



Residential Development
Land off Salmons Lane West, Caterham

Travel Plan

For

Croydon and District Education Trust

Document Control Sheet

Residential Development

Land off Salmons Lane West, Caterham

Croydon and District Education Trust

This document has been issued and amended as follows:

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1.0 Introduction

- 1.1 Motion has prepared this Travel Plan on behalf of Croydon and District Education Trust to accompany a planning application for a proposed residential development on Land off Salmons Lane West, Caterham (herein referred to as 'the site').
- 1.2 The site is located on the northern edge of Caterham, to the west of Whyteleafe. The site is located on land that previously formed part of Kenley Aerodrome, and now forms the grounds of One School Global, Kenley or is otherwise vacant land. The school will be retained, with the school building falling outside of the application boundary. The site benefits from close proximity to the A22, Whyteleafe and Whyteleafe South railway stations, as well as multiple amenities within the residential area of Caterham. The site is located within the administrative authorities of Tandridge District Council (TDC - Local Planning Authority) and Surrey County Council (SCC - Local Highway Authority).
- 1.3 The proposals seek permission for the construction of 87 dwellings on the site. Access will be achieved via Victor Beamish Avenue, which is accessed from Salmons Lane West. Appropriate levels of car and cycle parking will be provided in accordance with relevant standards.
- 1.4 At a national level, guidance on the production of TPs is provided in the 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' document from the Department for Transport (DfT), published in April 2009. SCC provides its own guidance for TPs, entitled 'Travel plans – a good practice guide for developers' (July 2018). This TP will adhere to the principle set out within these guidance documents and they will be referenced where appropriate.
- 1.5 In line with the guidance documents, this TP will be formatted into the following sections:
 - ▶ Section 2 – Aims and Objectives;
 - ▶ Section 3 – Existing Site Accessibility;
 - ▶ Section 4 – Targets;
 - ▶ Section 5 – Management and Communication Strategy;
 - ▶ Section 6 – Travel Plan Measures; and,
 - ▶ Section 7 – Monitoring and Review.

2.0 Aims and Objectives

Aim

- 2.1 The aim of this TP is to reduce the number of vehicles travelling to the site on a daily basis and where possible encourage residents to travel to more using more sustainable modes. In doing so the aim is to raise awareness of sustainable travel modes and their uptake.

Objectives

- 2.2 In order for this TP to meet the above aim it has set a number of objectives that will be used as steps to meet the overall aim. These comprise:
- ▶ Reduce the number of single occupancy vehicles (SOVs) travelling to and from the site every day;
 - ▶ Promote and endeavour to maximise the use of non-car modes of transport to the site such as walking, cycling and public transport. It is acknowledged that the site's location may limit some options, although the TP will draw on the modes that provide the greatest benefit;
 - ▶ Promote the health and wellbeing benefits associated with travel by foot and by bicycle;
 - ▶ Establish the management of the TP by appointing a Travel Plan Coordinator (TPC) who will be responsible for the operation of the TP, its day to day running and the monitoring of its progress;
 - ▶ Assist in meeting the aims set out by the Council to reduce road traffic and congestion; and
 - ▶ Set appropriate targets in consultation with the council to encourage the reduction of single occupancy vehicle trips and car use based upon results obtained from a residents travel survey.
- 2.3 The above objectives will be reviewed on an annual basis. If required, they can be altered by the TPC to offer clearer direction enabling them to evolve the TP.

3.0 Site Accessibility

Overview

3.1 This section provides information on the site and surrounding area, including a review of the local highway network and opportunities to access the site by more sustainable forms of travel.

The Site

3.2 The site is located on the northern edge of Caterham, to the west of Whyteleafe. The site is located on land that previously formed part of Kenley Aerodrome, and now forms the grounds of One School Global, Kenley as well as additional vacant land. The school will be retained, with the school building falling outside of the application boundary. The site benefits from close proximity to the A22, Whyteleafe South station and multiple amenities within the residential area of Caterham. The site is located within the administrative authorities of Tandridge District Council (TDC - Local Planning Authority) and Surrey County Council (SCC - Local Highway Authority).

