



## RESIDENTIAL TRAVEL PLAN

### **Walton Gate, Walton, Suffolk**

Client:



November 2017

Project No: 80000

## Document Review Sheet: -

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## **Contents:-**

<b>1. FOREWORD .....</b>	<b>2</b>
<b>2. INTRODUCTION .....</b>	<b>4</b>
<b>3. POLICY CONSIDERATION.....</b>	<b>5</b>
<b>4. EXECUTIVE POLICY STATEMENT .....</b>	<b>6</b>
<b>5. LOCAL ACCESSIBILITY AUDIT.....</b>	<b>7</b>
<b>6. PROPOSED DEVELOPMENT .....</b>	<b>12</b>
<b>7. TRAVEL ASSESSMENT &amp; MONITORING REPORT .....</b>	<b>14</b>
<b>8. RESIDENTIAL TRAVEL PLAN MEASURES.....</b>	<b>19</b>
<b>9. MONITORING AND MANAGEMENT .....</b>	<b>24</b>

## **Figures**

Figure 1	Walton Gate Location (within text)
Figure 2	Local Accessibility Plan

## **Appendix**

Appendix A	Development Layout
Appendix B	Local Cycle Map
Appendix C	Travel Plan Measures Action Plan
Appendix D	Example Residential Travel Questionnaire

## **1. FOREWORD**

- 1.1. Smarter Travel Ltd (ST Ltd) has been appointed by the Developer – Barratt Homes - to manage, monitor and promote the Residential Travel Plan (TP) for the development of land south of High Road, Walton, Suffolk (known as Walton Gate). The development scheme is for 186 residential dwellings, with construction underway and with the first occupation in December 2017. The provision of this TP is to oblige Condition 5 of planning approval Ref: DC/13/3821/OUT and Item 4 of the Third Schedule of the Section 106 Agreement with Suffolk Coastal District Council (SCDC). The layout of the development is included in **Appendix A**.
- 1.2. A Travel Plan is defined as a long term management strategy and package of measures intended to encourage sustainable travel choices for a healthier lifestyle and reduce the reliance on the private car; this effectively requires identification and implementation of a set of interrelated measures and initiatives which will reduce the environmental impact of the travel associated with a development, particularly through the use of public transport, walking and cycling, which reflects current Government policy in respect of transport.
- 1.3. The Travel Plan Coordinator will promote, manage and monitor the success of the TP and report to Suffolk County Council (SCC) for the agreed monitoring period of five years from the first multi-modal travel survey undertaken at 100<sup>th</sup> dwelling occupation of the development. The monitoring period is likely to be completed in 2024 with the principle target to have a shift towards sustainable travel of up to 10% from the initial assessment of single occupancy car travel of the local area determined from Census data.
- 1.4. The development is located south of High Road in the area known as Walton which lies to the west of the town of Felixstowe. Walton Gate is close to numerous local amenities and public transport services with good pedestrian and cycle infrastructure to support the promotion of sustainable travel.

### ***Definitions***

- 1.5. The following definitions are used throughout this document:
  - i. "Travel Plan" means a comprehensive "living" document that includes the sustainable travel objectives, targets and commitments, which is updated, amended and supplemented from time to time under the provisions of the conditions of the planning approval and "Travel Plan Reviews" which are obliged to be undertaken by the Travel Plan Coordinator on behalf of the Developer.
  - ii. "Travel Plan Coordinator (TPC)" shall mean a permanent representative appointed by the Developer with the appropriate skills, budgetary provision and resources to produce and update a "Travel Plan" and manage the continued implementation of the "Travel Plan" including the provision of information to the Local Authority.

- iii. "Multi-modal Survey" means a standardised travel survey undertaken via postal/online surveys to identify the modes of travel used by the residents supplemented by manual observations and a one-week loop counter survey work to determine vehicular generation of the development, if required.
- iv. "Annual Travel Plan Review" means a yearly report including the results and analysis of the "multi-modal survey" indicating how the "Travel Plan" is performing and updating the document as necessary to reflect changes in local area accordingly.
- v. "Monitoring Period" means the time period that the Developer is committed to fund and manage the "Travel Plan" and "Travel Plan Coordinator" to review travel behaviour to/from Walton Gate with an aim to reduce private car usage in favour of sustainable modes. This time period is set out as five years after 100<sup>th</sup> dwelling occupation and agreement with the Local Authority of the "Travel Plan".
- vi. "Local Authority" shall mean the relevant district council or county council required to approve the Travel Plan.

## **2. INTRODUCTION**

- 2.1. This document provides the basis, from which to refine, expand and develop the TP and promote the objectives within it; an updated TP will next be submitted to SCC for approval once a multi-modal travel survey of residents has been undertaken. The travel survey will be undertaken at 100<sup>th</sup> dwelling occupation of the development and will be used to revise targets and measures set out within this TP.
- 2.2. The development is wholly residential and therefore the TP is an important tool in helping to deliver sustainable communities. This will bring a number of benefits into the local area, including:
- i) Reducing the need to travel by private car and aim to cut congestion from the housing development.
  - ii) Increasing awareness of sustainable travel alternatives to the private car.
  - iii) Promotion of social inclusion and interaction by identifying that a wide range of transport options are easily available for new residents, including those with disabilities, and that existing amenities are accessible.
  - iv) Helping to reduce greenhouse gas emissions by accommodating those journeys that need to be made by car through information on greener car travel usage. This will aid in addressing the increased emphasis of tackling climate change and reducing impact on the local environment.
  - v) Residents can enjoy improved health, less stress and better quality of life through the increased use of walking, cycling and public transport use. Financial savings over the ownership and running costs of a private car can also be achieved through providing a greater travel choice.
  - vi) Bringing new choices of modes of transport to the wider community with the promotion of a car sharing scheme.
- 2.3. This TP has been prepared in accordance with SCC advice and Department for Transport (DfT) guidance documents "Using the Planning Process to Secure Travel Plans (April 2009)"; "Making Residential Travel Plans Work: Guidelines for New Development" and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).

### **3. POLICY CONSIDERATION**

#### ***National Policy***

- 3.1. The Department for Transport document "*Smarter Choices – Changing the Way We Travel* (2004)" demonstrates the efficacy of measures such as the use of car clubs, car sharing schemes, personalised travel planning, travel awareness publicity, etc... The document sets out that the reduction nationwide could be of around 11% in traffic with appropriate travel plan measures implemented.
- 3.2. The Government's white paper document "The Future of Transport: a network for 2030 (2004)" sets out the vision for a smarter choice of travel in England. The document has identified that marketing to promote sustainable transport can deliver "reductions in car use of between 7% and 15% in urban areas and 2% to 6% in rural and smaller urban areas".

#### ***National Planning Policy Framework (NPPF)***

- 3.3. The NPPF and the Department for Transport (DfT) guidance, referred to in **Section 2**, identifies that the provision of a Travel Plan will help to deliver more sustainable transport objectives, including:
- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
  - Reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and
  - More environmentally friendly delivery and freight movements, including home delivery services.

