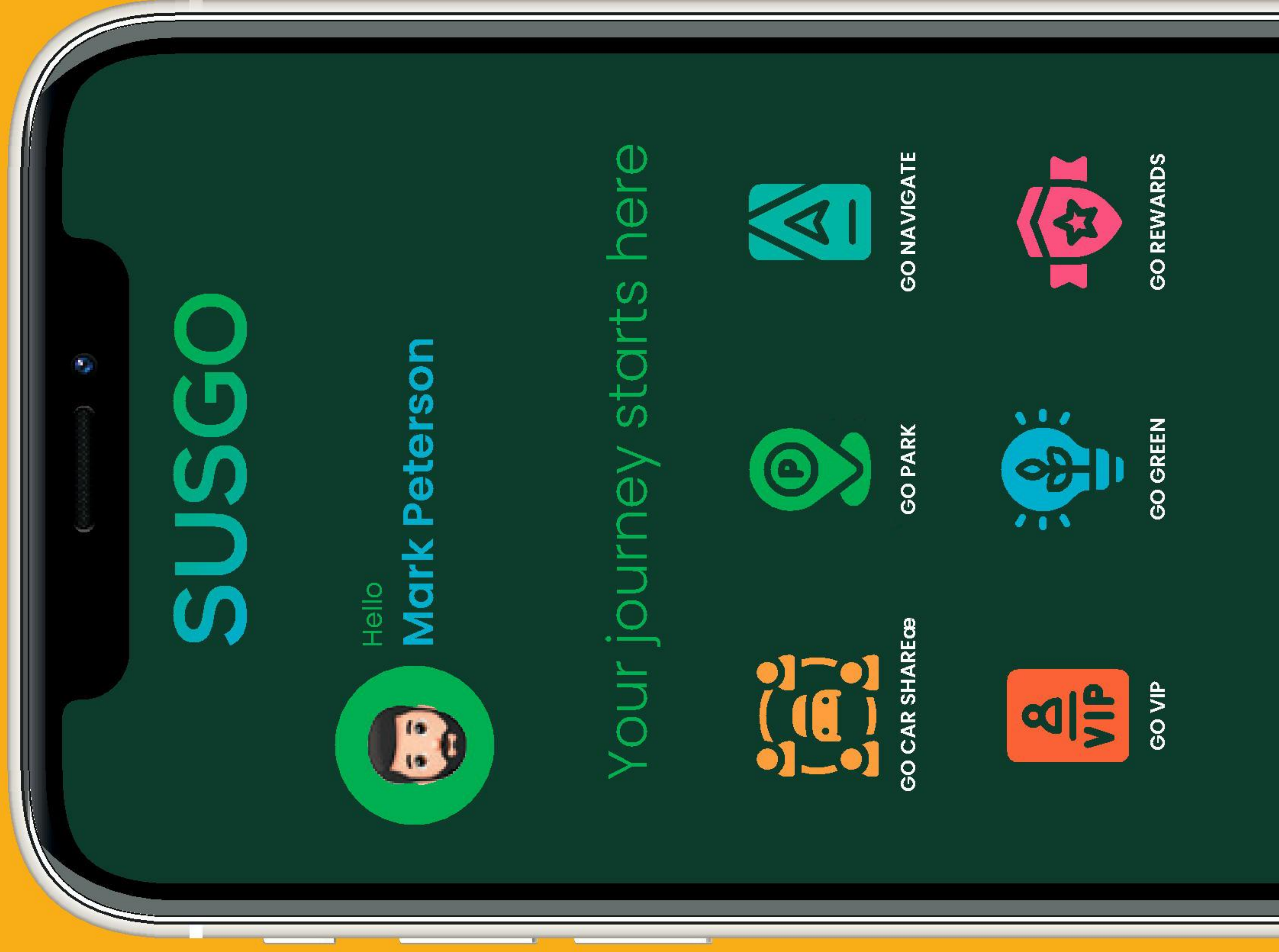


Go Car Share

Allows **councils** to see car sharing data easily and complete reports at any time.