3.3 The site in relation to strategic transport links is shown in Figure 3.1 below.

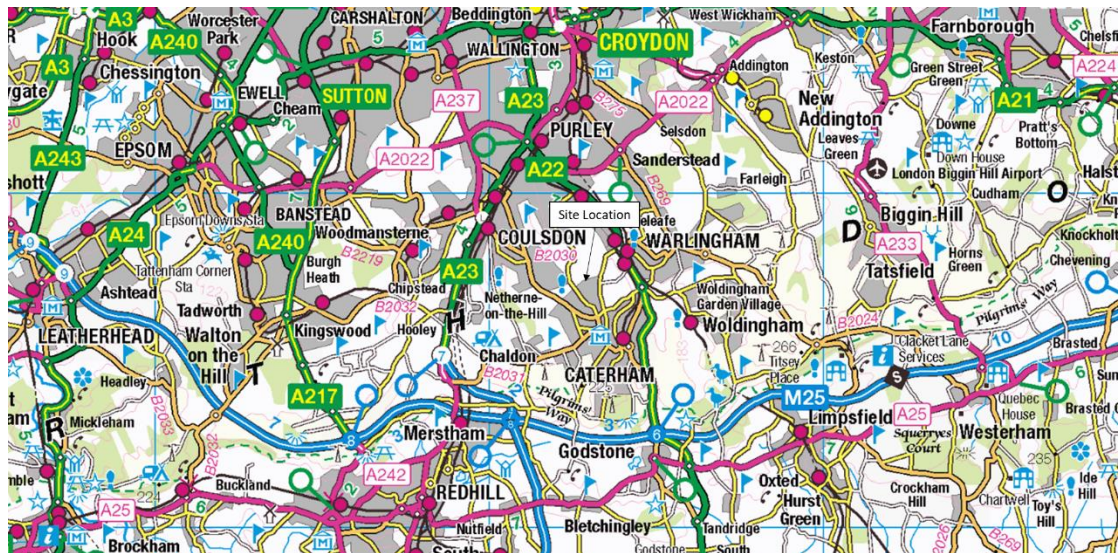


Figure 3.1 – Strategic Site Location

3.4 The site is located in a predominately residential area. The site in relation to the local area is shown in Figure 3.2 below.

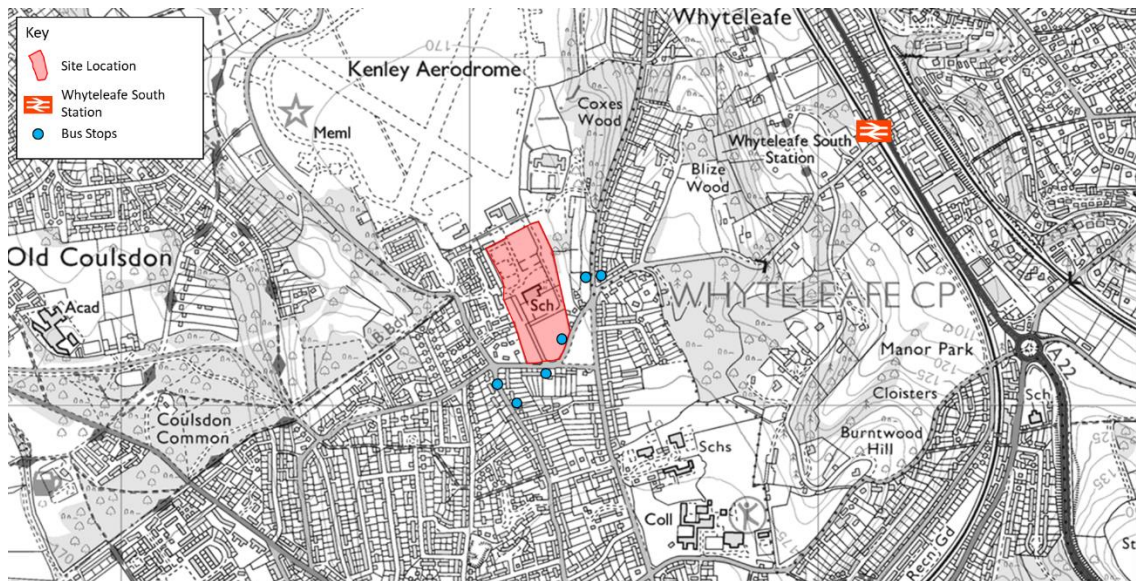


Figure 3.2 – Site Location Plan

Accessibility by Non-Car Modes

3.5 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport. The Chartered Institution of Highways and Transportation released two documents, 'Planning for Walking' in April 2015 and 'Planning for Cycling' in October 2014. The documents provide an insight into the sustainable methods of transport, including:

- ▶ "Across Britain about 80% of journeys shorter than 1 mile are made wholly on foot...but beyond that distance cars are the dominant modes" (Planning for Walking, 2015).
- ▶ "Majority of cycling trips are used for short distances, with 80% being less than five miles and with 40% being less than two miles" (Planning for Cycling, 2014)."

