

Northampton Gateway Strategic Rail Freight Interchange Framework Travel Plan

Version 0-2
August 2017

Produced by:



For:



Contact:

Tim Edwards

Integrated Transport Planning Ltd.
Cornwall Buildings
45 Newhall Street
Birmingham, B3 3QR
UNITED KINGDOM

T 0121 213 4725
edwards@itpworld.net
www.itpworld.net

Project Information Sheet

Client	Roxhill Ltd.
Project Code	2292
Project Name	Northampton Gateway, Framework Travel Plan
Project Director	Jamie Wheway
Project Manager	Tim Edwards
Quality Manager	Jon Parker
Additional Team Members	Stephanie Norris, Rachel Tate, Emma Taylor
Sub-Consultants	n/a
Start Date	May 2017
File Location	F:\2200-2299\2292 Northampton Gateway SRFI\Project Files\Travel plan

Document Control Sheet

Ver.	Project Folder	Description	Prep.	Rev.	App.	Date
V0-2	F:\2292	Draft 1	SN	TE	TE	09/08/17
V0-1	F:\2292	Draft 1.1	SN	TE		15/08/17

Notice

This report has been prepared for Roxhill Ltd. in accordance with the terms and conditions of appointment. Integrated Transport Planning Ltd cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

Table of Contents

1. Introduction	1
Proposed development.....	1
Site location.....	1
Development proposals.....	3
Masterplan for Northampton Gateway.....	3
Land use & build out	5
Site Audit.....	5
Strategic highway improvements	6
Pedestrian and cycle access & facilities.....	6
Public Transport services & infrastructure	6
Parking provision.....	10
2. Scope of Travel Plan.....	11
Trip generation	11
Baseline trips.....	12
Proposed development site travel activity	13
Individuals impacted by the travel plan.....	13
3. Travel survey.....	14
Travel to Work Data, Census 2011	14
4. Outcome objectives, targets & indicators.....	16
Aims	16
Outcome objectives & targets.....	16
5. Management Strategy.....	20
Area-wide Travel Plan Coordinator (TPC).....	20
Unit Travel Plan Coordinators (UTPC).....	21
6. Measures	22
7. Marketing strategy	25
Pre-engagement preparation	25
Engaging with businesses.....	25
Sustaining engagement.....	26
8. Monitoring and review.....	27

Monitoring mechanisms	27
Baseline travel surveys.....	27
Annual travel surveys	27
Traffic counts	28
Public transport patronage analysis	28
Focus / Discussion Groups	28
Reporting & review.....	28
9. Funding.....	30
Action plan.....	31
Fall-back measures	31

List of Tables

Table 1: Light vehicle peak hour and daily vehicle trip generation (no travel plan)	12
Table 2: Light vehicle peak hour and daily vehicle trip generation (with travel plan)	13
Table 3: Objectives, SMART targets and indicators.....	18
Table 4: Proposed Travel Plan measures	22
Table 5: Yearly Travel Plan Implementation Costs	30
Table 6: Travel Plan Costs by mode (10 year costs)	31
Table 7: Action Plan and funding streams for a five year delivery period	33

List of Figures

Figure 1	Site location
Figure 2	Masterplan
Figure 3	Existing and proposed pedestrian and cyclist routes & improvements
Figure 4	Existing and proposed public transport routes
Figure 5	Swan Valley travel to work map

Table of Acronyms and Abbreviations

DfT	Department for Transport
ITP	Integrated Transport Planning Ltd.
NCC	Northamptonshire County Council
ATPC	Travel Plan Coordinator
UTPC	Unit Travel Plan Coordinator

Executive Summary

- 1.1 Integrated Transport Planning Ltd. (ITP) has been appointed by Roxhill to prepare a Framework Travel Plan to support the application of Northampton Gateway, which is defined as a Nationally Significant Infrastructure Project.
- 1.2 The Travel Plan aims to enhance and promote the sustainable travel facilities at the proposed site. It will focus upon providing information regarding walking, cycling, public transport and car sharing to the site, with the aim of making these forms of transport an attractive and affordable alternative (compared to travelling to the site by car).
- 1.3 The high level aims of the Travel Plan are to ensure that Northampton Gateway is well served by sustainable travel from the first stage of development and that staff have a reasonable alternative to the private car for their journey to work.
- 1.4 Supporting objectives and SMART targets have been put in place to help achieve this aim with a specific target of achieving a 20% reduction in single occupancy car journeys, from 92% in the baseline to 74% by 2031.
- 1.5 A comprehensive package of sustainable transport measures will be introduced as part of the Travel Plan. This includes, but is not limited to, strategic cycle and bus network improvements, on-site sustainable transport infrastructure, a coordinated marketing and engagement strategy; and on-going support to businesses.
- 1.6 Travel plan implementation will commence prior to the occupation of each commercial unit and continue for a total of 10 years until 2031.

1. Introduction

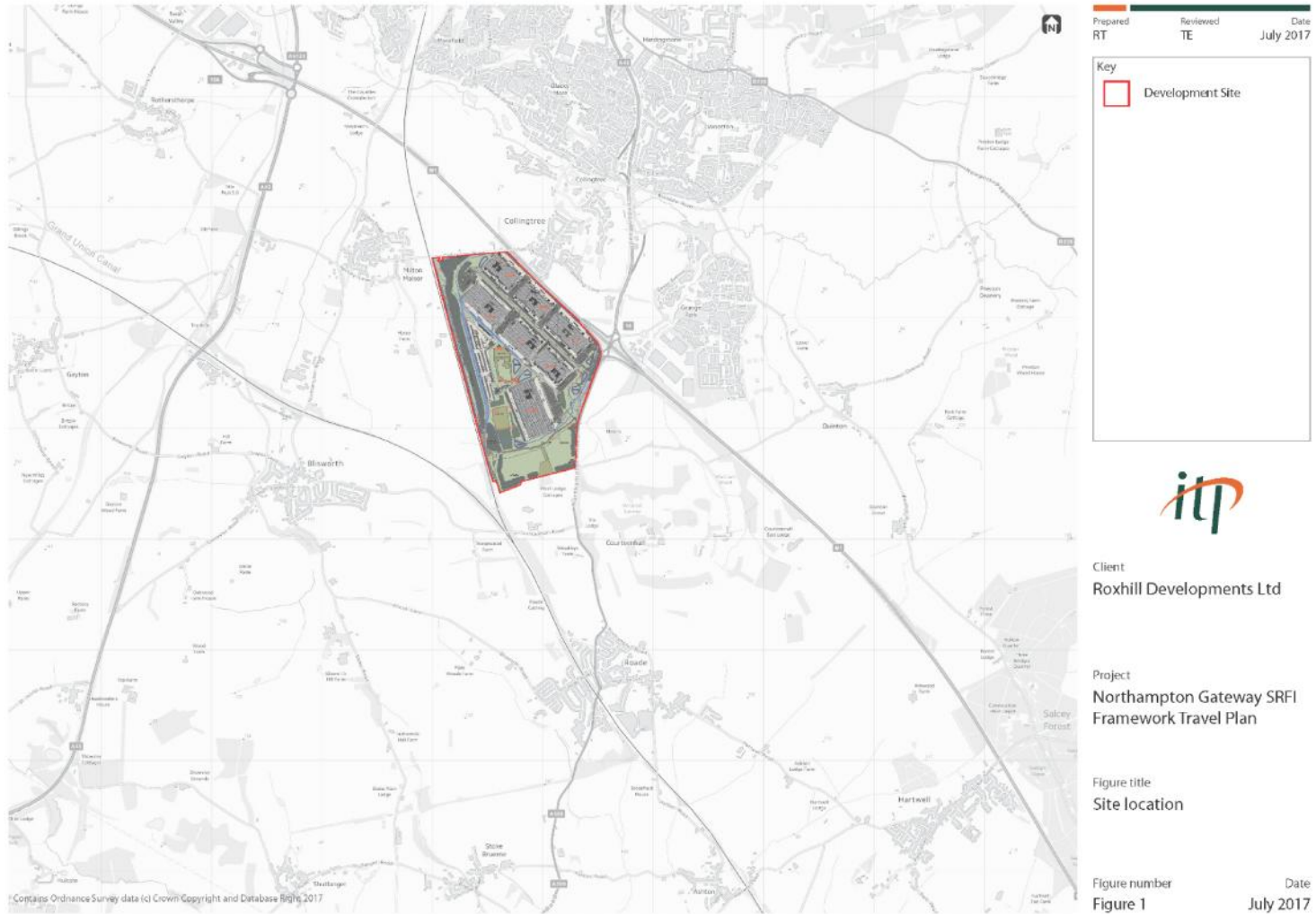
- 1.1 Integrated Transport Planning Ltd. (ITP) has been appointed by Roxhill to prepare a Framework Travel Plan to support the application of Northampton Gateway, which is defined as a Nationally Significant Infrastructure Project.
- 1.2 The site is located to the south of Northampton, on land south-west of Junction 15 of the M1. The proposed development is on land to the south-west of the motorway, contained to the west by the Northampton Loop railway, and to the east by the A508 road. Planning permission is being sought for a commercial development consisting of an intermodal freight terminal and up to 468,000 sqm of B8 warehousing.
- 1.3 This Framework Travel Plan has been produced in accordance with Northampton County Council's Travel Plan Guidance and regard has also been given to:
 - Department for Transport's 'Delivering Travel Plans through the Planning Process'.
 - Department for Communities and Local Government's 'National Planning Policy Framework'.
 - Public Health England's 'Health matters: getting every adult active every day'
 - Northamptonshire County Council's 'Smarter Travel Choices Strategy: Fit for Purpose'.
 - Northamptonshire County Council's 'Northamptonshire Transportation Plan'
 - Northamptonshire County Council's 'Creating Sustainable Communities: Planning Obligations Framework and Guidance Document'.
 - Northamptonshire County Council's Parking Standards.