Allows **businesses** to offer priority parking spaces for Car Sharers.

Allows **people** to automatically set up a car share scheme within their work group.



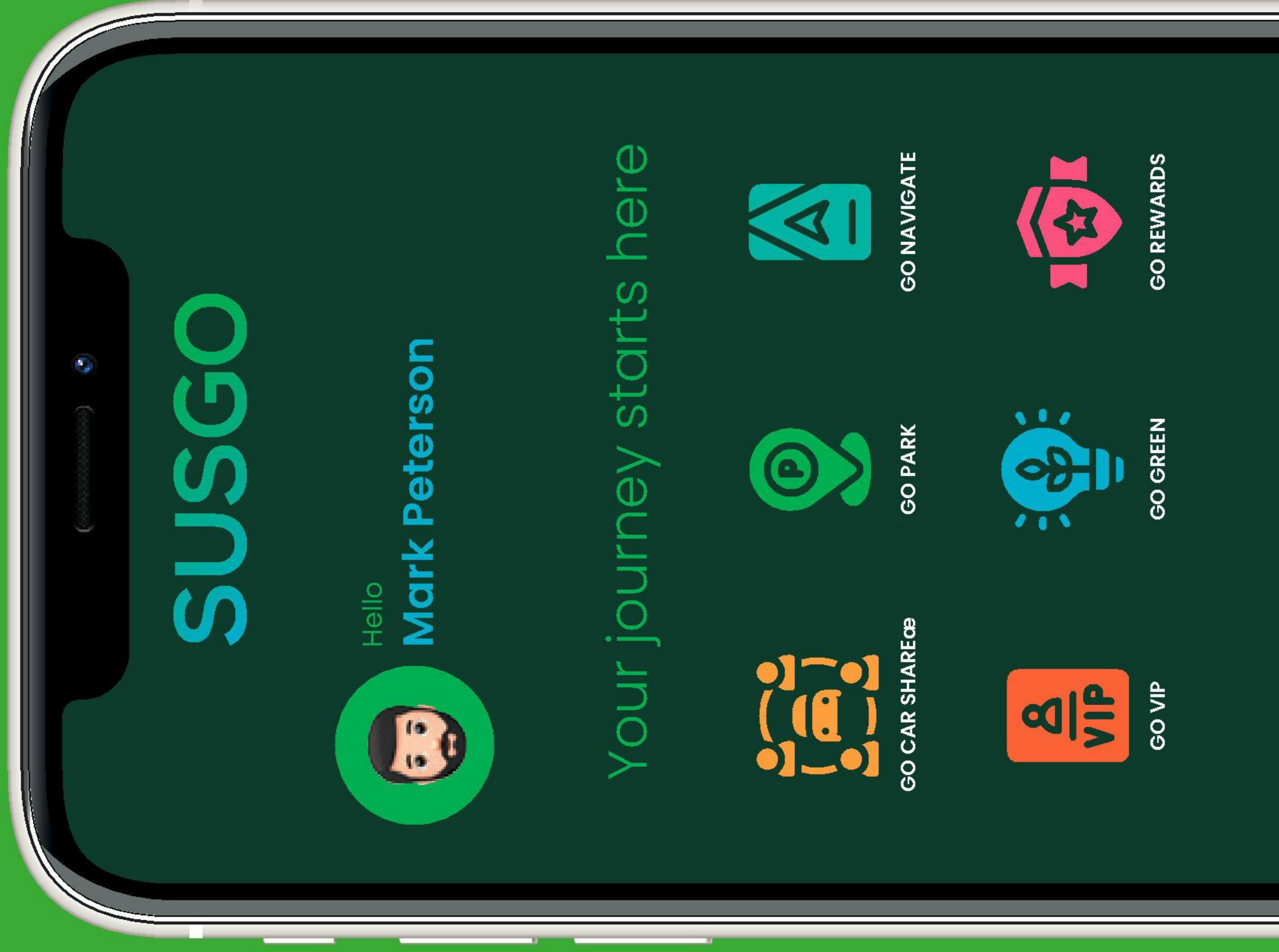


Go Park

Allows **councils** to see the change in behaviour over time and talk to businesses about ways to improve.