3.6 The NPPF recognises that "the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel". Furthermore, Manual for Streets identifies 'walkable neighbourhoods' as "having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot".

3.7 Within Manual for Streets, it is noted that 800 metres is not considered the maximum walking distance for pedestrians, highlighting that walking can replace short car trips, particularly those under 2 kilometres. The National Travel Survey 2020 (NTS) also noted that "81% of all trips under one mile are walks", making it the most frequent mode of travel for very short distances.

3.8 The following paragraphs outline the existing opportunities for travel to the site via the more sustainable forms of transport, including on foot, by cycle and public transport.

Accessibility on Foot

3.9 The site is easily accessible on foot due to the footways provided along all local roads. Victor Beamish Avenue is provided with a wide, lit footway along the western edge of the carriageway, which provides access to Salmons Lane West. Salmons Lane West is provided with lit footways along both sides of the carriageway in the vicinity of the site.

3.10 Both Buxton Lane (to the west) and Whyteleafe Road (to the east) are provided with lit footways, enabling safe pedestrian access towards Caterham-on-the-Hill town centre.

Accessibility by Cycle

- 3.11 Government guidance in respect of cycling indicates that people are prepared to cycle up to 8km in order to reach a specified destination. Within 8km of the site, cyclists can reach, Caterham, Warlingham, Whyteleafe, Woldingham, Kenley, Coulsdon and Purley.
- 3.12 While there are no dedicated provisions for cyclists on local roads, the low 30mph speed limits in place along the majority of local roads makes the environment suitable for cycling.

Access by Bus

- 3.13 The closest bus stop to the site is located on Salmons Lane West and is adjacent to the junction with Victor Beamish Avenue. The stop is provided with a flag and timetable information. The location of this stop and others in the vicinity of the site are shown in Figure 3.2. The details of the services running from these stops are contained in Table 3.1 below.

| Service | Route | Approximate Frequency | | |
|---------|---|-----------------------|------------|--------|
| | | Mon-Fri | Saturday | Sunday |
| 409 | Selsdon – Chelsham – Warlingham – Whyteleafe – Caterham – Godstone – Blindley Heath – Lingfield – Felcourt – East Grinstead | Hourly | Hourly | Hourly |
| 411 | Selsdon – Chelsham – Warlingham – Whyteleafe – Caterham – Chaldon – Mertsam – Coles Meads – Redhill – Reigate | Hourly | No service | |
| 657 | Whyteleafe Station – St Bedes School, Redhill | School Bus | No Service | |

Table 3.1 – Local Bus Services

- 3.14 Table 3.1 demonstrates that residents can access buses which provide access to a variety of destinations via frequent services. This includes nearby railway stations, as described below.

Access by Train

- 3.15 Whyteleafe South station is located a 1.3km from the site, and can be accessed via a 5 minute cycle. Details of train services running from Whyteleafe South station in Table 3.2 below.

| Service | Route | Approximate Frequency | | |
|---------------|---|-----------------------|------------------|------------------|
| | | Mon-Fri | Saturday | Sunday |
| Caterham | Whyteleafe South – Caterham | Every 30 minutes | Every 30 minutes | Every 30 minutes |
| London Bridge | Whyteleafe South – Whyteleafe – Kenley – Purley – Purley Oaks – South Croydon – East Croydon – Norwood Junction – London Bridge | Every 30 minutes | Every 30 minutes | Every 30 minutes |

Table 3.2 – Train Services from Whyteleafe South Station

- 3.16 It should be noted that both Whyteleafe and Upper Warlingham Stations are located circa 1.8 kilometres from the site, and can be accessed via a 22 minute walk or 8 minute cycle. Whyteleafe Station provides the same services as Whyteleafe South, however it does benefit from a continuous footway connection to the site. Upper Warlingham station provides services to East Grinstead and London Waterloo, and can also be accessed via a continuous walk route.

Access to Local Amenities

3.17 Due to the site’s location in the residential area of Caterham, there is a variety of amenities within walking distance of the site. The location of a number of these amenities are shown in Figure 3.3 below.