Proposed development

Site location

- 1.4 Northampton Gateway is a proposed large scale employment site located to the south of Northampton, on land south-west Junction 15 of the M1. The proposed built development is on land to the south-west of the motorway, contained to the west by the Northampton Loop railway, and to the east by the A508 road. The site also consists of the land necessary to accommodate the proposed infrastructure works including land extending around the western side of Roade to accommodate a new road, as well as land required to deliver improvements to the A508, the M1 junction 15, and the A45.

Figure 1 – Site Location



Development proposals

- 1.5 The development comprises a large scale SRFI. The SRFI would have two principle development areas, consisting of the 'warehousing and distribution' area on the eastern part of the site, and the 'intermodal rail freight terminal' on the western part of the site, which would also include provision of a Rapid Rail Freight (RRF) facility.

Masterplan for Northampton Gateway

- 1.6 The illustrative masterplan for Northampton Gateway is presented here as Figure 2. The site described as Northampton Gateway includes:

- An intermodal freight terminal including container storage and HGV parking, with new rail sidings within the site to serve individual warehouses;
- Capability to provide a 'rapid rail freight' facility as part of the intermodal freight terminal;
- Up to 468,000 sqm of B8 warehousing (with a mezzanine of 155,000sqm providing additional floor space),
- New road infrastructure and works to the existing road infrastructure, including a bypass to the village of Roade and improvements to Junction 15 of the M1.
- New road infrastructure and works to the existing road network, including provision of a new access and associated works to the A508, a new bypass to the village of Roade, and substantial improvements to Junction 15 of the M1;
- Strategic landscaping and tree planting, including diverted public rights of way;
- Earthworks and demolition of existing structures on-site.

- 1.7 The masterplan has been designed to ensure there are infrastructure measures to support all modes of sustainable transport:

- Links with external pedestrian and cycle routes to Northampton,
- Adequate pedestrian and cycle connections within the site,
- Facilities at each unit to enable cycling (e.g. cycle parking)
- Dedicated bus stops within the development
- Signed car share bays to encourage car sharing
- Designated Electronic Vehicle parking and charging bays
- Designated motorcycle bays

Figure 2- Masterplan



Land use & build out

- 1.8 In line with other similar rail freight interchanges it is assumed that the development will initially operate on a 24-hour basis from Monday to Friday, and until Saturday lunchtime, with limited Sunday access. The volume growth at the main ports could lead to an increase to 6 or 7 day operation in the future. Based on this information there will be three board shift patterns:
- 06:00 – 14:00
 - 14:00 – 22:00
 - 22:00 – 06:00
- 1.9 The site also includes office and administration employment opportunities which will operate 09:00 – 17:30.
- 1.10 The development of the employment units on the site will be phased. The current estimate is that it will take five years before full occupation. This equates to a build out rate of around 1 million sq ft per year. Upon completion in 2025 (full occupation), it is estimated that 7,457 full time equivalent employees will be working at the site.

Site Audit

- 1.11 The proposed development has been designed to ensure that infrastructure measures are in place to encourage public transport, cycle and pedestrian travel to the site as a priority. Enhancements have been incorporated to the surrounding road network to ensure that the site does not negatively impact upon the current flow of traffic but also to enable the provision of enhanced bus services to the site. Full details of the proposed transport measures can be found in the Transport Assessment. However, key strategic improvements include:
- Improvements to M1 Junctions 15, the A508 and A45.
 - A new bypass.
 - A new roundabout on the A508 for site access.
 - Enhanced public transport measures.
 - Improved pedestrian and cycling facilities.
- 1.12 The measures identified will provide a comprehensive package of alternatives to the private car, as well providing much needed traffic relief to M1 Junction 15 and surrounding roads.

Strategic highway improvements

1.13 ADC Infrastructure Ltd. has undertaken an extensive modelling exercise for Junction 15 on the M1 to understand the impact of the proposed development on the surrounding strategic highway network and to identify mitigation measures. Based on this exercise and subsequent option testing, the proposed improvement package comprises:

- Widening on the A45 approach to provide 5 lanes.
- Signalising the Saxon Avenue approach.
- Provision of three full lanes southbound over the bridge.
- Longer section of three lanes on the M1 northbound off-slip with a flared lane to A508.
- Duelling of the A508 approach and exit, with five lanes provided at the entry.
- A cut-through for M1 northbound traffic to the A45/Saxon Avenue
- Widening on the M1 southbound off-slip to provide five entry lanes.
- New bypass to route vehicles around the village of Roade

Pedestrian and cycle access & facilities

1.14 Enhancements are planned to improve walking and cycling routes to the site and within the development. These include:

- A new footpath / cycleway adjacent to the A508.
- Retaining pedestrian / cycle access to the site via the footbridge over the M1 at Collingtree.
- The public rights of way KX17 and KX13 that cross the site will be diverted and extended to provide a traffic-free route around the perimeter of the site.
- Access from the perimeter footpath / cycleway into the heart of the development site for quick access to employment units
- A shared pedestrian / cycle footpath along the spine road of the development
- Secure cycle parking at each unit.

Public Transport services & infrastructure

1.15 Public transport will play an important role in providing access for staff coming to the site.

- 1.16 A new service will be introduced to offer direct access between the site and Northampton Town Centre; the service will be timed to be consistent with core shift patterns to ensure that the services are available when employees need them.
- 1.17 An extension of the existing service number 7 will be funded, linking the site to Grange Park, Northampton town centre and Moulton Park between 0630 and 1900.
- 1.18 New bus stops will be introduced on the A508 close to the proposed access to the site, providing the opportunity for other services to serve development, including the X4, X7 and 33, all of which serve Milton Keynes.
- 1.19 Four bus stops will be included within the development site, one near the entrance to the site and another two bus stops along the spine road of the development. A final stop will be positioned at the far end of the internal spine road. These bus stops will ensure that employees commuting by bus will not have a long walk from the bus stop to their workplace. Layover facilities will be provided to allow the service to drop off passengers before the start of the shift and then pick up passengers finishing their shift.