Allows **businesses** to see car park usage and create priority parking for certain car types and travel methods.

Allows **people** to access parking spaces at their place of work and book one before setting off.



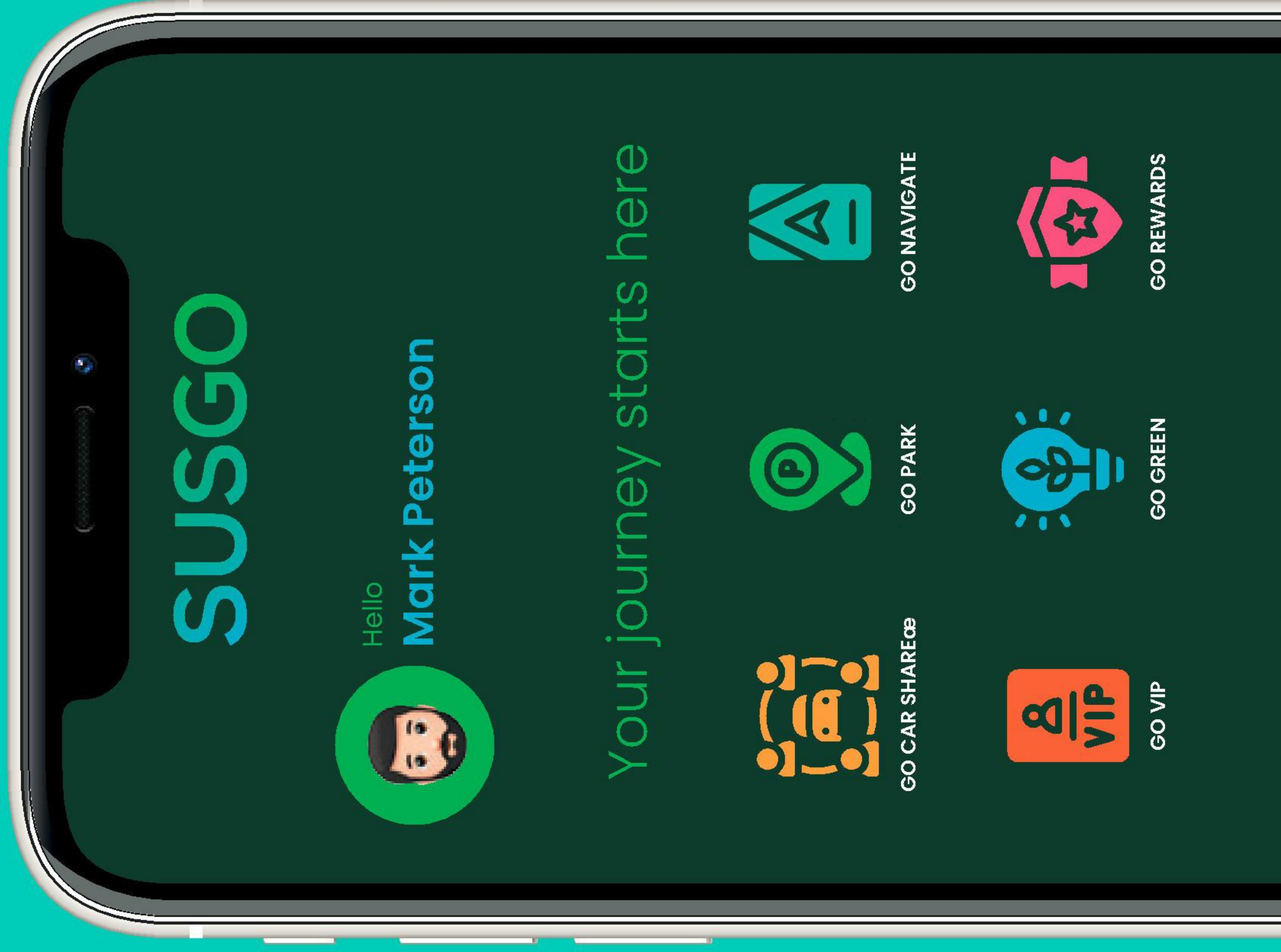


Go Navigate

Allows **councils** to see popular routes and modes of transport for future planning.