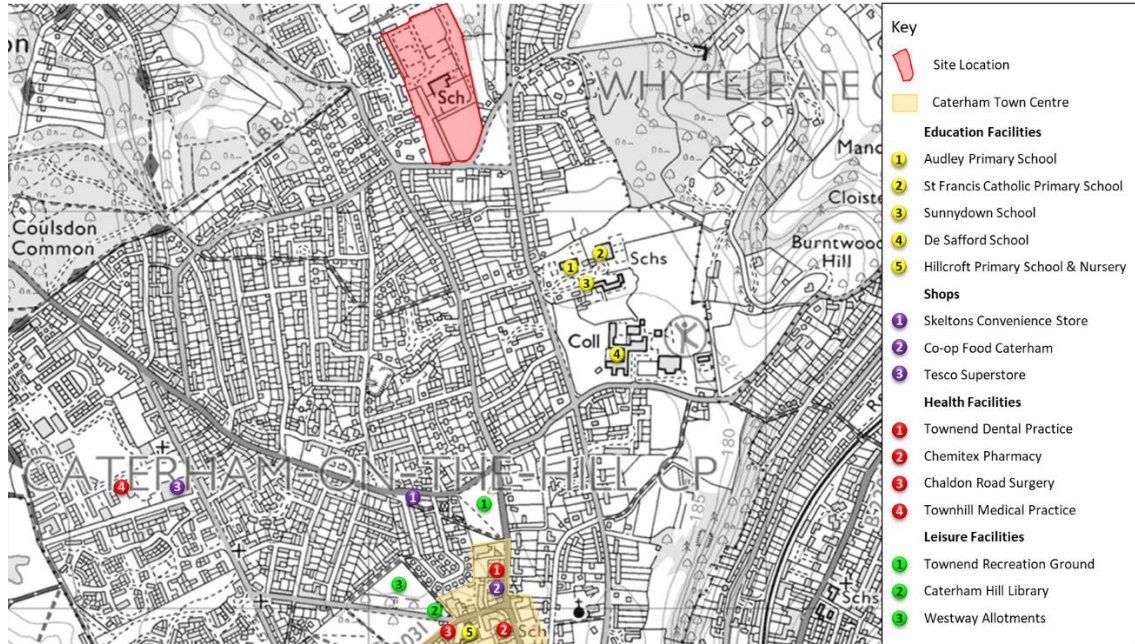


Figure 3.3 – Amenities Map

3.18 The distance these amenities are from the site, alongside the time taken to access them on foot and by cycle are contained in Table 3.3 below.

| Amenity | Distance | Walk Time | Cycle Time |
|------------------------------------|----------|------------|------------|
| Education Facilities | | | |
| Audley Primary School | 550m | 7 minutes | 3 minutes |
| St Francis Catholic Primary School | 650m | 8 minutes | 4 minutes |
| Sunnydown School | 650m | 8 minutes | 4 minutes |
| De Stafford School | 1,000m | 13 minutes | 5 minutes |
| Hillcroft Primary School & Nursery | 1,400m | 18 minutes | 5 minutes |
| Shops | | | |
| Skeltons Convenience Store | 1,100m | 14 minutes | 4 minutes |
| Co-op Food Caterham | 1,300m | 16 minutes | 4 minutes |
| Tesco Superstore | 1,700m | 22 minutes | 8 minutes |
| Health Facilities | | | |
| Townend Dental Practice | 1,200m | 16 minutes | 4 minutes |
| Chemitex Pharmacy | 1,400m | 17 minutes | 5 minutes |
| Chaldon Road Surgery | 1,500m | 19 minutes | 6 minutes |
| Townhill Medical Practice | 1,600m | 21 minutes | 7 minutes |
| Leisure Facilities | | | |
| Townend Recreation Ground | 1,100m | 14 minutes | 4 minutes |
| Caterham Hill Library | 1,500m | 19 minutes | 6 minutes |
| Westway Allotments | 1,600m | 20 minutes | 6 minutes |

Table 3.3 – Amenities within Walking Distance of the Site

3.19 The above indicates that there are a variety of amenities within walking distance of the site, enabling residents to carry out daily tasks by travelling on foot or by cycle. It should be noted that Caterham-on-the-Hill town centre can be accessed via a 1.4km (18 minute walk). Caterham town centre, which contains Caterham station, a Waitrose and further amenities is located 2.4km from the site, and can be accessed via a 31 minute walk or 10 minute cycle.

Key Routes to Amenities

3.20 In order to demonstrate the level of accessibility of the proposed site, the key routes to local amenities have been identified and described. These routes are shown in Figure 3.4 below.