#### ***Regional***

- 3.4. SCC policy with respect to transport is embodied in the Local Transport Plan. The third Local Transport Plan (LTP3) sets out SCC's ambitions and objectives for transport.
- 3.5. LTP3 identifies how transport will play its part in supporting and facilitating future sustainable economic growth in Suffolk by:
- maintaining (and in the future improving) our transport networks;
  - tackling congestion;
  - improving access to jobs and markets; and
  - encouraging a shift to more sustainable travel patterns.
- 3.6. The provision of a TP to support new residents to the area in their choice of travel modes for regular journeys in the local area is a key element in facilitating sustainable development in Suffolk.



#### **4. EXECUTIVE POLICY STATEMENT**

- 4.1. Barratt Homes has agreed to the TP arrangements that demonstrate the importance of the environmental and health benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. The Developer is committed to developing and funding this programme, with the support of a TPC, and delivery of measures set out herein to achieve the monitoring targets whilst supporting change in travel habits of residents of this development.
- 4.2. The Developer will be responsible for the ownership of the residential TP for this development for a period of not shorter than five years from the date of the approval by SCDC and SCC of the updated full version of this TP (to be completed at 100<sup>th</sup> dwelling occupation). It is therefore expected that the monitoring period is to end no earlier than 2024.
- 4.3. The appointed TPC can delegate responsibilities to others to assist in the operation and monitoring of the TP. The contact details are set out below. Should the contact details of the TPC change at any time during the monitoring period the following details will be amended accordingly and advised to SCDC and SCC.

<b><i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i></b>
Name: Heidi Wilson Company: Smarter Travel Ltd Telephone: 01603 230240 (Mon – Fri; 0900-1700) Email: WaltonGate@SmarterTravel.uk.com Website: www.SmarterTravel.uk.com Date: November 2017 On behalf of: Barratt Homes



## 5. LOCAL ACCESSIBILITY AUDIT

### ***Walton Gate Location***

- 5.1. The development is located to the west of Walton and east of Trimley St Mary near the town of Felixstowe. Walton Gate is bounded to the north by High Street; to the west by the A14; to the south by the local train line and to the east by secondary education land.



**Figure 1 – Location Plan**

- 5.2. The vehicular access to Walton Gate is directly off a new road that serves Felixstowe Academy. The access for all modes is via High Street to the north. High Street is subject to a 30mph speed limit in the vicinity of Walton Gate and serves mainly residential areas to the south of Walton.
- 5.3. High Street connects with Felixstowe (2.6km distance) to the southeast and Ipswich (17.4km distance) to the northwest, with further connections to Martlesham Heath (14.4km distance north) and Colchester (44.1km distance southwest) via the A14 (N) and A12 (S) respectively.
- 5.4. In the southern extent of Felixstowe is the Port of Felixstowe which is the major employer in the locality of the Trimley's and Felixstowe and it can be expected that many residents are likely to commute there. Other employment locations would be Felixstowe Town Centre and Ipswich.

### ***Pedestrian and Cycle Network***

- 5.5. Walton Gate is already very well connected for pedestrians and cyclists with direct access to High Street/High Road via new access road that leads to Felixstowe Academy.
- 5.6. Walking is easy within Walton and then further onto Trimley and Felixstowe, Trimley train station and parts of Felixstowe. Walton Gate is located close to many local amenities as detailed in the following paragraphs. Generally, the footways are accessible enough to cater for pedestrian movement especially High Street/High Road and Maidstone Road.
- 5.7. Locally, the High School, Felixstowe Academy is approximately 300m away and forms Walton Gates' eastern border.
- 5.8. National Cycle Route 51 and Regional Cycle Route 41 utilises High Road/High Street just north of Walton Gate. A local cycle map is included in **Appendix B** for reference. The National Cycle Route 51 connects the Port of Felixstowe with the town of Ipswich. Along High Street/High Road there are advisory cycle lanes connecting Walton with Trimley St Mary and the edge of Trimley St Martin.

### ***Public Transport***

- 5.9. The closest bus stops to the development are located:
- Trimley St Mary (adjacent/opposite) Spriteshall Lane on High Road approximately 560m west of the centre of Walton Gate.
  - Walton (adjacent/opposite) Half Moon pub on High Street approximately 680m east of the centre of Walton Gate.
- 5.10. The bus stop opposite the Half Moon pub is sheltered whereas the stop adjacent the Half Moon is a standard signpost. The bus stop opposite Spriteshall Lane is also sheltered, however, the stop adjacent Spriteshall Lane is a standard signpost.
- 5.11. A contribution from the Developer is to be provided to SCC for the improvement to accessibility to bus provision along High Street/High Road. Further details will be set out herein when they come to fruition.
- 5.12. **Table 5.1** below presents the regular recent services which run along High Road/High Street. These local bus routes are shown on **Figure 2**. Further bus services can also be boarded along the A1022/Crescent Road (approximately 1.81km away).

**Table 5.1 – Nearest Local Bus services**

Operator	Service	Frequency
First in Norfolk and Suffolk	Ipswich – The Trimley’s – Felixstowe – Grange Farm (No.75) Available at all stops	<b>Mon to Fri:</b> Three to four hourly between 0619 – 2233, 15-20 minute intervals. <b>Sat:</b> Twice hourly between 0637 – 2233 <b>Sun:</b> 12 services to Grange Farm Hourly between 0931 - 2133
	Ipswich – The Trimley’s – Felixstowe – Old Felixstowe (No. 76/76A) Available at all stops	<b>Mon to Sat:</b> 10 services to Old Felixstowe 9 services to Ipswich Twice hourly between 0821 – 1755

- 5.13. Up to date timetable information for each bus stop can also be obtained via the Websites of each operator or via Traveline East Anglia Community Transport for the area. Links to updated timetables will be promoted to residents.
- 5.14. A review of 2011 Census data for the Walton area shows that currently the use of bus services is low for commuter purposes. This discussed further later in this TP.
- 5.15. Travel times to Ipswich and Felixstowe are 45 minutes and 11 minutes respectively. An adult return fare to Ipswich, for example, is £6.50 per day or £21 per week. The use of smartphone apps for easy ticket purchasing options and live bus arrival times will be promoted to residents.
- 5.16. Community transport options are also available to residents that may have need for these services. Dial-a-ride operates in the area and further information can be found via their website.
- 5.17. A Park and Ride service is available in Ipswich with two sites located on the outskirts of Ipswich, one to the southwest and one to the northeast. The Park and Ride service will be promoted to residents.

### ***Train Services***

- 5.18. Trimley Train Station is located at approximately 1.1km distance from Walton Gate. Although the station is located approximately 15 minutes walking time from Walton Gate, it is expected that some of the residents of the future development could still commute to work by train and travel via

sustainable modes of travel like on a bicycle, which would only take approximately four minutes to cycle.