Allows **businesses** to support their people with options to travel to and from work in the most efficient way possible.

Allows **people** to access live Google mapping to create real time travel journeys such as walk routes, cycle routes, bus times and car share availability.



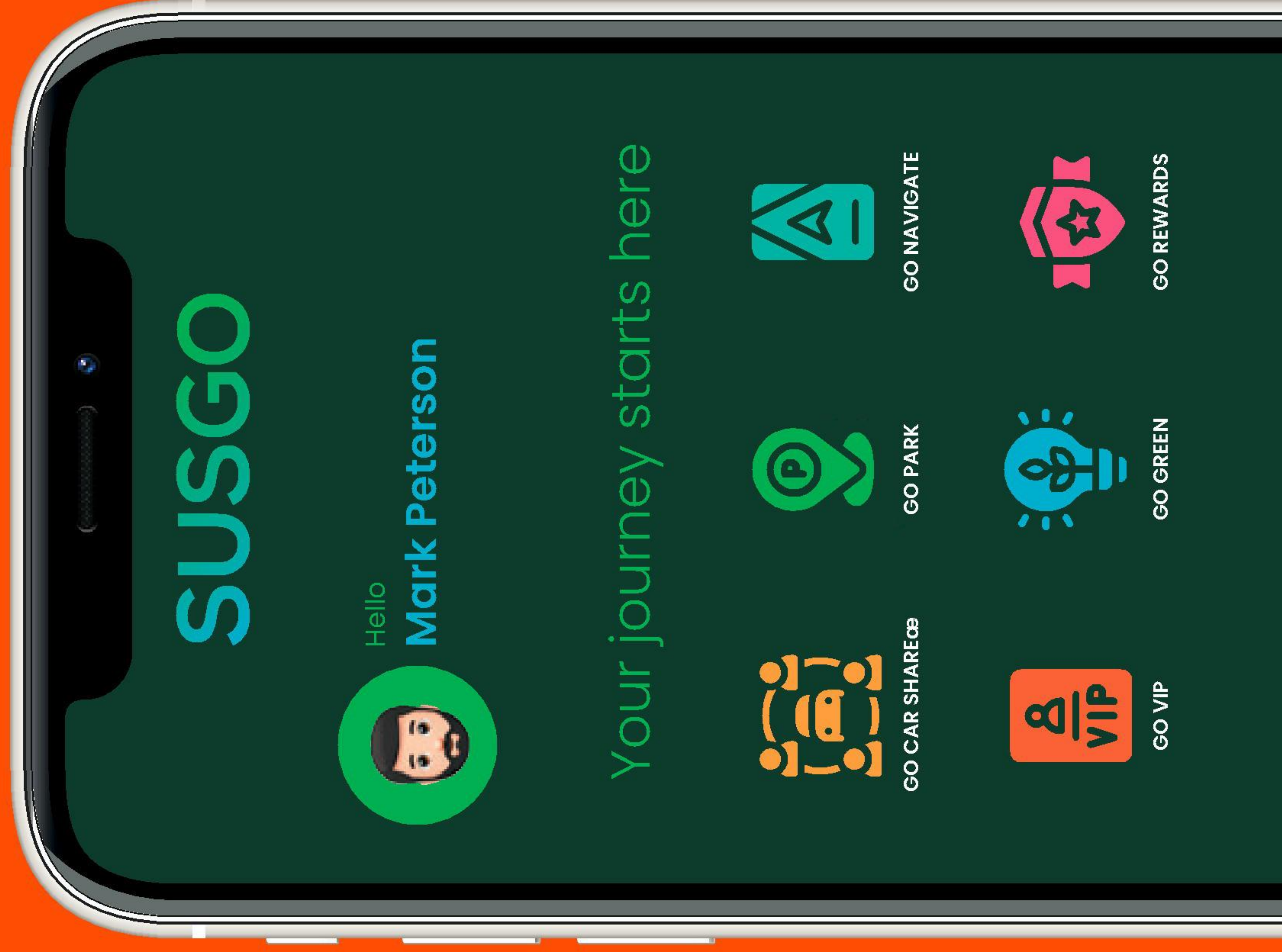