Figure 3 - Existing and proposed pedestrian and cyclist routes & improvements

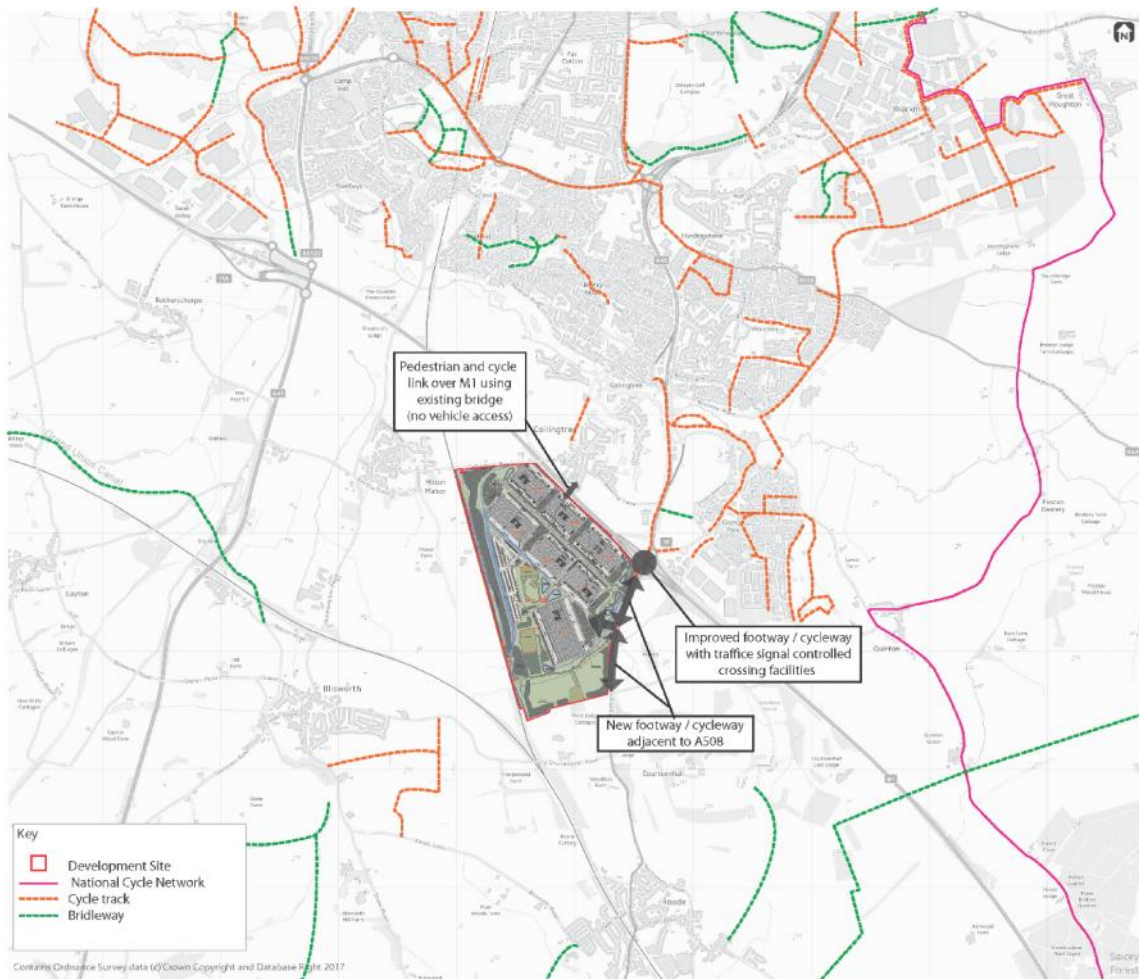
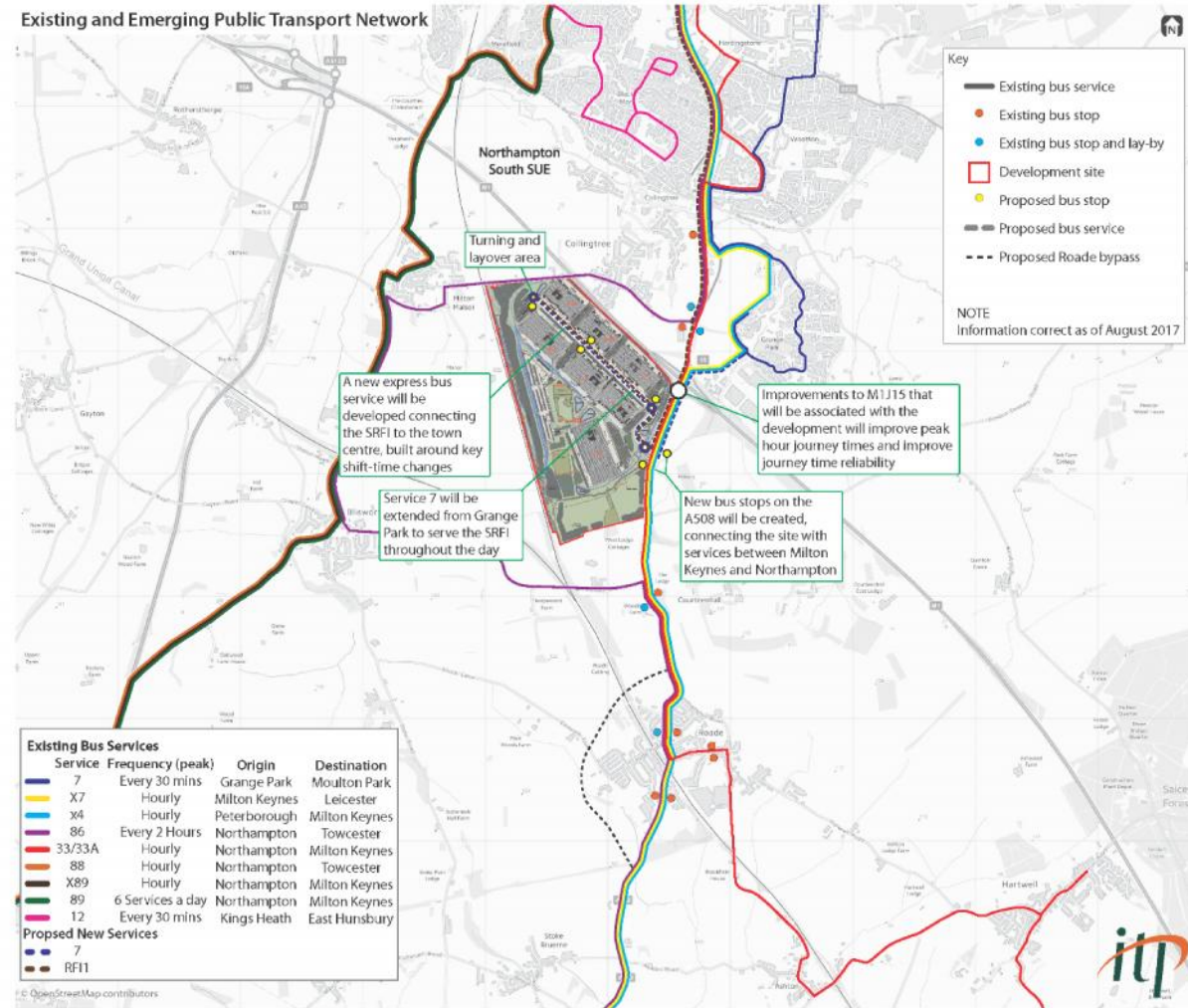


Figure 4 – Existing and proposed public transport routes



Parking provision

- 1.20 The proposed parking provision at Northamptonshire Gateway is in line with the NCC's parking policy standards of 1 parking space per 120 square foot for B8 sites. Based on this there will be 3,979 parking spaces across the development. The distribution of these parking spaces across the development site will be relative to the size of the specific units.
- 1.21 Accessible parking will be provided at each B8 unit on the development site. In line with NCC's parking standards, 10% of spaces will be developed to accessible standards (3.6m (W) x 6.2m (L)) and 5% of these will be marked disabled bays. These spaces will be located close to the entrance of each unit on the development site.
- 1.22 In line with NCC's aspiration to encourage more people to use electric vehicles, provisions will be put in place to enable drivers to charge their electric vehicles within the development. 5% of parking spaces at Northampton Gateway will have a charging points, which accounts to approximately 200 spaces, with a commitment to providing passive provision for a further 5%.
- 1.23 Car sharing will be a key mode of transport promoted through the travel plan and as such, the appointed Site-Wide Travel Plan officer will work with each unit Travel Plan provider to designate and sign car share bays. To meet the car share targets outlined in Chapter 4, by the end of the Travel Plan period this should equate to 320 car share bays across the proposed development.
- 1.24 Motor cycle parking will also be provided. A total of 148 spaces will be provided across the development.