- 5.19. The train station is on the Ipswich – Felixstowe line and is operated by Greater Anglia where connections to Norwich, Cambridge and London Liverpool Street can be made at Ipswich. There is currently, from Monday to Friday, 18 services towards Ipswich between 0537 – 2304 and 18 services to Felixstowe between 0524 – 2248. The train service is typically hourly Monday to Sunday and takes 27 minutes to get to Ipswich. There are additional services at peak times between Monday to Friday. A return ticket from Trimley to Ipswich is £4.60 (November 2017 prices).
- 5.20. The current season and day ticket cost of train services to London should be promoted to the future residents as well as the available Railcards that can be obtained that can reduce train travel costs by up to 33%. The Plus Bus ticket option will also be promoted as a way to get cheap bus travel at train destinations such as Ipswich and Norwich which is likely to be taken up for leisure related journeys.
- 5.21. The train station offers limited services, however, there is step free access throughout and some limited facilities for commuters. There are also 7 bicycle spaces for secure storage on the station platform as well as 6 (plus 1 accessible) spaces available for cars.
- 5.22. A review of 2011 Census data for the Walton area shows that currently the use of the train is low for commuter purposes. This is discussed further later in this TP.

#### **Local Amenities**

- 5.23. The Institution of Highways and Transportation in its publication "Guidelines for Providing for Journeys on Foot (2000)" suggests that an average walking speed of 1.4 m/s can be assumed. The Department for Transport's document LTN 1/86 "Cyclists at Road Crossings and Junctions" recommends that an average cycling speed of 4m/s can be assumed.
- 5.24. Although now superseded by the National Planning Policy Framework, the Government's document "Planning Policy Guidance 13: Transport" stated that *"walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres."* The same document also stated that *"cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport."*
- 5.25. Focusing on Walton Gate, **Table 5.2** presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site.

**Table 5.2 – List of Nearest Local Amenities**

<b>Amenity</b>	<b>Location</b>	<b>Distance from Walton Gate</b>	<b>Walking / Cycling time</b>
Nursery	St Johns Ambulance Hall, Ataka Rd, IP11 9DH	1.0km	12 mins / 3 mins
Primary School	High Road, IP11 0ST	950m	11 mins / 3 mins
Primary School	Maidstone Road, IP11 9ED	700m	8 mins / 2 mins
Secondary Education	High St, IP11 9QR	300m	3 mins / 1 min
Health Care	Walton Surgery, IP11 9QL	350m	5 mins / 1 min
Dentists	Walton House, High St, IP11 9DS	700m	9 mins / 2 mins
Pharmacy	High St, IP11 9DU	700m	9 mins / 2 mins
Post Office	High St, IP11 9DS	700m	9 mins / 2 mins
Convenience Store	Co-op, High St, IP11 9BQ	850m	11 mins / 3 mins
Supermarket	Morrisons, Grange Farm Avenue, IP11 2XD	2.2km	27 mins / 7 mins
Public House	The Falcon Inn, High St, IP11 9DS	750m	9 mins / 2 mins
Place of Worship	Maidstone Rd, IP11 9ED	700m	8 mins / 2 mins
Health & Fitness Centre	Brackenbury Sports Centre, High Rd East, IP11 9JF	2.8km	35 mins / 9 mins

- 5.26. In conclusion, the development is very well located to a great number of amenities which are accessible on foot or by bicycle. Further to this Walton Gate is located approximately 2.6km from Felixstowe Town Centre where further amenities are located. **Figure 2** shows the location of most of the amenities noted above.
- 5.27. The excellent range of amenities provision in the area should influence the residents to use more sustainable modes of transport to travel locally, reducing the impact of the development.

#### **Barriers to Sustainable Travel and Accessibility**

- 5.28. The potential issues and barriers to the promotion of sustainable travel in association with Walton Gate and its locality have been identified as follows:
- Train services have to change at Ipswich for onward connections to large employment locations such as Colchester, Norwich and London;
  - Bus services to employment areas such as the Port of Felixstowe;
  - Perceived accessibility on bicycle to the Town and Port of Felixstowe;
  - Perceived accessibility on foot to the train station in Trimley St Mary and Felixstowe Town Centre; and

- Perceived quality of facilities (shelters/seating etc) at bus stops and train station.
- 5.29. The measures and initiatives proposed within this TP will seek to address the identified issues and barriers to sustainable travel and will be fully supported by the Developer for the monitoring period.

***Annual Inspection (off-site)***

- 5.30. During the monitoring period, at least an annual inspection shall be made prior to each survey by the TPC to review the condition of local footways, cycleways and bus shelters off-site to identify any maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can then be reported to the relevant department at the Local Authority for remediation and be reported in monitoring reports or TP reviews.

## **6. WALTON GATE**

- 6.1. The Office for National Statistics website has been used to estimate the number of people that could potentially live in the development. The "Key Figures for 2011 census" for the ward "Felixstowe North" (where Walton Gate is located) has given the breakdown of number of people living per dwelling: 4298 people living in 1958 households; using this data it has been forecasted that a development of 186 residential units has the potential to accommodate approximately 408 people.
- 6.2. The latest illustrative layout produced by the Developer, is included in **Appendix A** of this TP.

### ***Access***

- 6.3. The main vehicular access to the development is from the new access road for Felixstowe Academy from High Street, to the north of Walton Gate. This access is for all modes of travel.

### ***Car & Cycle Parking***

- 6.4. Secure and sheltered cycle parking spaces are available for the residents of flats within or adjacent to associated blocks. Residents of houses will store bicycles in garages or storage will be provided in gardens.

### ***S106 Improvements***

- 6.5. As noted previously the Developer is to provide a contribution towards improvements to accessibility to bus services as part of the planning permission for this development. This will be reported here once further details come to fruition.

### ***Annual Inspection (on-site)***

- 6.6. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of on-site local footways and cycleways to identify any maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can then be reported to the relevant department at the Developer and/or Local Authority for remediation and be reported in monitoring reports or TP reviews.



## 7. TRAVEL ASSESSMENT & MONITORING REPORT

- 7.1. As the development is yet to be occupied the Transport Assessment, supporting the planning application, has provided residential trip rates utilising surveys of similar residential developments and averaging the hourly vehicular movements. The potential vehicular traffic generation of the development is summarised in **Table 7.1**.

**Table 7.1 – Potential Traffic Generation of 186 residential units**

Trips by Mode	Trip Purpose								Total by Mode	
	Work		Education		Shopping		Other			
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Walk	11	12	43	4	3	7	20	46	77	71
Cycle	9	10	2	0	0	0	1	1	12	12
Car Driver	51	58	22	2	4	14	14	31	92	105
Passenger	5	6	23	2	2	6	10	25	40	40
Rail	1	1	2	0	0	0	1	1	4	2
Local Bus	3	2	11	1	1	2	2	4	16	10
Others	10	11	4	0	0	0	1	2	15	15
Total	89	102	107	10	11	31	49	111	256	255

- 7.2. The development would have the potential to generate, without a Travel Plan, approximately 92 two-way vehicle movements during AM peak hour, 105 two-way vehicle movements during PM peak hour.
- 7.3. Further to this, the 2011 Census Statistics have been used to understand the current travel modes and typical work destination for existing local residents, these have been used to provide an estimate of typical travel modes that would be utilised from the development.
- 7.4. The April 2011 Census Statistics – Method to Travel of Work – Resident Population (UV39) for Felixstowe Ward, which includes Walton Gate, is summarised in **Table 7.2**.