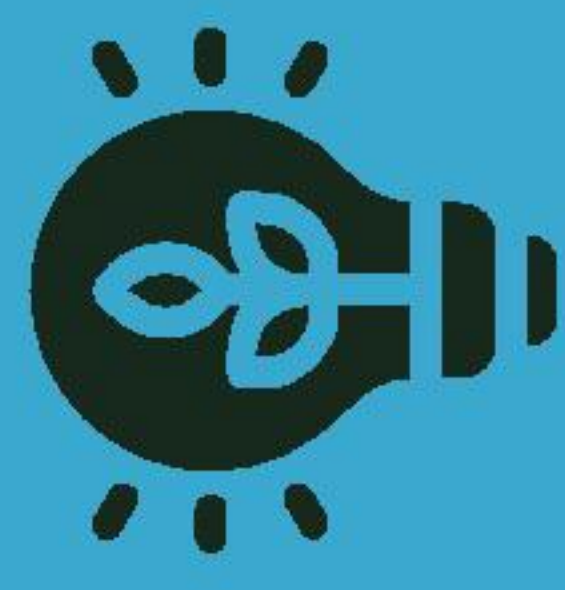
GO VIP

Allows **councils** to encourage business travel providers to move to a sustainable model.

Allows **businesses** to provide their people with access to sustainable business travel.

Allows **people** to have access to business travel that ultimately helps reduce emissions.