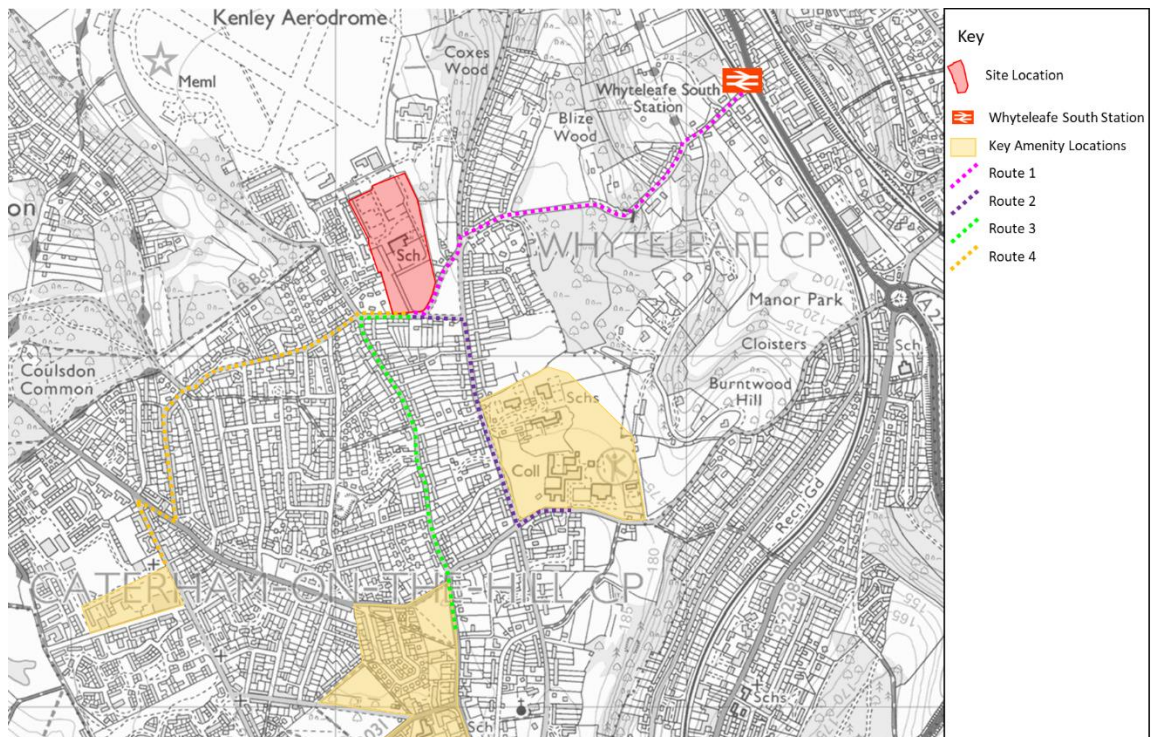


Figure 3.4 – Routes to Key Amenities

Route 1

3.21 This route provides access from the site to Whyteleafe South Station. Salmons Lane is provided with a footway along the western edge of the road. There are no crossing points provided across Whyteleafe Hill in the vicinity of the road’s junction with Salmons Lane. Salmons Lane (to the east of Whyteleafe Hill) is not provided with footways between Whyteleafe Hill and Whyteleafe South Station. As such whilst Whyteleafe South Station is the closest railway station to the site, it is only likely to be used by residents travelling via cycle and not on-foot.

3.22 The provision of a dropped kerb/tactile paving to improve crossing facilities on Whyteleafe Hill is reviewed in Section 4 of this report.

Route 2

3.23 Salmons Lane West is provided with footways along the southern edge of the carriageway between Victor Beamish Avenue and Whyteleafe Road. Whyteleafe Road is provided with footways along both sides of the carriageway for 200m south of the junction, the western footway continues beyond this point. Approximately 25m north of the access to Audley Primary School, Sunningdown School and St Francis Catholic Primary School, a signalised pedestrian crossing is provided, enabling safe pedestrian access to the school. A signalised pedestrian crossing is provided on each of the arms of the Whyteleafe Road/

Burntwood Lane junction. Burntwood Lane is provided with wide, lit footways along both sides of the carriageway, with a pedestrian crossing equipped with tactile paving and island provided adjacent to De Stafford School on Burntwood Lane.