**Table 7.2 – Method of Travel to work – Resident Population - 2011 Census Felixstowe North Ward**

<b>Mode of Transport</b>	<b>Number of commuters</b>	<b>Percentage</b>	<b>Main/Secondary Destination Preference</b>
Work at or mainly from home	82	4.2%	N/A
Train	23	1.2%	Ipswich
Bus	38	1.9%	Ipswich/Felixstowe
Taxi or minicab	8	0.4%	Felixstowe
Driving a car or van	1229	62.6%	Felixstowe/Ipswich
Passenger in a car or van	107	5.4%	Felixstowe
Motorcycle, scooter or moped	35	1.8%	Felixstowe
Bicycle	153	7.8%	Felixstowe Town/Docks
On foot	287	14%	Felixstowe Town/Docks
<i>Total commuting</i>	<i>1962</i>	<i>100.0%</i>	

7.5. The tables demonstrate that from the Ward "Felixstowe North" 21.8% of the commuting is undertaken by cycling and walking, and a further 3.1% of the commuting is undertaken by using public transport.

7.6. It is also apparent the majority of the residents within the ward (approximately three quarters of all single occupancy car movements shown above) commute by private car (on their own) to a work place within the Felixstowe/Trimley areas that are within easy walking and cycling distances. The promotion of bus travel, cycling and walking is therefore considered to be the key modes of travel for this development location. Unfortunately, the Census data does not break down further where within Felixstowe those single occupancy car users are travelling to. This would need to be determined from any residential surveys undertaken to ascertain what are the principle reasons for using a car to a specific destination.

### **Objectives**

7.7. There are a number of objectives that the implementation of a TP is intended to help fulfil. The main objectives of the residential development are to:

- Reduce the use of single occupancy vehicles through raising awareness of alternative travel modes available – especially for those working in Felixstowe;
- Reduce the traffic generated by the development to a lower level of car trips than would be predicted for Walton Gate without the implementation of the Travel Plan;
- Promote healthy lifestyles and sustainable, vibrant local communities;

- Accommodate those journeys that need to be made by car; and
- Assist in addressing specific problems that prevent children or older people from gaining access to key amenities.

### **Targets**

- 7.8. Targets should be Site-specific, Measurable, Achievable, Realistic and Time-related (SMART). They may be phased year on year and can be by 'aim' type (e.g. percentage using non-car modes by....) or 'action' type (e.g. appoint a TPC by....).
- 7.9. The “aim type” Travel Plan targets are quantifiable and are given over two timescales: short-term (within one year) and long-term (within three years). The suggested key targets are based on the principle objectives of the TP and are as follows:
- Increase the mode share of residents using sustainable modes of transport by 5% within one year of the implementation of the full TP when compared to the potential trip generation as identified in the Transport Assessment (**Table 7.1**) which supported the original planning application.
  - Increase the mode share of residents using sustainable modes of transport by 10% within three years of the implementation of the full TP when compared to the potential trip generation as identified in the Transport Assessment (**Table 7.1**) which supported the original planning application.
  - Retain the mode share of residents using sustainable modes of transport at that seen within three years of the implementation of the full TP when compared to the potential trip generation as identified in the Transport Assessment which supported the original planning application.
- 7.10. The review of targets should be agreed between the developer, the TPC and SCC upon completion of the first travel survey undertaken at 100<sup>th</sup> dwelling occupation of the development.

**Table 7.3 – 2011 Census Felixstowe North Ward Modal Split**

Mode of Transport	Percentage
Public Transport	3.1%
Taxi or minicab	0.4%
Driving a car or van	62.6%
Passenger in a car or van	8.4%
Motorcycle, scooter or moped	1.8%
Bicycle	7.8%
On foot	14.6%

- 7.11. The target modal share for driving a car or van as a single occupant is to be no higher in the fifth year of monitoring than the 2011 Census Data.
- 7.12. The target modal share for public transport usage is to be equal or greater than the 2011 Census Data.
- 7.13. In terms of traffic generation, it is expected that Walton Gate could generate, without a TP, 92 vehicle movements in the AM peak hour; 105 vehicle movements in the PM peak hour. The TP could therefore reduce this level of traffic generation and the development should produce approximately 83 AM peak hour/95 PM peak hour vehicle movements after the completion of the monitoring period.
- 7.14. The targets will be compared to the first multi modal travel survey that will be undertaken at 100<sup>th</sup> dwelling occupation of the development.
- 7.15. Additional “aim-type” targets that are not directly related to travel mode are as follows:
- 20% return rate for postal/online surveys issued to residents.
  - 80% of postal/online survey respondents should be aware of the TP and TPC and the services that can be provided.
  - 50% of the respondents to the postal/online survey will have obtained a Personal Travel Plan provided by the TPC.
  - 10% of the dwellings of the development should have used either their bus ticket or bicycle voucher.
- 7.16. The “action-type” TP targets are non-quantifiable targets and take the form of actions that need to be achieved by a specified date. These targets are based on implementing the measures specified in **Section 8** and therefore aid in meeting the “aim-type” targets and the principle objectives of the TP.

### ***Remedial Measures and Triggers***

- 7.17. After each travel survey the TPC will assess if the targets are being achieved for each of the modes of transport. Should the targets not be considered to be to the SMART principles then a review of achievable, realistic targets will be undertaken and submitted to the Local Authorities with supporting evidence to be agreed.
- 7.18. If the agreed targets are not being met after the first and third year travel surveys the TPC will analyse the situation, contact residents by issuing a travel questionnaire and request feedback on what prevents people from using more sustainable modes of transport and in the case of Walton Gate, what would help them to avoid single occupancy vehicle trip.
- 7.19. Should the target of a 10% increase in sustainable mode share not be achieved after the fifth anniversary of the original multi-modal traffic survey then the monitoring period will be extended by a further year with appropriate measures and reporting in place.
- 7.20. Any remedial measures on not satisfying TP targets will be agreed upon completion of the first multi-modal survey and submission of the full TP to the Local Authority for approval.

## **8. RESIDENTIAL TRAVEL PLAN MEASURES**

- 8.1. The timescale for the implementation of measures are presented in a table included within **Appendix C**. The table details when measures will be put in place during the agreed monitoring period and an indication of the potential cost of the measure.
- 8.2. A Travel Plan Coordinator has been appointed at least six months prior to any occupation of Walton Gate to manage, review and monitor the Travel Plan. The responsibilities and appointment of the Travel Plan Coordinator are detailed in **Section 9**.

### ***On-site Accessibility***

- 8.3. It is essential to ensure that pedestrian and cycle routes are safe and accessible. The Walton Gate layout is designed to respect the permeability for pedestrians and cyclists. The provision of public open space within Walton Gate and direct access to High Street give a good permeability through the development for pedestrians and cyclists. Also, the routes within Walton Gate will be well-lit and defined.
- 8.4. The Developer will ensure that the development will enjoy good internet connectivity and availability. This will aid in encouraging home deliveries and promote working from home.
- 8.5. Through direct communication channels from residents to the TPC, as well as personal site visits, any maintenance issues identified with constructed pedestrian/cyclist routes within Walton Gate shall be identified to the Developer or SCC (as applicable) to be rectified.