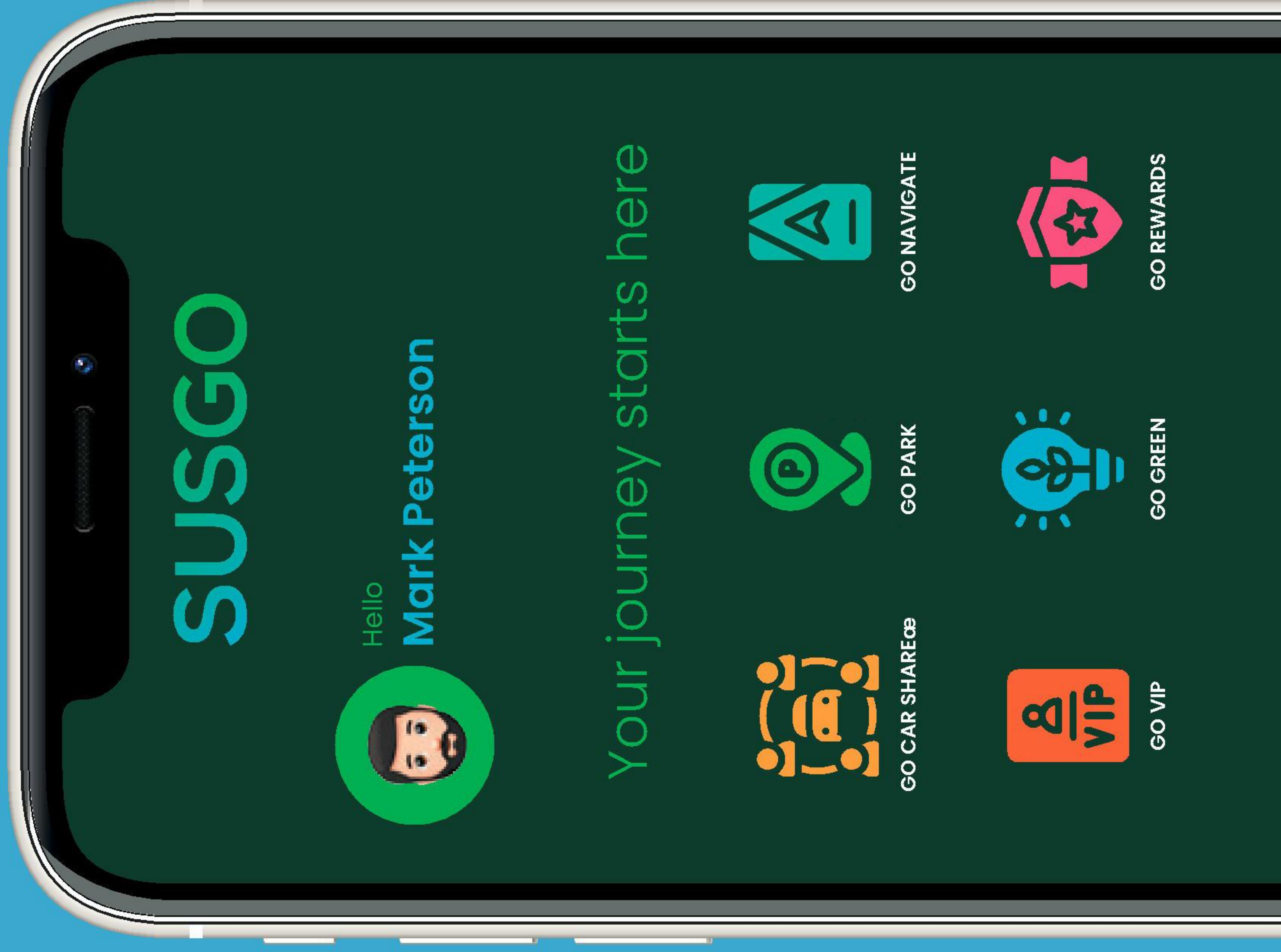


Go Green

Allows **Councils** to target net-zero carbon emissions.

Allows **businesses** to offset company carbon emissions and purchase carbon credits.

Allows **people** to offset their carbon footprint and invest in a green sustainable future.