Route 3

- 3.24 Salmons Lane West is provided with footways along both sides of the road to the west of the junction with Victor Beamish Avenue. Buxton Lane is provided with footways along both sides of the carriageway, the majority of junctions along Buxton Lane are provided with dropped kerbs, enabling pedestrians to easily cross and continue south along Buxton Road. Pedestrian crossing points provided with pedestrian islands and tactile paving are provided at the junctions between Buxton Lane & Burntwood Lane and Townend & Banstead Road. Similar pedestrian crossing points are also provided across Buxton Lane and Townend in the vicinity of these junctions. Further pedestrian crossing points are provided within the town centre.

Route 4

- 3.25 Salmons Lane West is provided with footways along both sides of the road to the west of the junction with Victor Beamish Avenue. No pedestrian crossing points are provided at the junction between Salmons Lane West, Buxton Lane and Ninehams Road. Wide, lit footways are provided along both sides of Ninehams Road (at points these footways are set back from the carriageway), Milton Road and Banstead Road. At the junction between Banstead Road and Coulsdon Road, signalised pedestrian crossing points are provided. Wide, lit footways are provided along Coulsdon Road, with pedestrian crossing points provided adjacent to the Tesco Superstore.

Summary

- 3.26 The above serves to show how a variety of amenities can be safely accessed on-foot or via cycle.

Summary of Existing Conditions

- 3.27 On the basis of the above, it is apparent that the site is located within an acceptable walk and cycle distance of a range of local facilities, and is within close proximity of a variety of public transport links.

4.0 Targets

- 4.1 Travel Plans should have measurable output targets against which the progress of the plan can be monitored. A suitable indicator of success of the TP is the modal split of resident travel.
- 4.2 There are two main types of target associated with a TP:
- ▶ Action Targets; and,
 - ▶ Aim Targets.
- 4.3 Action targets act as a check list to ensure that the appropriate measures are carried out within a specified time frame. Aim targets are quantitative targets which set a percentage allowance for people using a certain mode of transport.

Action Targets

- 4.4 The action targets tabulated for simplicity and have been detailed in Table 4.1 below.

| Timing | Travel Plan Measure Action Target | Responsibility | Target Date |
|---------------------|--|----------------|---|
| Prior to Occupation | Appoint Travel Plan Coordinator | Developer | Three months prior to occupation |
| | Agree Action Targets | Developer | Planning submission |
| | Agree Monitoring and Review programme | Developer | Planning submission |
| | Implementation of physical measures (cycle parking) | Developer | During construction |
| | Establish a timeline for implementation of soft measures | TPC | Prior to initial occupation |
| Upon Occupation | Launch Travel Plan | TPC | On opening |
| | Provide residents with starter packs | TPC | Upon Occupation |
| | Implementation of Travel Plan measures | TPC | On opening |
| | Display Travel Plan | TPC | On opening |
| | Organise a Doctor Bike Event | TPC | Upon occupation |
| | Initial survey of residents' travel patterns (baseline survey) | TPC | Within 3 months of opening |
| | Submission of results of 1 st travel survey to client/council | TPC | Within 1 month of completing the survey |
| | Review of findings with council and setting modal split (aim) targets | TPC | Within 3 months of the survey |
| | Repeat travel surveys | TPC | Year 1, 3 and 5 |

Table 4.1 – Action Targets

Aim Targets

- 4.5 Upon completion of the baseline survey, aim targets will be set and agreed in consultation with SCC.

5.0 Management and Communication Strategy

5.1 This section sets out how the TP will be managed from the present day to when the site is fully constructed and occupied.

Management Strategy

5.2 This TP will be managed internally by a TPC. The TPC will be appointed by the developer 3 months prior to the first dwelling being occupied. The name and contact details of the TPC will be issued to SCC in advance of the first dwelling being occupied.

5.3 The TPC will be responsible for the TP's day to day implementation as well as its formal monitoring requirements (detailed later in this document).

5.4 The implementation and ongoing management of the TP will be done in consultation with the council and communications will be maintained throughout the lifetime of the TP.

5.5 The TPC will ensure sufficient time is given to undertake the role. Residents will also be given sufficient time to fill in surveys at the required time.

5.6 The TPC will be the 'face' of the TP and a point of contact for the occupants.

Enforcement

5.7 This TP will be secured by way of a condition in relation to the proposed development.

Travel Plan Coordinator

5.8 The Travel Plan Coordinator (TPC) will be responsible for the day to day management and implementation of the TP.

5.9 Up to date details for the TPC will be provided to the council on appointment. If the role changes, new details will be provided.

5.10 The individual should be interested in sustainable travel issues. They will be keen to promote sustainable travel issues and raise awareness overtime, therefore encouraging the uptake of these modes facilitating the required modal shift.