### ***Public Transport***

- 8.6. An up to date schedule of bus and rail services, within the surrounding area of Walton Gate, including route information and service frequencies will be permanently available to the residents of Walton Gate (see Marketing and Promotion). The use of smartphone apps and mobile technology will be promoted so residents can access up to date bus timetables.
- 8.7. The TPC will liaise with bus and train operators and SCC to ensure that issues raised regularly by residents are considered by the operators, so that the use of public transport is maximised.
- 8.8. Residents will also be made aware of the seasonal discounts of fares that are currently available for buses and train services through promotional links to relevant websites.
- 8.9. Each dwelling will be provided the opportunity to gain a voucher for two free months' worth of travel on the local bus services in the area to Ipswich or Felixstowe once they have completed the initial travel survey or contacted the TPC. This will be promoted through a "Travel Welcome Pack" that each residential dwelling will be issued upon moving in to their property. *(Each dwelling will be provided with either the voucher towards cycling or bus travel).*

### ***Walking***

- 8.10. Pedestrian routes in the vicinity of Walton Gate are adequate, linking with local amenities within Walton and Trimley St Mary. However, the TPC will liaise with the relevant authority to highlight any maintenance issues.
- 8.11. The residents will be provided information on pedestrian routes from Walton Gate to relevant local amenities within the Travel Welcome Pack. Branded merchandise can also be considered to be given out to residents to promote walking such as travel umbrellas during promotional sustainable travel events.

### ***Cycling***

- 8.12. The multi-modal survey will provide information about the potential to increase the number of trips made from the development by bicycle. This mode of travel is underrepresented in the ward for travelling to/from Felixstowe and could be improved.
- 8.13. The TPC will liaise with the relevant authority to ensure that local cycle routes are properly maintained, should residents provide information on issues. The residents will be provided with information and advice concerning highway safety and appropriate cycle routes from Walton Gate to relevant regular destinations via Personal Travel Planning (see Marketing & Promotion).
- 8.14. A Bicycle User Group (BUG) for Walton Gate will be encouraged and promoted through the Travel Welcome Pack, with a cycle buddy scheme (experienced cyclists can help the less experienced ones get started). Information will be displayed via the website and social media on the implementation of the Travel Plan and displayed and updated regularly.
- 8.15. Residents will be able to receive two month bus travel voucher or the equivalent value in active travel vouchers (Wiggle.co.uk) per household, from the Developer. It will be clearly explained within the Travel Welcome Pack how the vouchers can be obtained via completing the initial travel survey.
- 8.16. A bicycle surgery will be considered to be implemented in which a local bicycle company will attend Walton Gate for a day and enable safety checks and pre-bookable bicycle services to again further promote the use of cycling for local travel to areas. This would be undertaken annually in spring time and would link with any promotional events.
- 8.17. Cycling related branded merchandise will also be considered to be given out to residents via sustainable travel promotional events such as a high visibility back pack rain covers, lights, among others.
- 8.18. Free adult bicycle training will also be considered with an accredited cycle training operative if requested by residents.



### ***Car Sharing***

- 8.19. Car sharing represents a relatively convenient alternative form of car travel and potential exists to reduce the total private mileage of the residents.
- 8.20. The TPC will establish from the multi-modal travel survey, the potential for car sharing to and from regular destinations and will arrange for individual residents to be made aware of that potential.
- 8.21. The Travel Plan Coordinator will promote the Suffolk car share scheme ([www.suffolkcarshare.com](http://www.suffolkcarshare.com)), to provide opportunities to car share with residents from the surrounding areas. Residents will be made aware of the car share website and encouraged to make use of the information it contains from the outset.
- 8.22. Residents will be made aware of the car sharing scheme via the Travel Welcome Pack, social media and developments TP website.

### ***Marketing and Promotion***

- 8.23. The TPC will provide training to the sales staff of the Developer on the aims and objectives of the TP as well as the incentives available to residents. Posters will also be provided so that sales staff can visually show the sustainable travel options available to them.
- 8.24. It is considered that in order to best promote a change in sustainable travel habits of new residents to an area, it is key to provide information within the first few weeks of moving in. Therefore, each new dwelling will be provided with a Travel Welcome Pack within the first few weeks of first occupancy that will direct residents to the development Travel Plan website for travel related information and contact details of the TPC. A survey of current intended travel habits will also be included within the Welcome Packs to ascertain very early indications of travel behaviour change.
- 8.25. A travel website will be created specifically for the development's residents via [www.SmarterTravel.uk.com](http://www.SmarterTravel.uk.com) which will provide links to this TP and summary reports as well as a useful way to contact the TPC for general travel related queries or for Personal Travel Planning. It also provides information set out below and further links to other useful travel related websites:
- Information on what a TP is and the benefits of the scheme;
  - Local area map indicating local amenities;
  - Links to social media pages and relevant news articles;
  - Information on car sharing, eco-driving, travel information and community transport availability;
  - Personal Travel Plan requests;

- Public transport information including details of the bus text service (explaining what buses and train services, can be taken to access facilities);
  - Cycle and pedestrian route maps;
  - Details of how to obtain a two-month local bus ticket or an active travel voucher and other measures;
  - Marketing for Suffolk car sharing website and rail discount card application forms; and
  - Contact details of the TPC for the resident to be able to discuss any travel related problem or to receive further information for their personalised trips.
- 8.26. The TPC will, though the use of social media and other marketing materials for the development, promote the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 8.27. It is recommended that the TPC undertake promotional events at the following times to increase awareness of the Travel Plan. Suggested events are as follows:
- Christmas marketing to highlight website, social media and bus ticket promotion as well as Personal Travel Plans and merchandise;
  - At 100<sup>th</sup> dwelling occupation, an on-site promotional event to be held including provision of a bicycle surgery on-site if requested by residents;
  - First year postal/online survey with prize incentive for respondents including provision of a bicycle surgery on-site;
  - Third year postal/online survey with prize incentive for respondents; and
  - General small social media promotional events to engage with residents and provide information directly on sustainable travel.

### ***Personal Travel Planning***

- 8.28. The TPC will provide Personalised Travel Planning to residents who request it. They will be made aware of this scheme by information provided on the website, promotional events and via marketing media issued to them. They can also contact directly the TPC through details given in **Section 4** of this TP.
- 8.29. Personal Travel Planning will also be available to all potential purchasers as part of the sales process. Leaflets will be provided to sales staff of Walton Gate to hand out to potential customers to assist in possible future travel mode decisions.

- 8.30. The above list of measures is not exhaustive and should provide a basis of measures that can be implemented easily. The TPC will identify other measures throughout the life of the plan to aid in achieving the set targets and reducing single occupancy car travel.

## **9. MONITORING AND MANAGEMENT**

- 9.1. A programme of monitoring and review has been designed to generate information by which the success of the scheme can be evaluated. Monitoring and review will be the responsibility of the TPC.