2. Scope of Travel Plan

- 2.1 The Transport Assessment has taken a robust approach to dealing with the impact of generated traffic. This has included the use of a bespoke strategic model to determine overall levels of traffic generation and impact, and mitigation option testing.
- 2.2 The travel plan does have an important role to play in widening the accessibility of the site to those people that do not have access to the use of a private car for their commute to work, improving the health and well-being of employees, cutting carbon, and enhancing the sustainability of the site.

Trip generation

- 2.3 ADC Infrastructure, who are responsible for developing the Transport Assessment for the Northampton Gateway planning application, determined the road based trip generation for the development.
- 2.4 Given the size and nature of the proposed development it was not appropriate to use the TRICS database to calculate the trip rates and traffic generation for the site, as there are no comparative rail served sites within the database. Therefore, reference has been made to the work undertaken by Roxhill for their NSIP East Midlands Gateway SRFI at M1 Junction 24 in Leicestershire. The trip generation for the East Midlands Gateway SRFI was calculated using a first principles approach, combined with existing data from similar sites. The calculation methodology and resulting trip generations were agreed by the Transport Working Group for the East Midlands Gateway SRFI, which comprised Highways England and the five local highway authorities. The trip generation was accepted by the Planning Inspectorate as part of the DCO submission for the East Midlands Gateway scheme.
- 2.5 The existing data used from a similar site to Northampton Gateway in this trip generation assessment is Swan Valley in Northamptonshire. The 2007 baseline data from this site was used because:
 - The site is located on the A43 adjacent to M1 Junction 15a and is therefore similar to the proposed Northampton Gateway SRFI site in terms of location.
 - It includes a number of large scale warehouses, which at the time of the survey comprised nearly 1.5 million sqft GFA, is the largest site for which survey data is available, and has a similar percentage of ancillary office space to that proposed at Northampton Gateway SRFI.

- It has an employee density of 1 employee per 77sqm, which matches the 2010 Prologis survey of typical B8 users, as supported by the HCA data for regional distribution centres.
- Daily survey data is available for October 2007, which pre-dated the economic recession.
- The majority of units at the site operate three shift system (6 - 2 - 10), however Morrisons (formerly Sainsbury's) adopt an extended 12 hour two shift pattern (7 to 7), mainly due to their use of some office space as a Call Centre, and will therefore provide a robust shoulder peak trip rate.
- Finally, at the time of the survey the site had no bus service with low pedestrian and cycle usage (3%), with a single occupancy car driver usage rate of 92%, and car passenger modal share of 5%, providing a robust car usage figure as a base starting point.

2.6 Due to the similarities of the site, the baseline data and travel to work data, has been used as a proxy for achievable behaviour change.

Baseline trips

2.7 The baseline data for Swan Valley showed a mode share for single occupancy vehicles (SOV) of 92%. A similar assumption for SOV trips will be applied to Northampton Gateway as a baseline. The estimated peak hour and daily vehicle trip generation (light vehicles only) to the site, with no travel plan in place, is detailed below in Table 1.

Table 1: Light vehicle peak hour and daily vehicle trip generation (no travel plan)

Time period	Arrivals	Departures	Two way
0800-0900	700	75	775
1700-1800	230	804	1,035
Daily	6,191	6095	12,286

2.8 Subsequent annual travel surveys at Swan Valley have shown a decline in SOV mode share to 74% with the implementation of a travel plan. This level of decrease has been applied to the Northampton Gateway peak hour and daily vehicle trip generation given in Table 1, above, to give the total development peak hour and daily light vehicle trip generation once a travel plan is in place (Table 2).

Table 2: Light vehicle peak hour and daily vehicle trip generation (with travel plan)

Time period	Arrivals	Departures	Two way
0800-0900	560	60	620
1700-1800	184	644	828
Daily	4,953	4,918	9,871

Proposed development site travel activity

- 2.9 The Travel Plan aims to enhance and promote the sustainable travel facilities at the proposed site. It will focus upon promoting and providing information regarding walking; cycling, public transport and car sharing to the site, with the aim of making these forms of transport an attractive and affordable alternative (compared to travelling to the site by car).

Individuals impacted by the travel plan

- 2.10 The location of the development site is within the Northamptonshire County Council boundary. As part of the consultation process for the Northamptonshire Gateway Public Transport Strategy, ITP have met with the following stakeholders (through one to one meetings) to identify key issues:
- Northamptonshire County Councils (PT officers/ Travel Plan officers).
 - Highways England
 - Local bus operators (Stagecoach).
- 2.11 These meetings took place on a regular basis through the development of the Public Transport Strategy, and have helped to define an appropriate and robust approach to planning the future public transport network and establishing key principles. Public transport promotion sits at the heart of the Travel Plan initiatives.