5.11 The TPC will market the personalised travel planning services. This service will be freely provided to all residents. They will undertake a meet and greet exercise when the TP is formally launched where they will introduce themselves, making themselves known as the 'face' of the TP. At this point, they will make the offer of free personalised travel planning services.

5.12 The TPC will provide a link between the residents and the council who have a number of sustainable travel information resources, initiatives and updates available. They will ensure that all the latest updates are communicated to residents highlighting a positive and proactive approach to sustainable travel in and around the county.

5.13 The main duties of the TPC will consist of the following:

- ▶ Be the main point of contact and 'face' of the TP;
- ▶ Ensure their contact details are within the main information sources (discussed later within the document), these being the residents travel packs, development website and residents notice boards;
- ▶ Establish good communications/relations between themselves and the relevant contact at the council upon their appointment;

- ▶ Ensure they are fully aware of all sustainable travel options to and from the site and provide personalised travel planning to all residents;
- ▶ Ensure that they are fully up to date with current sustainable travel initiatives provided by the council so that these can be further promoted throughout the site;
- ▶ Be up to date on national events such as 'bike to work week', 'national lift share day' and 'sustainable travel week' so that these events can be promoted throughout the site;
- ▶ Look at the feasibility of setting up a 'Bike User Group' (BUG) and if demand dictates manage it; and,
- ▶ Organise monitoring surveys and compile the review report.

Residents Travel Pack

5.14 A Residents Travel Pack (RTP) will be provided as part of the information provided to all new residents upon commencing occupation.

5.15 The RTP will include:

- ▶ A mission statement detailing the aim and objectives of the TP;
- ▶ Contact details of the TPC and a brief introduction about them, including information such as their commitment to promoting sustainable travel. The duties the TPC is responsible for, such as personalised travel planning services, will also be detailed;
- ▶ A site location plan highlighting the sites proximity to local transport provisions and walking/cycling routes;
- ▶ Examples of walking or cycling journeys to destinations such as the railway station or other local destinations such as banks and post offices will be provided;
- ▶ Health, environmental and economic benefits of travelling via sustainable modes;
- ▶ Public transport routes, spider maps and timetables;
- ▶ Details of cycling initiatives provided by the council; and,
- ▶ Details of local taxi services.

5.16 An update of the RTP detailing timetables and route maps will be sent out on an annual basis to ensure that all information is kept up to date.

Summary

5.17 This section highlights that a firm management structure will be put in place at the development. The appointed management company will be responsible for the implementation of the TP.

6.0 Travel Plan Measures

6.1 The main aim of the sustainable transport policy is to reduce single occupancy car use by promoting a choice of alternative means of transport. The main alternatives are as follows:

- ▶ Walking;
- ▶ Cycling;
- ▶ Car Sharing;
- ▶ Train;
- ▶ Taxi/Minicab;
- ▶ Electric Vehicles; and,
- ▶ Bus.

6.2 This section will set out the proposed package of measures which will be implemented across the site.

Encouraging the uptake of Walking and Cycling

Walking

6.3 The following measures are proposed in order to promote walking to and from the site:

- ▶ The TPC will provide residents with information about available walking routes to local amenities;
- ▶ The TPC will raise awareness of the health benefits of walking; and,
- ▶ The TPC will encourage participation in Walk to Work Week and/or other relevant events to encourage walking.

6.4 A pedestrian crossing will be provided over Salmon Lane West, enabling access from the site to the footway on the southern edge of the carriageway.

Cycling

6.5 Maps will be provided detailing the local cycle routes in the vicinity of the development site. Journey times to certain locations will be detailed on the maps.

6.6 Information on the health, economic and environmental benefits of walking and cycling will be detailed. Examples of the number of calories burnt on a 10-minute walk or 20-minute cycle will be provided. Information of the savings on petrol by substituting car journeys for travelling on foot or by cycle will be provided. By providing examples, it offers some perspective of the benefits of using these modes.

6.7 Cycle use is encouraged by the provision of secure cycle parking facilities at the site. The proposals include secure, sheltered and well lit cycle parking facilities. All residential dwellings will benefit from their own cycle store within their gardens.

6.8 Promotional events will be held. This could be a site wide event 'cycle to work week' or be part of a part of a national event such as the national 'Bike Week' which is usually held in June. Posters can be downloaded and displayed throughout the site to encourage those who don't usually cycle to work to make the change for a week, or even just one day within that week.