### ***The Travel Plan Coordinator***

- 9.2. The TPC has been identified and appointed – with the contact details set out in **Section 4**. The TP will be managed for a minimum duration of five years as part of the monitoring cycle commencing at 100<sup>th</sup> dwelling occupation. The TPC will be funded by the Developer from appointment and for the five-year monitoring period.
- 9.3. The TPC will take responsibility for the development and management of the TP and ensure its delivery to its completion of the monitoring period. It is important that the TPC makes regular visits to Walton Gate and presents the ideals of the TP to the residents and oversees the monitoring and reporting of the TP to the Local Authority.
- 9.4. The TPC will be able to provide Personal Travel Planning (PTP) to residents of this development. This service will be provided on demand and be available within five working days of residents' request. A follow up survey of the PTP will be provided to the resident accordingly to ascertain if it has assisted in changing their travel habits.
- 9.5. The TPC will ensure that structures for the on-going management of the plan are set up and running effectively, and will help to promote individual measures such as bus tickets, car sharing, etc. This can be undertaken through social media/marketing material, PTP and/or via the development TP website.
- 9.6. The TPC will liaise with the Port of Felixstowe Travel Plan Coordinator if applicable as it has been identified that the port is potentially a large employer in the area.
- 9.7. The TPC will liaise with the public transport operators, highway authority and/or the Developer in order to report any inadequacies in maintenance maximise the potential use of sustainable travel options.
- 9.8. The TPC will be responsible for setting up and security of the residential travel database which will include the results of the multi-modal traffic surveys as noted in **Section 7**. In the interest of confidentiality, the TPC alone will hold the database and be responsible for the release of the results to the Local Authority and to the residents (data should be conveyed in an accessible but secure format).
- 9.9. The TP will be reviewed at every completion of the yearly multi modal travel survey, as part of an on-going five-year monitoring process. The TPC will submit details of each review to SCC within two months of the completion of the surveys.

### ***Monitoring***

- 9.10. To ascertain whether the residents will already change their mode of travel as a result of moving to this development from another location, a short survey will be provided within the Travel Welcome Pack that the resident will need to complete to obtain a two month bus pass or the equivalent in value in active travel vouchers (Wiggle.co.uk).
- 9.11. In order to identify the travel patterns for the residential development, a multi-modal travel survey will be undertaken once the 100<sup>th</sup> dwelling is occupied. This is to analyse how the residents and visitors actually travel from and to Walton Gate when compared to the potential traffic generation as assessed in the Transport Assessment.
- 9.12. Multi-modal surveys will be repeated every year until the fifth anniversary of the original survey (six surveys in total). This is to observe how effective the TP is in influencing mode of travel.
- 9.13. This mode split of travel will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data should also be used to identify what further measures, if any, are required to further promote the TP and its objectives.
- 9.14. The results of the survey will be issued to SCC as part of the TP review identifying the progress against the original objectives and targets. If the set targets have not been reached the TPC will seek to address and improve use of any mode, which seems to be under represented and where greater utilisation could reasonably be achieved and report to SCC.
- 9.15. In addition to the multi-modal traffic surveys noted above, the take-up of additional TP measures will be monitored to demonstrate the impact of the TP on the residential estate, and to understand which measures are successful. The measures to be monitored are:
- The take up of Personal Travel Planning and response to follow up surveys;
  - The level of redemption of the free bus travel;
  - The level of redemption of the bicycle vouchers;
  - The take up of free adult bicycle training; and
  - The number of residents joining the car share scheme.

### ***Multi-Modal Travel Survey***

- 9.16. In order to identify the travel patterns of the residents of the development, a multi-modal travel survey will be undertaken on at 100<sup>th</sup> dwelling occupation Walton Gate. This is likely to be mid-2019, with multi-modal surveys repeated at the first, third and fifth anniversary (2020, 2022, 2024) of the original survey. This is to analyse how the residents and visitors

actually travel from and to the development and observe how effective the TP is in influencing modes of travel.

- 9.17. The multi-modal survey will be undertaken at a cost to the Developer and be at a similar time of the year to provide a comparative assessment. It will be ensured prior to the survey being undertaken that the following circumstances will not affect the outcomes of the surveys:
- School/public holidays;
  - Highway maintenance;
  - Closures on public transport services; and/or
  - Any publicised strike action.
- 9.18. The methodology of undertaking the multi-modal survey is likely to involve seven-day loop counter survey at the vehicular entrances to Walton Gate, supplemented by postal/online surveys and/or manual surveys, if required. The determined mode split of travel will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data also enables a way to identify any new travel plan measures that could be introduced, to assist in reducing single occupancy car travel.
- 9.19. The surveys undertaken during the anniversaries noted previously can be supplemented with a postal/online survey directly to residents that will enable a more direct questioning of their travel habits and identify measures that can assist in changing their travel habits to more sustainable means. A copy of example questions for a postal/online survey is contained within **Appendix D**. To maximise the potential for return of postal/online surveys, an incentive shall be provided for respondents such as a voucher to a local restaurant or equivalent. The result of each postal/online survey will be issued to the residents in the form of a summary report (via the development TP website) and to the Local Authority via the TP reviews.
- 9.20. All online/postal surveys are to be confidential and no names or addresses shall be passed on to any third party (such as a public transport operator) unless prior approval has been given by the respondent. The only personal information deemed necessary for the purposes of the TP are as follows:
- Name and address;
  - Age;
  - Telephone number/email address;
  - Whether they are registered disabled; and
  - Number and age of any dependants.
- 9.21. All survey information shall be kept secure by the TPC. Hard copies of any surveys that have any personal information on shall be kept on file in a lockable cabinet for a period of no more than two years and shall be securely

destroyed thereafter. Electronic copies of surveys that hold any personal information shall be saved securely on the local server and the file shall be password protected. Electronic copies shall not be kept longer than a period of two years and shall be securely deleted thereafter.