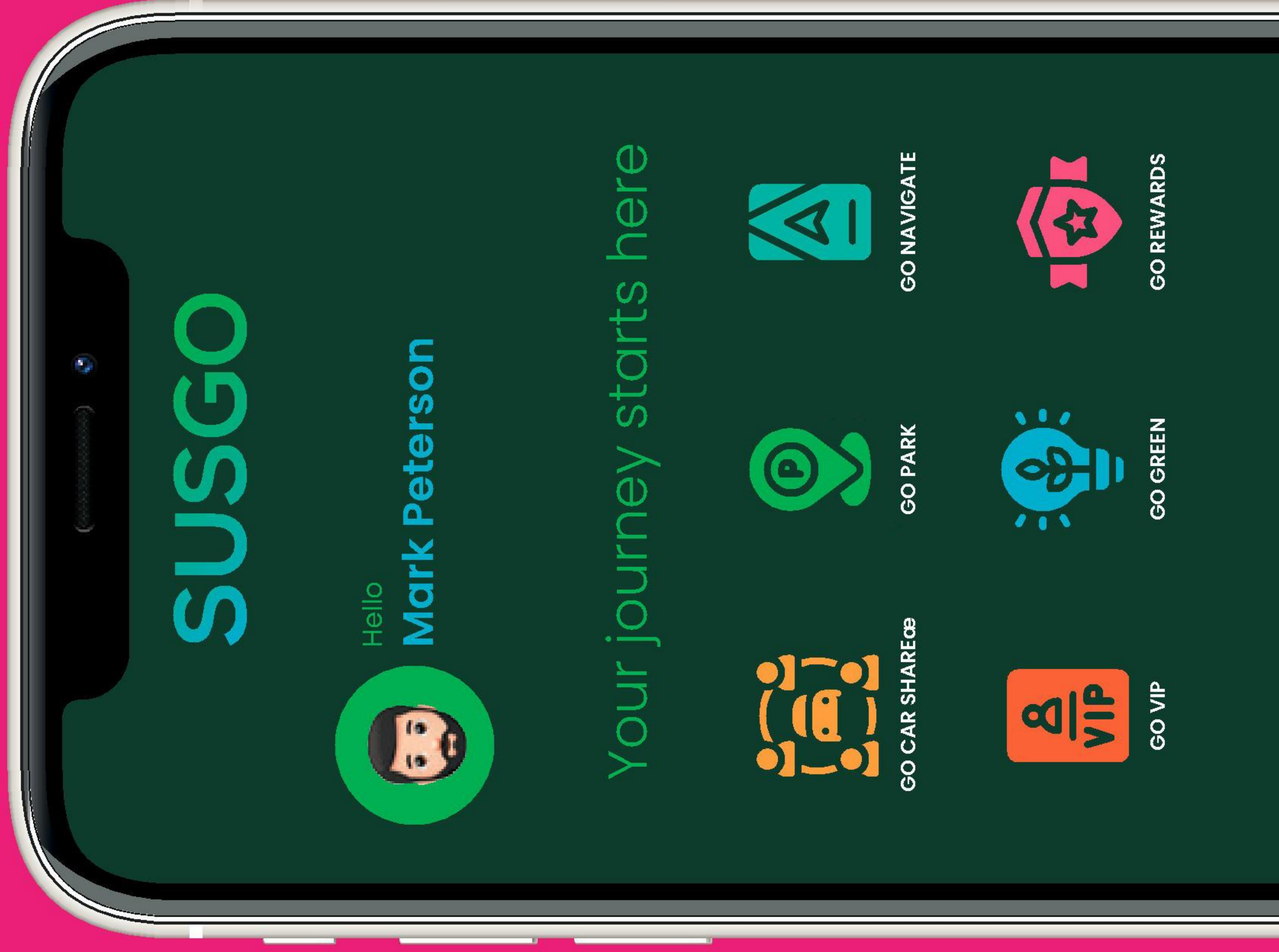


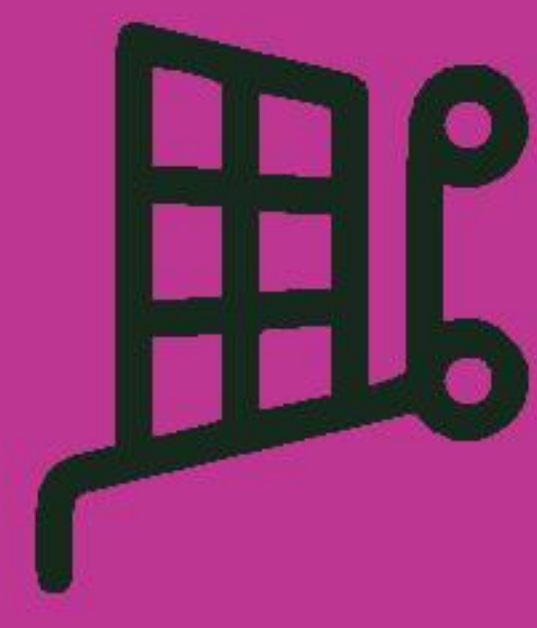
Go Rewards

Allows **councils** to support businesses with local initiatives and national events.

Allows **businesses** to support their people, create a strong culture and reduce their carbon footprint.

Allows **people** to access events and special offers relating to sustainable transport such as free buses, cycle weeks, walk to school/work days and discounted taxi rides.