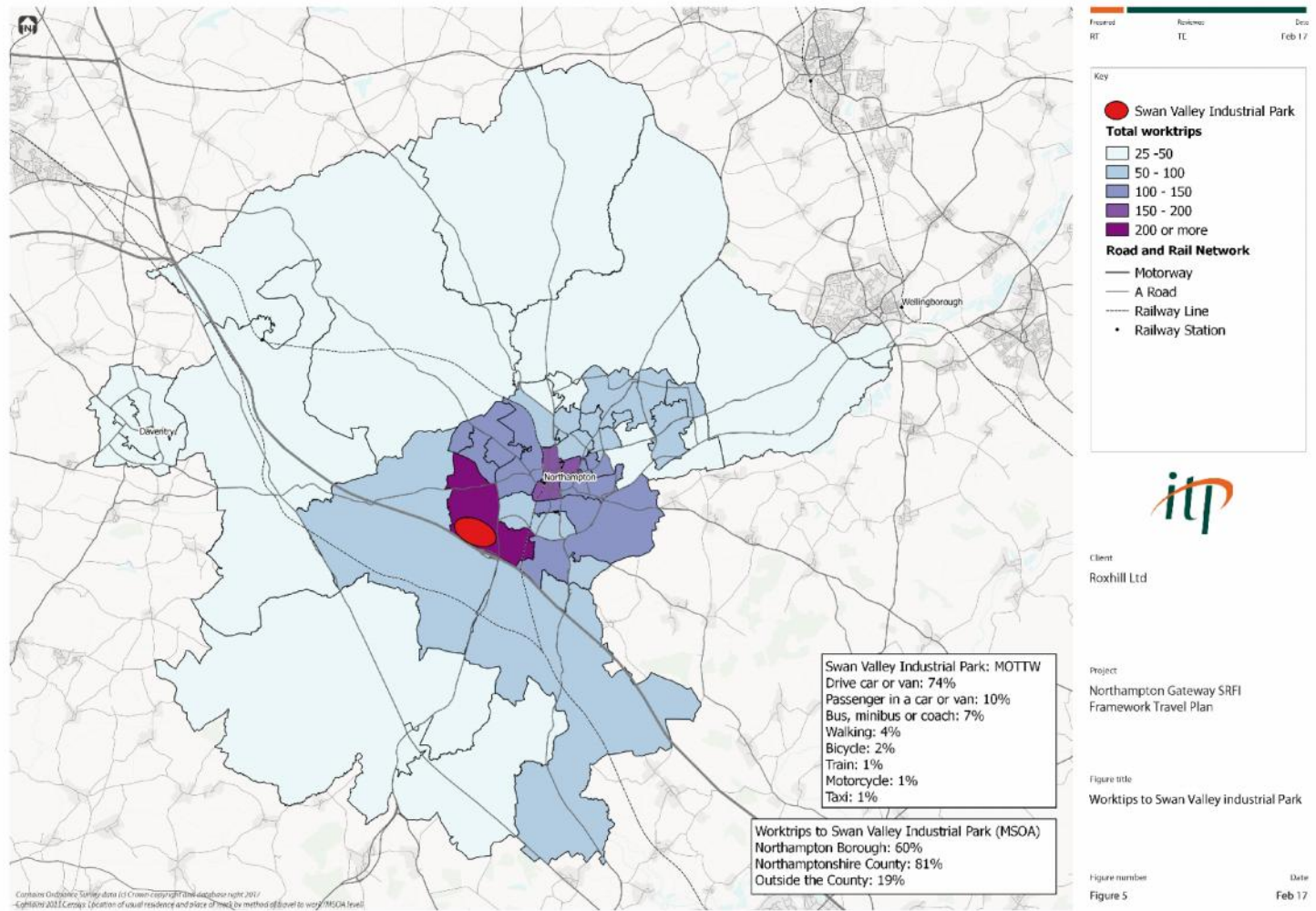
3. Travel survey

- 3.1 A comprehensive travel survey will be carried out with each unit occupier within three months of occupation of each unit. This will take the form of a standardised employee travel survey. By having the same survey questions it will allow for comparison between units on-site as well as comparison to future years travel surveys. Key survey questions to be included in the employee travel survey are:
- Home postcode
 - Usual mode of travel to the site
 - Reasons for using this mode of transport
 - Alternative modes of travel (if usual mode is unavailable)
 - Incentives to encourage a change in behaviour
 - Demographic data – Age, gender, access to a car
- 3.2 Survey distribution methods will be discussed with each occupier prior to carrying out the baseline survey to understand the most effective methods for gaining a high response rate. For office base staff this may be an electronic survey, however for warehouse based staff it may be more appropriate to distribute paper surveys. To encourage a higher response rate a prize draw incentive will be offered to employees.
- 3.3 In addition to the employee travel survey the Unit Travel Plan Co-ordinator for each site will record the number of business trips, site visitors and freight travel patterns during the first three months of occupation to document baseline trips.

Travel to Work Data, Census 2011

- 3.4 In the absence of baseline travel data for the proposed development, proxy mode split targets have been taken from Swan Valley. As described in Chapter 2, an SOV rate of 92% has been assumed for the opening year of the development, with this reducing by 20% to 74% by the end of the travel plan period, as required by NCC.
- 3.5 Drawing upon additional evidence, the Census 2011 data for ‘method of travel to work’ was analysed for Swan Valley to understand the mode split for the site four years after first occupation. This analysis (Figure 5) showed that 74% of people travel by SOV, 10% by car share, 7% by bus or coach, 4 by foot, 2% by cycle, 1% by train, 1% by motorbike and 1% by taxi. This change in behaviour is a positive indication of the impact the travel plan for Northampton Gateway could have on employee travel patterns.

Figure 5 – Swan Valley Method of travel to work



4. Outcome objectives, targets & indicators

Aims

4.1 The high level aims of the Travel Plan are to ensure that:

- Northampton Gateway is well served by sustainable travel (inc. walking, cycling, public transport and car sharing) from the first stage of development;
- Staff have a reasonable alternative to the private car for their journey to work.

Outcome objectives & targets

4.2 Supporting objectives will to help achieve this aim by:

- 1) Encouraging a reduction in single occupancy car journeys made to / from the site.
- 2) Ensuring that employees are encouraged to car share to work
- 3) Improving bus options with a direct bus route and associated promotion
- 4) Ensuring that employees who live locally are encouraged to use active travel by providing walking and cycling routes
- 5) Ensuring good quality and timely information is provided to employees to enable them to make informed choices about their travel options.
- 6) Ensuring the time and cost of journey by sustainable travel is not prohibitive (when compared to car based equivalent).
- 7) Ensuring occupiers (employers) promote sustainable travel, through unit site specific travel plans.
- 8) To work with NCC to annually report the results of the Travel Plan

4.3 These objectives have been carefully considered and based on the location of the proposed development and the potential travel to work patterns.

4.4 Due to the location of the development, on the outskirts of Northampton, car sharing and public transport is viewed as more viable alternatives to the private car than walking and cyclist. Based on this the modal split targets have been weighted towards these modes of transport and measures will be put in place to ensure there is sufficient

provision of bus services and car share incentives to encourage a change in behaviour towards these modes of transport.

- 4.5 It is anticipated that there will initially be lower levels of employees choosing to walk or cycle to the site purely based on proximity to existing residential areas. However, as there are planned residential developments to the south-east of the town centre, close to Northampton Gateway, it's likely that over the Travel Plan period the number of employees walking or cycling will increase.
- 4.6 Table 3 below outlines the Travel Plan targets in relation to the figures set out above. It also notes the desired modal shift from initial occupation (2021) to ten years after the development is occupied (2031). As mentioned previously, the baseline targets have been derived from the mode share data from Swan Valley Industrial Estate.

Table 3: Objectives, SMART targets and indicators

	Objective	Target	Indicator	Behaviour change targets (timescale)		
				Year 1	Year 3 Interim	Year 5
1	To encourage a reduction in single occupancy car journeys made to / from the site.	Achieve a 20% reduction in single occupancy car journeys, from 92% to 74% by 2031	74% of employee trips made by SOV by 2031	92%	85%	74%
2	To ensure that employees are encouraged to car share to work	12% of employees to car share work by 2031	12% of employee trips made by car sharing by 2031	5%	7%	12%
3	To improve bus options to the proposed site with a direct bus route and associated promotion	10% of employees to arrive at the site by bus by 2031	10% of employee trips made by bus by 2031	3%	6%	10%
4	To ensure that employees who live locally are encouraged to use active travel by walking and cycling routes.	4% of employees to arrive by active travel (walking or cycling) by 2031	3% of employee trips made by bike and 1% of employee trips made by foot by 2031	0%	2%	4%
5	To ensure good quality and timely information is provided to employees to enable them to make informed choices about their travel options.	All businesses should receive a travel pack to disseminate to staff within 3 months of initial occupation.	100% of UTPCs to receive a travel pack within 3 months of initial occupation	n/a	n/a	n/a

	Objective	Target	Indicator	Behaviour change targets (timescale)		
				Year 1	Year 3 Interim	Year 5
6	To ensure the time and cost of journey by sustainable travel is not prohibitive (when compared to car based equivalent).	All businesses should receive information regarding the discounts available for sustainable travel within 3 months of initial occupation.	100% of UTPCs to receive an info. about discounts within 3 months of initial occupation	n/a	n/a	n/a
7	To ensure occupiers (employers) promote sustainable travel, through site specific travel plans.	To ensure all occupiers (employers) have introduced a site specific (unit) travel plan within 3 months of initial occupation.	100% of UTPCs have a Travel Plan in place within 3 months of initial occupation	n/a	n/a	n/a
8	To work with NCC to annually report the results of the Travel Plan	To report monitoring findings to NCC annually to ensure the Travel Plan will meet by 2031	NCC receipt of annual monitoring reports	n/a	n/a	n/a

*n/a - these targets may not have direct behaviour change targets but contribute to the overall mode shift

5. Management Strategy

Area-wide Travel Plan Coordinator (TPC)

