

Residential Travel Plans

Advice for Development Control & Planning Officers

Advice for Development Control & Planning Officers.....	1
What is a residential Travel plan?	1
Individualised Travel Marketing.....	2
Soft measures and incentives	2
Why are we promoting residential travel plans?	2
Types of development suitable for Residential Travel Plans.....	2
Planning Obligations: The Principles	3
Policy background to support the decision.	3
More Information?	3
Option 1	3
Option 2.....	3
Table 1. Tariff of Contribution Costs for Residential Travel Plans – by no. Units	4



What is a residential Travel plan?

A residential travel plan is a package of measures designed to reduce the number of and length of car trips generated by a residential development, while also supporting more sustainable forms of travel and reducing the overall need to travel.

A residential travel plan can include a wide range of elements these are: -

- Site Design;
- Facilities that reduce the need to Travel;
- Other services to support sustainable travel;
- Parking management scheme;
- Promotion and awareness raising package (e.g. Individualised Travel Marketing)¹;
- Measures and incentives to support complementary travel plans;

The residential travel plan document should identify:-

- How the plan is to be delivered;
- Resources and arrangements for implementation, co-ordination and day-to-day management of measures;
- appropriate management structures for ongoing decision-making and implementation;
- Time frames;
- Handover arrangements;
- Monitoring arrangements;
- Targets;

¹ See Transport Planning Advice Sheet No. 2 Individualised Travel Marketing.

- Arrangements for ongoing input from the local authority;
- Provision for enforcement in event of non-delivery.

Note: Offsite infrastructure, access and public transport improvements should be treated separately within the S106 agreement. Cycle parking should be requested as a condition of planning approval.

Individualised Travel Marketing

Individualised Travel Marketing is a dialogue-based technique designed to change personal travel behaviour. It uses personal contact with residents to provide them with personalised information on walking; cycling and public transport use and then offers incentives to try them out. There have been several Individualised Travel Marketing projects in Gloucestershire to date, targeting over 10,000 households, including one of the first two pilots of this method to take place in the UK; The Quedgeley Travel Smart Individualised Marketing project. This took place in 2003 and achieved a 9% reduction in car use, which has contributed towards the now standard expected achievement of 5-9% reductions in single occupancy vehicle use.

The development of an Individualised Travel Marketing programme can also include:

- Production of customised local travel information such as stop-specific bus timetables and neighbourhood sustainable travel maps
- Provision of discount cards for local cycling/outdoor shops and a home visit service providing specialist advice and incentives for walking, cycling and public transport.

The Individualised Travel Marketing technique has also been adapted and piloted for employees through workplace travel plans in Gloucester and elsewhere in the UK.

Soft measures and incentives

Soft measures and incentives can be any informative or motivational materials or schemes that have been identified as likely to encourage sustainable travel. For example, cycle training and bicycle vouchers can incentivise people to cycle. Public transport taster tickets and well timetabled and effectively promoted routes can incentivise public transport use. These measures and incentives seek to give better information and opportunities, aimed at helping people to choose to reduce their car use while enhancing the attractiveness of alternatives. They are mostly relatively uncontroversial, and often popular. They include:

- Travel plans;
- Personalised travel planning, travel awareness campaigns, and public transport information and marketing;
- Car clubs and car sharing schemes;
- Teleworking, teleconferencing and home shopping;
- Taster tickets, vouchers and equipment for walking and cycling

Why are we promoting residential travel plans?

Residential travel plans can reduce the transport impacts of medium to large developments by trip reduction, development and encouragement of alternative modes to the car. Individuals are most likely to change their travel habits when they are moving home or employment. Therefore, new developments are a prime opportunity to connect with, influence and inform the public.

Types of development suitable for Residential Travel Plans

Residential Travel Plans are suitable for medium to large developments with over 50 units. Mixed use developments would also require a travel plan.

Contributions that should be sought from developers

A Residential Travel Plan will require funding in order to be effective and this can be used to pay a local authority, a consultant or a third party to manage the implementation of the plan as well as implementing the initiatives included in the plan. The funding would also need to cover monitoring the outcomes and reporting back to the local planning authority on progress towards targets.

Planning Obligations: The Principles

Are requests for contributions sound in terms of the five principles?

Principle	Relevance of Residential Travel Plan
Necessary to make the proposed development acceptable in planning terms	The use of a residential Travel Plan will help reduce the number of car trips generated by the development that would be expected if each occupier did not use walking, cycling or public transport for some journeys.
Relevant to planning	A Residential Travel Plan will benefit occupants of the development in the future by reducing car journeys generated by the development.
Directly related to the proposed development	A Residential Travel Plan will cover all those journeys made by people moving into the development.
Fairly and reasonably related in scale and kind to the proposed development	Contributions in relation a Residential Travel Plan are not excessive in comparison with other costs. The plan will ensure the travel plan measures are implemented by the developer and monitored in order to measure effectiveness.
Reasonable in all other respects	It is reasonable to expect the developer to provide facilities related to the developments that mitigate the effect of the development on the highway network. A Residential Travel Plan will potentially help reduce car trips and result in greater use of public transport and walking and cycling facilities provided for the development.

Contributions sought for Residential Travel Plans should not detract from contributions sought for improvements to walking, cycling and public transport facilities as these are all complimentary parts of a sustainable transport package.

Policy background to support the decision.