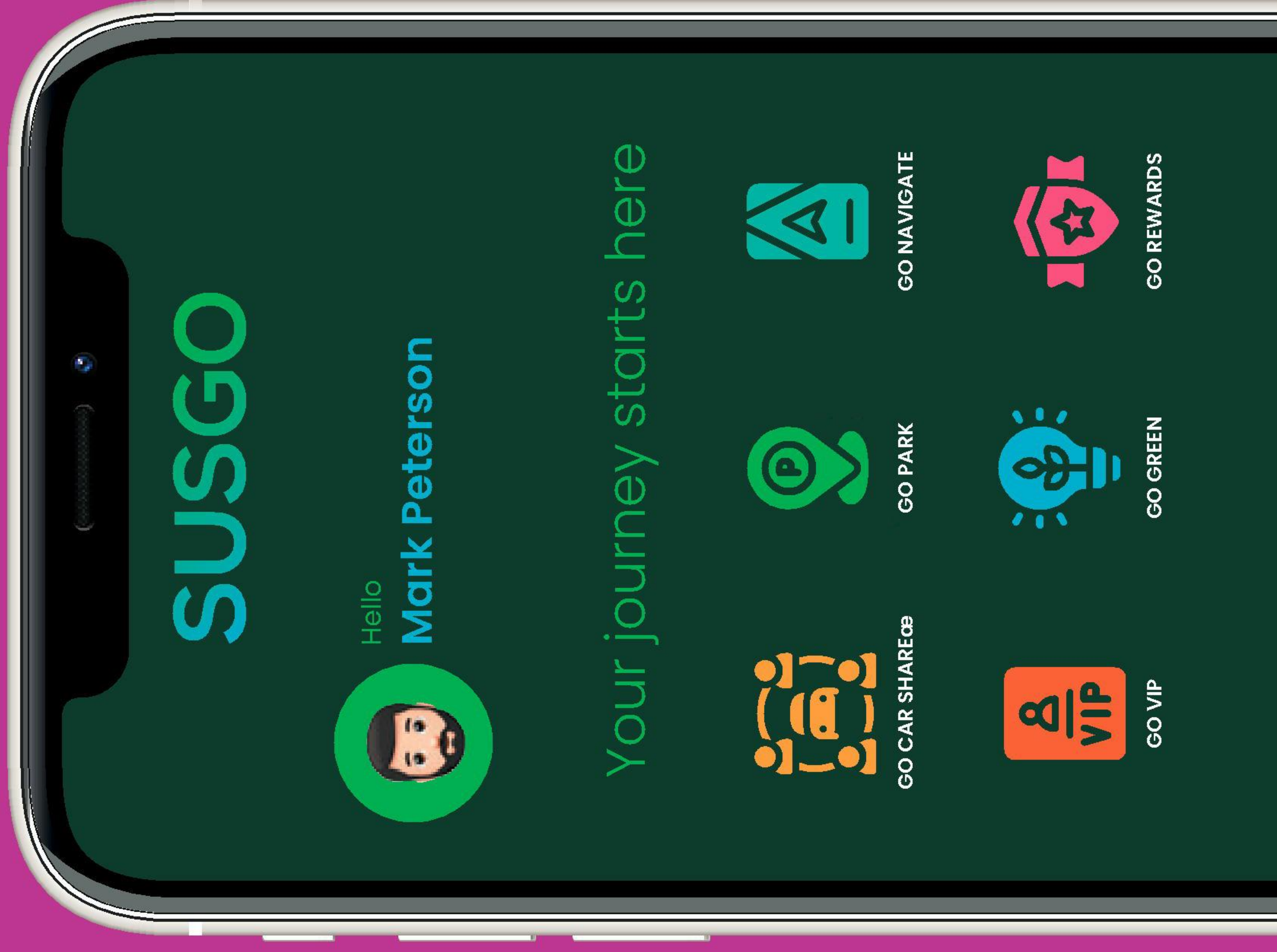


Go Shop

Allows **councils** to encourage local businesses to move to a sustainable model.

Allows **businesses** to provide their staff with access to sustainable products.

Allows **people** to have access to sustainable products and feel better about their purchases.





CRM

Relationships

Who's on board.

We have some great names.

Let's work together to bring businesses in your local area on the journey to a sustainable future.



MARSHALL



EVERYMAN

küitchenhaus



We're on the right path.



Department
for Transport

"The SUSGO Travel App supports our Future of Transport Principles that guides the Government's approach to emerging mobility technologies and services in towns and cities, particularly in relation to encouraging sustainable travel and efficient use of road space. Our Principles that were published in our Future of Mobility Urban Strategy lay out the Government's commitment to a transport system designed around mass transit, reduced congestion, improved choice and the transition to zero emissions."

Department for Transport, Centre for Connected and Autonomous Vehicles.



Get your skates on.

Any questions you might have we're always good to go.

Drop us an email and we'll go through your journey with SUSGO.

Speak with us.

info@susgo.co.uk