- 5.1 An individual will be identified to act as the overarching Travel Plan Coordinator (TPC) for Northampton Gateway development. The TPC will have a critical role in ensuring the Travel Plan is implemented, managed, monitored and reviewed over time.
- 5.2 The responsibilities of the area-wide TPC will be two-fold; firstly they will strategically manage travel plan activity at a site-level, which includes liaising with the occupiers of the commercial units to gain their support and commitment to the Travel Plan, and secondly they will monitor the success of the Travel Plan in achieving its aims. The TPC will provide summary reports to the Local Authority, key stakeholders, and partners annually.
- 5.3 The area-wide TPC will act as the conduit for providing each of the unit TPC's with the necessary resources, advice and support to ensure that the travel plan will be successfully implemented at their site. Alongside these supportive duties, the area-wide TPC will be responsible for implementing promotional campaigns for the site as a whole, examples of this include specific week-long promotional events for particular modes of travel.
- 5.4 The TPC will:
- Implement and promote the Travel Plan at a site level;
 - Monitor the Travel Plan (via the arrangement of the collection and collation of appropriate data);
 - Liaise with points of contact (UTPCs) within each of the employment units;
 - Set up a Travel Plan Working Group and encourage UTPCs to attend;
 - Give advice and information on transport-related subjects to businesses and review UTPs.
 - Liaise with third parties (i.e. public transport operators, the Council) on Travel Plan issues
 - Consider setting up a Travel Plan Steering Group to arrange bi-annual meetings with external organisations (i.e. public transport operators, car share providers, NCC, Highways England etc.) to discuss strategic sustainable travel access and promotion at the site

- Be the liaison between the development and the highway authorities.
- 5.5 It is envisaged that the TPC role will be a full time position for the first five years (duration of the travel plan) and then part time for a further five year to continue delivering the public transport strategy obligations and monitoring for the site.
- 5.6 The TPC will report directly to the site's facilities manager and will be the main point of contact for NCC regarding Travel Plan matters. The TPC will be appointed prior to occupation of the site, at which point the TPC's contact details will be shared with NCC.
- 5.7 In the interim, Lynsey Harris (ITP Ltd., 50 North Thirteenth Street, Milton Keynes, MK9 3BP, harris@itpworld.net, 01908 259718) will act as the TPC for the site. Lynsey is a Principle Consultant with ITP Ltd, and a highly experienced Travel Plan Co-ordinator.

Unit Travel Plan Coordinators (UTPC)

- 5.8 At this stage of development, it is not known who the end occupiers of the employment units will be. Hence, it will be the future occupier's responsibility to develop a 'unit travel plan' for their own employees, based around the principles set out in this framework travel plan for the site as a whole.
- 5.9 A Development Consent Order will establish a mechanism to secure future occupiers' responsibility for preparing and implementing a unit travel plan for their employees.
- 5.10 These unit travel plans should be prepared after employers have undertaken a baseline travel survey (within 3 months of initial occupation). Each occupier will be required to nominate a unit travel plan co-ordinator to act as the lead contact within each business. This person will take responsibility for delivering site specific travel plan measures at each employment site, and will liaise with the area-wide travel plan coordinator on issues which are relevant to the site as a whole.

6. Measures

- 6.1 The implementation of the Travel Plan will begin from the first occupation of the commercial units, which is expected to be in 2021.
- 6.2 The Area-Wide Travel Plan Coordinator (TPC) will manage the delivery of the Travel Plan, working with each UTPC to develop a site specific 'unit travel plan', which will be consistent with this Framework Travel Plan but will reflect the specific operational needs of the employer and their staff.
- 6.3 The measures outlined in **Error! Reference source not found.** (below) highlight the measures that will be implemented by the TPC over the Travel Plan period to achieve the aims, objectives and targets.

Table 4: Proposed Travel Plan measures

Measure	
Site design	<ul style="list-style-type: none"> • Ensure the site has adequate pedestrian access points • Provision of footpath and cycleway connections to all parts of the development by way of a shared path. • Provision of safe and secure, covered cycle parking for each employment unit in a location close to the unit entrance. • Provision of shower facilities, changing rooms and locker facilities in employment units. • New bus shelters within the development. Ideally it should be covered with seating and lighting. • Priority car share bays / preferential parking at each employment unit • Provision of electric vehicle charging points at each B8 unit • Motor cycle parking bays close to the entrances of employment units • Parking restrictions (double yellow lines) along main routes into / out of development to discourage informal parking.
Improvements to off-site infrastructure	<ul style="list-style-type: none"> • Provision of appropriate footpaths and cycle ways in the immediate area outside of the development network (as detailed in Chapter 2).

Measure	
	<ul style="list-style-type: none"> • Improvements to bus infrastructure (as detailed in Chapter 2).
Incentives to support walking	<ul style="list-style-type: none"> • Design of a site specific 'active travel map' encompassing walking and cycling to show local walking routes • Personal alarms, umbrellas or other supporting measures • Promotion of Walk to Work Month / area-wide walking events
Incentives to support cycling	<ul style="list-style-type: none"> • Creation of a Bike User Group (BUG) • Promotion of the Cycle2Work Scheme (dependant on unit occupiers policies) • Dissemination of local cycle maps • Promotion of area wide cycling events / challenges
Development of bus services	<ul style="list-style-type: none"> • Expansion of existing bus services & new bus services to serve the development in accordance with the PT strategy • Taster bus ticket promotion / special offers for staff season tickets • Promotion of area wide bus events / challenges • Active dissemination of public transport information by TPC
Incentives to support motorcycle use	<ul style="list-style-type: none"> • Promote the MCIA accreditation scheme to ensure that those employees who are interested in learning how to ride a motorcycle / commute by bike are given access to an accredited trainer. • Coordinate a site wide 'Get on' event to provide an opportunity to try riding a moped or geared motorcycle, delivered by accredited trainers • Once launched, ensure UTPC are aware of NCCs Wheels to Work scheme to enable potential employees to gain access to employment at the site.
Support for car sharing	<ul style="list-style-type: none"> • Setting up a private car share database for the site to help people find a car share partner + site-wide promotion & incentives to encourage sign up • Delivery of a site wide car sharing initiatives e.g. free car wash for car sharers or, 'cakes for car sharing'

Measure	
Promotion and comms	<ul style="list-style-type: none"> • Appointment of an Area-wide Travel Plan Coordinator • Appointment of Unit Travel Plan Coordinator for employment sites • Unit Travel Plans developed for each employment unit & staff travel survey results communicated back to staff. • Provision of a transport “Bulletin Board” at each employment unit within the site. Information on each mode will be up-dated by the Area-Wide Travel Plan Co-ordinator on a regular basis. • Establish a Travel Plan Web Site for the SRFI, which will provide information on travel to the site. Information on each mode will be up-dated by the Area Travel Plan Co-ordinator on a regular basis. • Provision of travel information ‘Welcome Packs’ to all new businesses (and their employees) • Review and re-issue travel packs to the occupiers of the site • Regular newsletter to be distributed to all businesses at the site for first 10 years of development • Involvement in national travel related events (e.g. promotion of national liftshare week, bike week) • Support UTPCs in providing personalised travel advice through, for example, workplace travel clinics • High impact marketing campaign (+promotional materials, incentives and events) • Fall back funding for additional promotional events for site-specific campaigns

7. Marketing strategy

- 7.1 Marketing is the catalyst for promoting sustainable travel at the proposed development. The following paragraphs outline how the stakeholders at the site, namely the commercial occupiers, will be engaged by the TPC to promote sustainable travel.

Pre-engagement preparation

- 7.2 Ahead of engaging with businesses it will be necessary to develop and source the appropriate resources for promoting sustainable travel. The TPC will coordinate this, commissioning the design and print of such materials. If necessary, the TPC will also source materials from external providers (e.g. bus timetables from public transport operators). Copies of travel information should be made available both electronically and in hard-copy so that employees that do not have access to a PC at work can still access the information. Basic travel information that will be provided includes walking and cycle maps, public transport timetables and maps, and promotion flyers on car sharing. Additional materials, including bespoke travel information notice boards will be developed for each site in collaboration with the UTPCs.
- 7.3 Creating a dedicated webpage for travel to the proposed development will provide a central point of access for travel information to the site. It will be possible to upload links to relevant travel information pages, provide downloadable copies of transport maps and timetables as well as creating a news section about travel campaigns happening at the development. To make the site interactive it will be integrated with social media sites such as Facebook and Twitter for engaging directly with employees regarding area-wide competitions or campaigns.
- 7.4 Consideration will also be given to the branding of the travel plan, as the most successful travel plans have a clear identity with branding and a logo to ensure that the communications and marketing campaigns are universally recognised across the site. The area-wide TPC will consider this when designing resources (e.g. a welcome pack) as part of the travel plan.