- Gloucestershire County Council Local Transport Plan
- Gloucestershire County Council Travel Plan Guide for Developers
- Planning Policy Guidance 3 & Planning Policy Guidance13
- Best Practice Guide: Delivering Travel Plans through the Planning Process. (Department for Transport, 2009)
- Planning Obligations (Office of Deputy Prime Minister, circular 05/ 2005)

More Information?

www.dft.gov.uk

The following table outlines the contributions required for a residential travel plan, for which there are two options;

Option 1

The developer/owner is responsible for funding and implementing the travel plan, , incentives, the appointment of a travel plan coordinator etc. This option required a non-refundable monitoring fee and a bond/deposit, repayable on successful completion of the travel plan or kept to implement remedial measures if the developer/owner does not comply with the agreement.

Option 2

Gloucestershire County Council would absorb all risk and be responsible for the implementation of the travel plan, incentives, the appointment of a travel plan coordinator etc. This option requires a non-refundable monitoring fee and a contribution, repayable only on expiry of planning permission with no building having started. The premium for GCC to deliver the travel plan is to cover the additional risk the organisation incurs and to plan for remedial measures. This option removes any responsibility from the developer for the implementation of the plan (other than hard measures such as walk/cycle links, cycle parking etc, which are spate to the travel plan).

Table 1. Tariff of Contribution Costs/Deposits for Residential Travel Plans - by number of dwellings

Residential units	Breakdown of Deposit/Contribution				Total Deposit/Contribution	
	Develop, implement & manage TP	Incentives at £75 per unit	Individualised Travel Marketing	Monitoring fee	Developer Travel Plan deposit	Gloucestershire County Council Travel Plan contribution
80	£25,000.00	£6,000.00	£1,600.00	£5,000.00	£37,600.00	£45,120.00
90	£25,000.00	£6,750.00	£1,800.00	£5,000.00	£38,550.00	£46,260.00
100	£25,000.00	£7,500.00	£2,000.00	£5,000.00	£39,500.00	£47,400.00
110	£25,000.00	£8,250.00	£2,200.00	£5,000.00	£40,450.00	£48,540.00
120	£25,000.00	£9,000.00	£2,400.00	£5,000.00	£41,400.00	£49,680.00
130	£25,000.00	£9,750.00	£2,600.00	£5,000.00	£42,350.00	£50,820.00
140	£25,000.00	£10,500.00	£2,800.00	£5,000.00	£43,300.00	£51,960.00
150	£25,000.00	£11,250.00	£3,000.00	£5,000.00	£44,250.00	£53,100.00
160	£25,000.00	£12,000.00	£3,200.00	£5,000.00	£45,200.00	£54,240.00
170	£25,000.00	£12,750.00	£3,400.00	£5,000.00	£46,150.00	£55,380.00
180	£25,000.00	£13,500.00	£3,600.00	£5,000.00	£47,100.00	£56,520.00
190	£25,000.00	£14,250.00	£3,800.00	£5,000.00	£48,050.00	£57,660.00
200	£25,000.00	£15,000.00	£4,000.00	£5,000.00	£49,000.00	£58,800.00
210	£25,000.00	£15,750.00	£4,200.00	£5,000.00	£49,950.00	£59,940.00
220	£25,000.00	£16,500.00	£4,400.00	£5,000.00	£50,900.00	£61,080.00
230	£25,000.00	£17,250.00	£4,600.00	£5,000.00	£51,850.00	£62,220.00
240	£25,000.00	£18,000.00	£4,800.00	£5,000.00	£52,800.00	£63,360.00
250	£25,000.00	£18,750.00	£5,000.00	£5,000.00	£53,750.00	£64,500.00

260	£25,000.00	£19,500.00	£5,200.00	£5,000.00	£54,700.00	£65,640.00
270	£25,000.00	£20,250.00	£5,400.00	£5,000.00	£55,650.00	£66,780.00
280	£25,000.00	£21,000.00	£5,600.00	£5,000.00	£56,600.00	£67,920.00
290	£25,000.00	£21,750.00	£5,800.00	£5,000.00	£57,550.00	£69,060.00
300	£25,000.00	£22,500.00	£6,000.00	£5,000.00	£58,500.00	£70,200.00
350	£25,000.00	£26,250.00	£7,000.00	£7,000.00	£65,250.00	£78,300.00
400	£25,000.00	£30,000.00	£8,000.00	£7,000.00	£70,000.00	£84,000.00
450	£25,000.00	£33,750.00	£9,000.00	£7,000.00	£74,750.00	£89,700.00
500	£25,000.00	£37,500.00	£10,000.00	£7,000.00	£79,500.00	£95,400.00
600	£30,000.00	£45,000.00	£12,000.00	£7,000.00	£94,000.00	£112,800.00
700	£30,000.00	£52,500.00	£14,000.00	£7,000.00	£103,500.00	£124,200.00
800	£30,000.00	£60,000.00	£16,000.00	£7,000.00	£113,000.00	£135,600.00
900	£30,000.00	£67,500.00	£18,000.00	£7,000.00	£122,500.00	£147,000.00
1000	£50,000.00	£75,000.00	£20,000.00	£10,000.00	£155,000.00	£186,000.00
1500	£50,000.00	£112,500.00	£30,000.00	£10,000.00	£202,500.00	£243,000.00
2000	£50,000.00	£150,000.00	£40,000.00	£10,000.00	£250,000.00	£300,000.00
2500	£50,000.00	£187,500.00	£50,000.00	£10,000.00	£297,500.00	£357,000.00
3000	£50,000.00	£225,000.00	£60,000.00	£10,000.00	£345,000.00	£414,000.00
4000	£50,000.00	£300,000.00	£80,000.00	£10,000.00	£440,000.00	£528,000.00
5000	£50,000.00	£375,000.00	£100,000.00	£10,000.00	£535,000.00	£642,000.00

Note: These payments only cover the travel planning element. Additional contributions may be required for highway infrastructure and public and community transport or other off site services deemed necessary.