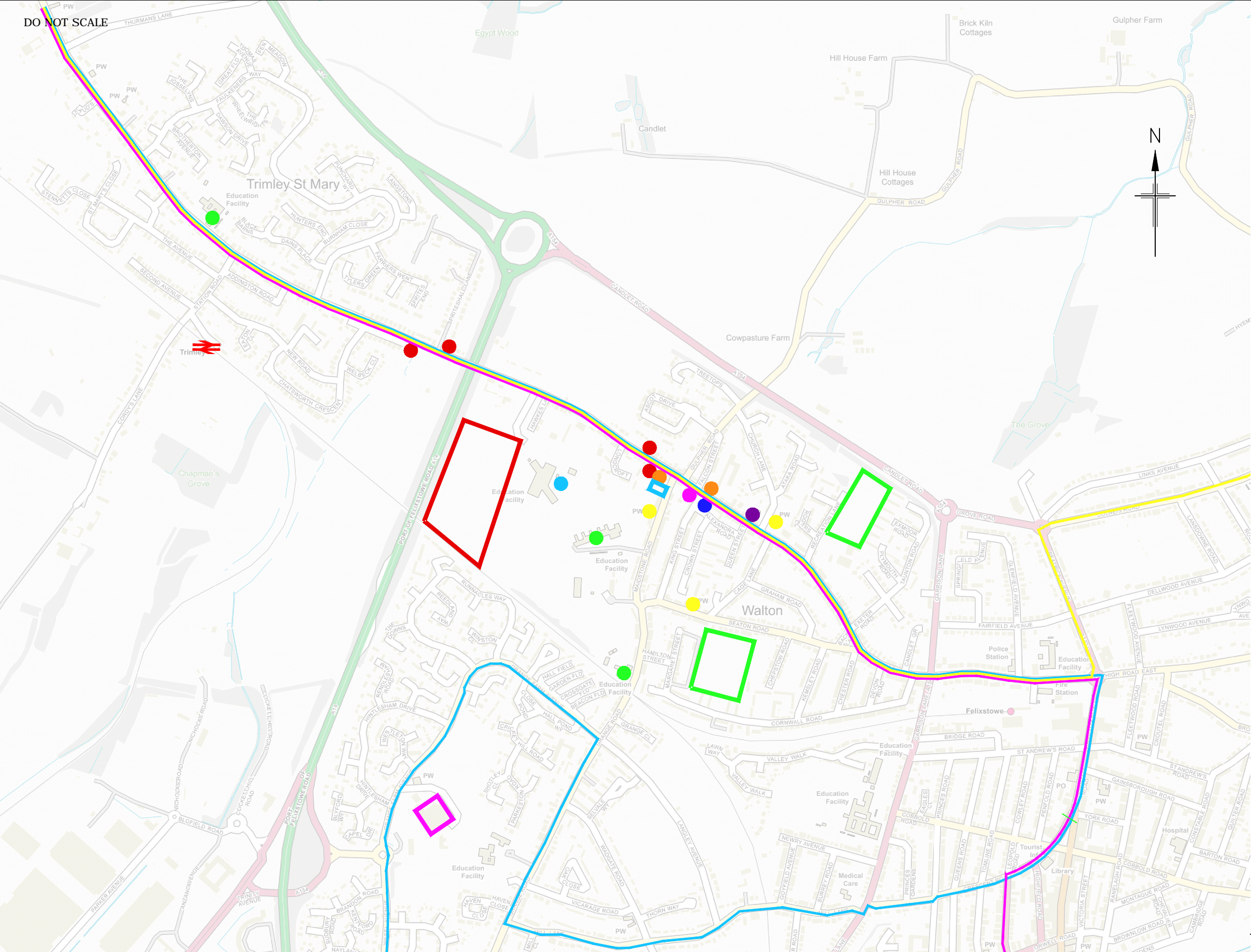
***Options for future managing the Residential Travel Plan***

- 9.22. There is a choice of different structures available for the on-going management of the TP beyond the five-year monitoring period, should demand warrant it.
- 9.23. The different options for management exist, are as follows:
- Management or consultant companies;
  - Town Council; and
  - Steering groups, created with partnership working between the Local Authority, Developer and local representatives.
- 9.24. Whichever option is chosen then it will be notified to the Local Authority within the final TP review.



## Figures





- KEY:
- SITE LOCATION
  - NEAREST BUS STOPS
  - FIRST BUSES - 75
  - FIRST BUSES - 76/A
  - FIRST BUSES - 77/A
  - TRIMLEY TRAIN STATION
  - PRIMARY SCHOOL
  - SECONDARY SCHOOL (FELIXSTOWE ACADEMY)
  - POST OFFICE
  - PLACE OF WORSHIP
  - LOCAL SHOP
  - PUBLIC HOUSE
  - PHARMACY
  - RECREATION GROUND
  - DOCTORS SURGERY
  - SUPERMARKET

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REV	DATE	DESCRIPTION	DRAWN	CHKD

Project Title <div>WALTON GATE SUFFOLK</div>		Client Title <div>BARRATT HOMES</div>		<div>This drawing is to be read in conjunction with all other Engineer's drawings and all other project information. Any discrepancy between the Engineer's drawings and other project information is to be reported to the Engineer immediately.</div> <div><div><div><div>ISO 9001 Registered Quality Management</div><div>UKAS MANAGEMENT SYSTEMS 215</div></div></div></div>	<div><div><div><div><div></div><div></div></div><div>SmarterTravel</div><div>from Richard Jackson Limited</div></div></div></div>		Drawing No. <div>80000/FIGURE 2</div>	Revision
Drawing Title <div>LOCAL AMENITIES &amp; BUS ROUTES</div>		Scale <div>NTS</div>	Drawn <div>L. GRAY</div>		Date <div>29.11.17</div>	Drawing Status <div><div><div><div><input checked="" type="checkbox"/> INFORMATION</div><div><input type="checkbox"/> APPROVAL</div><div><input type="checkbox"/> COSTING</div></div><div><div><input type="checkbox"/> TENDER</div><div><input type="checkbox"/> CONSTRUCTION</div><div><input type="checkbox"/> AS CONSTRUCTED</div></div></div></div>		
		Job Manager <div>R. LONG</div>	Checked <div>H. WILSON</div>	Approved <div>R. LONG</div>	<div>847 The Crescent, Colchester, Essex CO4 9YQ Suite 409, 1 Allie Street, London E1 8DE York House, 3 Station Court, Great Shelford, Cambs CB22 5NE 6 The Old Church, St. Matthews Road, Norwich, Norfolk NR1 1SP The Wheelhouse, Bonds Mill, Stonehouse, Gloucestershire GL10 3RF Email Address: info@smartertravelchoices.co.uk      Website: www.smartertravelchoices.co.uk</div> <div><div>Tel: 01206 228800 Tel: 020 7448 9910 Tel: 01223 314794 Tel: 01603 230240 Tel: 01172 020070</div><div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></div></div>			



847 The Crescent, Colchester, Essex CO4 9YQ  
Suite 409, 1 Allie Street, London E1 8DE  
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6 The Old Church, St. Matthews Road, Norwich, Norfolk NR1 1SP  
The Wheelhouse, Bonds Mill, Stonehouse, Gloucestershire GL10 3RF

Tel: 01206 228800  
Tel: 020 7448 9910  
Tel: 01223 314794  
Tel: 01603 230240  
Tel: 01172 020070

Email Address: info@smartertravelchoices.co.uk Website: www.smartertravelchoices.co.uk



## **Appendix**

## **Appendix A**





## LEGEND



Trees to be removed shown dashed

 Trees to be retained shown shaded

	Hedgerow to be retained
--	-------------------------

Existing water main to be diverted

Proposed route of diverted water main with 3m easement shown shaded



Acoustic fence to Western and Southern boundaries

Refer to 24 Acoustics Noise Impact assessment  
R6203-1 Rev 0



Fencing within plot boundaries




450mm high knee rail

	Bin storage
---	-------------



Bin collection point

 Cycle storage shed  
1.8m x 1.2m

Ennerdale	House type name
-----------	-----------------



Front door position



Rear door position

Opp / As	Denotes plot handing
----------	----------------------



1200mm screen wall with brick pier



1800mm brick screen wall

☐ Tarmac road

☐ Tarmac footpath

	Block paving
---	--------------


	Soft landscaping
--	------------------



Traffic calming/ crossing



Surface water attenuation swales.  
Refer to Richard Jackson PLC drawings

 Red line planning application boundary

L.A.P - Refer to Pegasus landscape drawings:  
ref BIR 5354 01 - 04

**Disclaimer**

Images and site layout are intended for illustrative purposes only and should be treated as general guidance only.

Site layout including parking arrangements, (pooled) affordable housing, community buildings, play areas and public open spaces) may change to reflect changes in the planning permission for the development. Please speak to your solicitor to whom full details of any planning consents including layout plans will be available.

Site layouts and landscaping are not intended to form part of any contract or warranty unless specifically incorporated in writing into the contract.