Engaging with businesses

- 7.5 Once the resources have been prepared the next step is to actively engage with the occupiers of the commercial units. As part of the lease agreement the businesses will be expected to identify an individual (with senior level support) who will take on

responsibility for developing and implementing the UTP. This individual will work closely with the area-wide TPC to promote sustainable travel at the site.

- 7.6 As an introduction to sustainable travel promotion all businesses will be issued with a 'welcome pack' which will outline information about the area-wide travel plan, its aim and expected outcomes. It will also outline the benefits of promoting sustainable travel to gain the early support of the UTPC.
- 7.7 Consultation will be carried out with employees to understand their views on transport through the staff travel survey. Results will be collated by the UTPC and fed back to the area-wide TPC and the workforce. It is important to provide this feedback to gain their support for the initiative.
- 7.8 Following this activity a range of mode specific travel information can be provided to each UTPC by the area-wide TPC to inform employees about the various ways of travelling to the site. All employees will be issued with a travel welcome pack, travel information will be provided on the company website and email bulletins on new travel initiatives will be issued to staff.

Sustaining engagement

- 7.9 Maintaining the momentum of unit travel plans will be the responsibility of the UTPCs, with support from the area-wide TPC. Once the travel plan has been produced and the staff travel survey has been completed, area-wide initiatives and unit-specific challenges will be introduced to sustain engagement.
- 7.10 Activities that the area-wide travel plan coordinator will complete include a quarterly newsletter, development and management of a Bike User Group, negotiation of bus promotions with operators and the organisation of complementary promotional events (e.g. travel road shows). It will also include the promotion of notable national campaigns such as:
- [National Walking Month](#) (May)
 - [Bike Week](#) (June)
 - [Catch the bus week](#) (July)
 - [Liftshare week](#) (October)
- 7.11 The UTPC will manage the delivery of unit-specific events, such as travel clinics, personalised travel planning sessions, Dr.Bike sessions, with support from the TPC.

8. Monitoring and review

Monitoring mechanisms

- 8.1 The Travel Plan monitoring period will be from first occupation, to ten years following the opening of the development. This is five years longer than stated in NCC's Travel Plan guidance, but if felt to be relevant to ensure that they public transport strategy, which is for ten years following first occupation, can be successfully implemented. The progress of the Travel Plan will be reviewed against the travel plan targets annually. The following mechanisms will be used to measure the progress of the travel plan:

Baseline travel surveys

- 8.2 It will be the responsibility of each employer on site to complete a baseline employee travel survey within 3 months of occupation of the unit. The area-wide TPC will assist the UTPC with a template staff travel survey, however it will be up to individual employers to administer the survey with their staff. Should the businesses find that they are not able to complete the survey electronically, the area-wide TPC will liaise with NCC on behalf of the business to determine the most suitable way of administering a paper-based survey. Results from the baseline travel surveys will be made available to the UTPC, the area-wide TPC and NCC. The area-wide TPC will aggregate all of the initial travel survey data to provide a baseline for the site which can be monitored annually over a 10 year period.

Annual travel surveys

- 8.3 Following the completion of a baseline survey, an annual employee travel survey will be carried out with all occupiers on the site to assess travel behaviour change. For ease this will be carried out as an online survey. The survey will be standardised across all employer occupiers so that, if desired, travel to work comparisons can be made within the proposed development site.
- 8.4 Annual travel surveys will be compared against the baseline surveys to measure travel behaviour change at the site. Response rates to the annual travel survey are therefore important, and if required, measures will be put in place to incentivise the travel survey. The surveys will be undertaken at the same time each year, ideally in September. These results will be incorporated into an annual monitoring report to NCC which is likely to be issued in November each year, two months after the survey is carried out.

Traffic counts

- 8.5 Vehicular access to the development is restricted to one entry / exit point via an access from the A508. It is therefore possible to monitor the number of vehicles visiting the site by carrying out traffic counts using inductive loops. It is proposed that these loops are installed once a year for one neutral week (ideally in mid-May) to count the number of vehicles accessing the site. Consideration should also be given to a separate loop to detect cycle use at the same time (on the adjacent cycleway / footway to the entrance to the site).

Public transport patronage analysis

- 8.6 The primary mechanism for understanding the impact of public transport improvements is through public transport passenger counts. It is proposed that these will take place annually in May and will be carried out at the on-site bus stops at peak travel times. Prior to the surveys being completed the area-wide TPC will liaise with the bus operators to coordinate an appropriate time and date. To support the on-site passenger counts, the Travel Plan Coordinator (TPC) will liaise with public transport operators to obtain cumulative patronage figures for the bus routes that serve Northampton Gateway. This is likely to take place on a monthly basis

Focus / Discussion Groups

- 8.7 In order to gain a deeper understanding of the travel needs and barriers of staff working at Northampton Gateway two discussion groups will be held each year as part of the monitoring programme. These discussions will be organised and facilitated by the Travel Plan Coordinator.

Reporting & review

- 8.8 Part of the area-wide TPC's remit will be to produce an annual monitoring report which will be submitted to NCC. This report will incorporate a summary of the annual monitoring activity, progress against targets and any suggested reviews to the Travel Plan targets and / or measures. The monitoring report will be issued to NCC in November each year during the Travel Plan monitoring period. The report will also include any relevant information on changes of personnel, partnerships with other organisations and set out plans for the forthcoming year. Based on this annual report the area-wide TPC and NCC will discuss if travel plan targets and measures need to be revised and if remedial action needs to be taken.

- 8.9 The results of monitoring surveys will periodically be disseminated to all businesses, potentially through the travel plan newsletter.

9. Funding

- 9.1 Funding for the Travel Plans and specific incentives has been carefully considered to cover the ten year travel plan period.
- 9.2 Table 5 outlines the approximate cost of delivering the Travel Plans over this period. A notable change in funding can be seen from Year 5. At this point the site will be at full occupation and outside of the five year travel plan monitoring period stipulated in NCC's travel plan guidance. The developer is committed to delivering streamlined travel planning activities for a further five year from full occupation to ensure the travel plan targets are met and to continue the delivery of the public transport strategy (committed for 10 years).
- 9.3 Table 6 provides simple breakdown of how the funding will be spent per mode of transport, plus the cost of management, marketing and monitoring. This breakdown covers the full ten year travel plan period.

Table 5: Yearly Travel Plan Implementation Costs

Year	% of total
1	13%
2	11%
3	15%
4	14%
5	15%
6	6%
7	6%
8	6%
9	6%
10	6%
Total	100%

Table 6: Travel Plan Costs by mode (10 year costs)

Mode	% of total
Management, marketing and monitoring	75%
Car Share	8%
PT	9%
Cycle	5%
Walking	3%
Motorcycles	1%
Total	100%

Action plan

- 9.4 Table 7 sets out the specific travel plan measures that will be implemented to achieve the overall aim of encouraging employees to commute to the site by sustainable travel. It identifies the person responsible for introducing the measure, the approximate timescale for implementation and the funding stream that will be used to deliver the initiative. This action plan will be valid for the first five years of the travel plan (up to full occupation) at which point a more streamlined action plan will be put in place which focuses on the ongoing implementation of the public transport strategy and associated incentives, as well as marketing, management and monitoring activity.