6.9 The TPC will liaise with relevant companies to investigate the potential for a Doctor Bike event on site. This would provide residents with an opportunity to ask questions of professionals to fix any issues they may have with their bike.

Encouraging the uptake of Public Transport

- 6.10 Public transport information will be made available in communal areas so that both residents and visitors can access the information. Timetables and maps will be kept up to date and a list of websites for further information will be listed, for example www.traveline.org.uk provides national bus, rail and coach travel information and timetables.

Encouraging the uptake of Car Sharing

- 6.11 Car sharing is an excellent way to reduce the overall numbers of cars travelling to a site. The TPC will provide an email address to all residents interested in finding a car share partner. The TPC will then introduce potential partners.
- 6.12 In terms of the marketing of the car sharing scheme for residents, the benefits of car sharing in terms of reduced fuel costs will be promoted, an important issue given recent increases in fuel costs.

Taxis and Minicabs

- 6.13 Taxis can play an important role for residents and visitors at times when other modes of public transport may not be convenient or available. Contact details of local taxi companies would therefore be made available on site.
- 6.14 It may also be possible to negotiate special residents rates with a local taxi firm and this will be explored by the TPC. By contracting to one firm, higher discounts might be arranged and promoting a commendable and reliable firm will also be reassuring to residents. This is to be investigated by the TPC.

Electric Vehicles

- 6.15 Electric vehicles are a more sustainable alternative to the traditional vehicle and can help improve air quality and reduce carbon emissions. Electric vehicle charging points will be provided on-site in accordance with SCC's Vehicular and Cycle Parking Guidance (adopted February 2023) as the presence of charging infrastructure will encourage use of this mode. This requires all residential units to have an active charging point. If charging points are frequently used, the possibility of increasing their number will be explored by the TPC.
- 6.16 It is proposed to install electric charging points in accordance with SCC's Vehicular and Cycle parking Guidance document, which requires a fast charger for all dwellings. In addition, all flats will benefit from access to a charging point.

Summary

- 6.17 The above section details the wide variety of measures that will be implemented throughout the site. The measures will be reviewed on an annual basis in line with the monitoring and review timetable, discussed in section 7, and where appropriate amended to reflect travel patterns observed at the site.

7.0 Monitoring and Review

- 7.1 The DfT provide guidance on what to include within a TP on their website, which can be accessed via the following address:
- <https://www.gov.uk/guidance/travel-plans-transport-assessments-and-statements#travel-plans>
- 7.2 By undertaking the survey every two years the success of the TP in its ability to influence residents travel behaviour can be measured. The modal split of how residents travel will be recorded to ensure that the number of residents driving in their own private vehicle will reduce in favour of more sustainable modes.
- 7.3 In order to ensure an effective monitoring strategy is in place that following activities will be undertaken as part of a TP:
- ▶ A TRICS baseline survey will be undertaken within six months of the dwellings being occupied to establish the baseline modal split;
 - ▶ A further survey will be undertaken in year 1, with further periodic compliant monitoring surveys undertaken in years 3 and 5 of the lifetime of the TP. This enables modal shift to be identified; and
 - ▶ The answers to the main mode question should be used to identify the modal split for the site.
- 7.4 Other data collected might include:
- ▶ Reasons for choice of travel mode and barriers to travel by sustainable modes;
 - ▶ Additional information about measures which are likely to encourage a switch to sustainable alternatives; and,
 - ▶ The amount of business travel undertaken during the working day and opportunities for switching to alternatives.
- 7.5 Surveys will be undertaken at a similar time each year and in a 'neutral' month, avoiding school holidays.
- 7.6 Surveys may be undertaken online or via hard copy, whichever is considered most appropriate for residents to ensure a good and representative response. The TPC should aim to achieve a response rate of at least 30% for baseline surveys, or at least be able to provide assurance to the local authority that the sample is representative if this response rate is not achieved.

Remedial Action

- 7.7 If the survey highlights that the site is not meeting its targets a number of remedial measures will need to be implemented on site to rectify the situation. The TP will also be extended to year 9 to ensure targets are met.
- 7.8 A number of potential remedial measures are listed below:
- ▶ Run an awareness campaign reinforcing alternatives to car travel, with particular focus on cycling; and,
 - ▶ Allocation of additional resources to promote non-car modes of transport.

Summary

- 7.9 The above section details how the success of the TP will be measured. Surveys will be used to monitor the modal split of residents in order to ascertain the effectiveness of the TP.