Fall-back measures

- 9.5 The monitoring data collected via staff travel surveys will be the primary mechanism for assessing travel to work patterns and will be assessed at both an area-wide and unit level. By assessing the travel to work data at a unit level it is possible to identify if businesses are achieving their individual travel plan targets. If a business has achieved limited success in promoting a certain mode of transport, the area-wide TPC will meet with the unit TPC to develop a tailored mode-specific marketing campaign to incentivise its use.

- 9.6 If a business is not achieving its travel plan targets, and therefore impacting on the achievement of the area-wide travel plan targets, the fall back measures introduced will be wholly dependent on the requirements of that organisation.
- 9.7 Implementing this tailored approach to fall back measures means that the UTPCs and the area-wide TPC can develop a campaign that is sympathetic to the nature of the business therefore creating a higher likelihood of participation and subsequent behaviour change. Examples of initiatives and campaigns that could be tailored to businesses include:
- Intensive sprint campaigns for particular modes of transport
 - On site travel clinics and Personalised Travel Planning
 - Bikers / walkers breakfast
 - Site-specific workplace challenges – e.g. virtually cycle Land’s End to John O’Groats
 - Promotional events – e.g. Dr Bike
 - Taster tickets for buses which serve the Gateway (area-wide)
 - Targeted marketing campaign of the bus discounts achieved by frequent bus use
 - Passing on discounts for bulk purchasing tickets to employees
 - Interest free loans to purchase season tickets
 - Monthly prize draw for employees who car share
 - Car share network events to help employees find a car share partner
 - Emergency guaranteed ride home promotion
 - ‘Cash-out’ schemes that give daily payment to car sharers
 - Accrual in annual leave for car sharers
- 9.8 With all of these initiatives it is possible identify the outputs (by noting down participation rates), and also the outcomes by comparing the before and after travel survey data for comparative years to assess behaviour change in line with the travel plan targets.

Table 7: Action Plan and funding streams for a five year delivery period

Measure		Responsibility	Regularity	Delivery Timescale	Financed by...
Site design	Ensure the site has adequate pedestrian access points	Developer	Once	Prior to occupation	Developer
	Provision of footpath and cycleway connections to all parts of the development by way of a shared path.	Developer	Once	Prior to occupation	Developer
	Provision of safe and secure, covered cycle parking for each employment unit in a location close to the unit entrance.	Developer	Once	Prior to occupation	Developer
	Provision of shower facilities, changing rooms and locker facilities in employment units.	Developer	Once	Prior to occupation	Developer
	New bus shelters within the development. Ideally it should be covered with seating, lighting.	Developer	Once	Prior to occupation	Developer
	Priority car share bays / preferential parking at each employment unit	Developer	Once	Prior to occupation	Developer
	Provision of electric vehicle charging points at each B8 unit	Developer	Once	Prior to occupation	Developer
	Motor cycle parking bays close to the entrances of employment units	Developer	Once	Prior to occupation	Developer
	Parking restrictions (double yellow lines) along main routes into / out of development.	Developer	Once	Prior to occupation	Developer

Measure		Responsibility	Regularity	Delivery Timescale	Financed by...
Off-site infrastructure	Provision of appropriate footpaths and cycle ways in the immediate area outside of the development network (as detailed in Chapter 2).	Developer	Once	Prior to occupation	Developer
	Improvements to bus infrastructure (as detailed in Chapter 2).	Developer	Once	Prior to occupation	Developer
Walking	Design of a site specific 'active travel map' encompassing walking and cycling to show local walking routes	ATPC	Updated annually, if needed	On occupation	TP budget
	Personal alarms, umbrellas or other supporting measures	ATPC	Annually	On occupation	TP budget
	Promotion of Walk to Work Month / area-wide walking events	ATPC / UTPC	Annually	On occupation	TP budget
Cycling	Creation of a Bike User Group (BUG)	ATPC	Ongoing	On occupation	TP budget
	Promotion of the Cycle2Work Scheme (dependant on unit occupiers policies)	UTPC	Ongoing	On occupation	Unit occupiers
	Dissemination of local cycle maps	ATPC	Ongoing	On occupation	TP budget
	Promotion of area wide cycling events / challenges	ATPC	Ongoing	On occupation	TP budget
Bus services	Expansion of existing bus services & new bus services to serve the development in accordance with the PT strategy	Developer / ATPC / UTPC	Phased in line with site build out	On occupation	Developer

Measure		Responsibility	Regularity	Delivery Timescale	Financed by...
	Taster bus ticket promotion - Issue those new employees interested in bus travel (approx. 10% of workforce) with a Northampton 7 day megarider Plus	ATPC	Sprint periods	On occupation	TP budget
	Promotion of area wide bus events / challenges	ATPC in collaboration with local operators	Annually	On occupation	TP budget
	Negotiating discounts / season ticket discounts for SRFI staff	ATPC in collaboration with local operators	Reviewed annually	Prior to occupation	TP budget
	Active dissemination of public transport information by UTPC	ATPC / UTPC	Ongoing	On occupation	TP budget
Motorcycle use	Promote the MCIA accreditation scheme to ensure that those employees who are interested in learning how to ride a motorcycle / commute by bike to an accredited trainer.	ATPC / UTPC	Ongoing	On occupation	TP budget
	Coordinate a site wide ' Get on ' event to provide an opportunity to try riding a moped or geared motorcycle. delivered by accredited trainers	ATPC	Annually	On occupation	TP budget
	Once launched, ensure UTPC are aware of NCCs Wheels to Work scheme to enable potential employees to gain access to employment at the site.	UTPC	Ongoing, dependant on NCC offer	On occupation	TP budget

Measure		Responsibility	Regularity	Delivery Timescale	Financed by...
Car sharing	Setting up a private car share database for the site to help people find a car share partner + site-wide promotion & incentives to encourage sign up	ATPC	Once	Prior to occupation	TP budget
	Delivery of a site wide car sharing initiatives e.g. free car wash for car sharers or, 'cakes for car sharing'	ATPC / UTPC	Ongoing, periodic sprint periods	Annually	TP budget
Marketing	Appointment of an Area-wide Travel Plan Coordinator	Developer	Once, unless staff changes occur	Prior to occupation	TP budget
	Appointment of Unit Travel Plan Coordinator for employment sites	Occupiers	Once, unless staff changes occur	On occupation	Unit occupiers
	Unit Travel Plans developed for each employment unit & staff travel survey results communicated back to staff.	UTPC	Updated annually	Within 3 months of occupation	Unit occupiers
	Provision of a transport "Bulletin Board" at each employment unit within the site. Information on each mode will be up-dated by the Area-Wide Travel Plan Co-ordinator on a regular basis.	ATPC	Ongoing	On occupation	TP budget
	Establish a Travel Plan Web Site for the SRFI, which will provide information on travel to the site. Information on each mode will be up-dated by the Area Travel Plan Co-ordinator on a regular basis.	ATPC	Regular updates to content	Prior to occupation to go live on opening	TP budget

Measure		Responsibility	Regularity	Delivery Timescale	Financed by...
	Provision of travel information 'Welcome Packs' to all new businesses	ATPC	Once	On occupation	TP budget
	Review and re-issue travel packs to the occupiers of the site	UTPC	Year 4	On occupation	TP budget
	Regular newsletter to be distributed to all businesses at the site for first 5 years of development	ATPC	Ongoing	On occupation	TP budget
	Involvement in national travel related events (e.g. promotion of national liftshare week, bike week)	ATPC	Ongoing	On occupation	TP budget
	High impact marketing campaign (+promotional materials, incentives and events)	ATPC	Annually	On occupation	TP budget
	Fall back funding for additional promotional events for site-specific campaigns	ATPC	Annually from Year 3	On occupation	TP budget
Monitoring	Annual monitoring surveys and report from introduction of first commercial occupiers until 2031	ATPC / Unit TPC	Annually	On occupation	TP budget
	Vehicle counts	ATPC	Annually	On occupation	TP budget
	Public Transport satisfaction surveys	ATPC	Annually	On occupation	TP budget
	Focus groups	ATPC	Annually	On occupation	TP budget

*For explanations of the role of area-wide and unit TPC's please read Chapter 6