[The name of this development is a marketing name only and may not be the designated postal address, which may be determined by The Post Office]

Rev	Description	Date	Drawn	Checked
J	Parking configuration amended adjacent to plots 140 - 154 Block paving areas added to roads to provide visual deterrent. Road width in front of plots 124 - 152 increased	20/03/17	PLT	
H	60-77 and 140-154 flat blocks noted Parking spaces re-aligned Rt cycle slips to plots 20-34 shown	11/01/17	PLT	
G	Headings added to plots 79 - 80 Red line planning boundary confirmed.	03/01/17	PLT	
F	Road alignment confirmed by WDA. Cycle/lan shown to plots 43-46 in position	29/11/16	PLT	BL
E	Plots 70 - 87 re-aligned. Plots 81 - 96 re-confirmed. Plot numbering amended from 47 onwards.	25/11/16	PLT	BL
D	Fulbrook Mainline site amended 78-80 re-aligned. Plots 104 - 112 and 113 re-confirmed. Plot 111 Parking	21/11/16	PLT	BL
C	Adorney and Mainstone house types added	17/11/16	PLT	BL
B	78 - 87 re-aligned Site access amended to suit transport assessment document	07/11/16	PLT	BL

BDW Eastern Counties  
 Springfield Lyons Approach  
 Springfield  
 Chelmsford  
 Essex  
 CM2 5EY  
 T: 01245 232200

Project  
**H7359**  
High Street, Felixstowe  
Suffolk

0 5 10 15 20 25

Drawing Title  
PL101 - Proposed Site Plan

Scale  
1:500 @ A0

21/10/2016

Drawn By  
PRT



Drawing Ref  
H7359-PL101





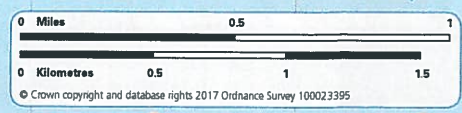
## **Appendix B**





- On-road signed cycle route
- Advisory cycle route
- Traffic-free cycle route
- On-road cycle lanes
- Shared Space Zone
- Pedestrian crossing
- Toucan crossing
- Primary school (Secondary schools and colleges named)
- National Cycle Network route number
- Local cycle route number
- Library / Visitor Information Centre
- Toilets
- Train station / Level crossing
- One-way street
- Cycle parking
- North Sea Cycle Route
- Cycle shop
- Car parking

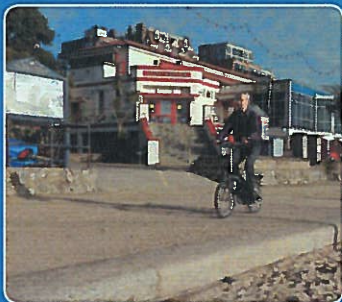
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# Felixstowe

## CYCLE MAP



**Suffolk**  
County Council

# Felixstowe

## CYCLE MAP



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Whilst every effort has been made to ensure the accuracy of these maps, Suffolk County Council and their partners cannot be held responsible for any errors or omissions.  
Second edition January 2017

## Common signs and symbols

Common road signs and markings that you may come across when cycling through the town.



No entry  
(For all vehicles including cycles)



Motor vehicles prohibited  
(cycles permitted)



Cycle route forming part of the National Cycle Network



Cycle route forming part of the local cycle network



Segregated route



No cycling



Shared route for cyclists and pedestrians together



Route for use by pedal cycles only



Route recommended for pedal cyclists (most often used in conjunction with advisory cycle lanes)



With-flow cycle lane ahead



Cycle lane



Cycle lane, track or route



Direction arrow on cycle lane, track or route



End of cycle lane, track or route

### Advanced stop lines

These are designed to improve safety and convenience for cyclists. When in the advanced position cyclists can be seen by motorists, thus reducing the chance of conflict as vehicles turn left.



## Useful information

### Foot and Cycle Ferries

At certain times of the year, foot and cycle ferries operate between Felixstowe, Shotley and Harwich and also between Felixstowe Ferry and Bawdsey.  
[www.harwichharbourferry.com](http://www.harwichharbourferry.com)

### For further information:

Harwich or Shotley call the ferryman Christian Zeeman on 07919 911440  
Bawdsey call the ferryman John Barber on 07709 411511

### Felixstowe Visitor Information Centre

At the library  
Crescent Road  
Felixstowe  
IP11 7BY  
Tel: 01394 694880

### Suffolk County Council

Endeavour House  
8 Russell Road  
Ipswich IP1 2BX  
Tel: 0345 606 6067  
Email: [customer.service@suffolk.gov.uk](mailto:customer.service@suffolk.gov.uk)  
[www.suffolk.gov.uk](http://www.suffolk.gov.uk)

### Cycling UK

(The UK's National Cyclists' Organisation)  
Parklands  
Railton Road  
Guildford  
Surrey GU2 9JX  
Tel: 01483 238 300  
[www.cyclinguk.org](http://www.cyclinguk.org)

### Sustrans

The UK's leading sustainable transport charity:  
Head Office  
Sustrans  
2 Cathedral Square  
College Green  
Bristol BS1 5DD  
Tel: 0117 926 8893  
[www.sustrans.org.uk](http://www.sustrans.org.uk)



## Bike shops



**Alford Bros (Felixstowe) Ltd**  
119-121 Hamilton Road  
Felixstowe IP11 7BL  
Tel: 01394 284719  
[www.alfordbrothersandson.co.uk](http://www.alfordbrothersandson.co.uk)



**Wilco Direct**  
31-39 Undercliff Road West  
Felixstowe IP11 2AH  
Tel: 01394 278884  
[www.wilcodirect.co.uk](http://www.wilcodirect.co.uk)

Bike shops are marked on the map on reverse.



If you need help to understand this information in another language please call 03456 066 067

Se precisar de ajuda para ler estas informações em outra língua, por favor telefone para o número abaixo.

Jedli potrzebujesz pomocy w zrozumieniu tych informacji w swoim języku zadzwonić na podany poniżej numer.

এই তথ্যগুলি বোঝা সহজ করতে চান তাহলে নিচের নম্বরে ফোন করুন।

بەم زانیاری دەتواننێت ئەم ئارەزووەکانی ئێوە بۆ ئێمە وێستە بکەن.

بەم زانیاری دەتواننێت ئەم ئارەزووەکانی ئێوە بۆ ئێمە وێستە بکەن.

如果你需要其他語言來幫助你了解這些資訊，請撥以下電話。

اگر شما نیاز دارید که این اطلاعات را به زبان دیگری دریافت کنید لطفاً به شماره زیر تماس بگیرید.

اگر شما نیاز دارید که این اطلاعات را به زبان دیگری دریافت کنید لطفاً به شماره زیر تماس بگیرید.

If you would like this information in another format, including audio tape or large print, please call 03456 066 067.

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## NCN Routes linking Ipswich, Woodbridge and Felixstowe





## **Appendix C**

### Appendix C – Travel Plan Measures Action Plan

Measure	Action	Impact	Cost	Timescales
<b>1. Travel Plan Coordinator (TPC)</b>	Appoint TPC to promote, manage and monitor the Travel Plan and associated measures.	High	High	Completed.
<b>2. Update and finalise Travel Plan</b>	Upon appointment of TPC, they should update the Travel Plan on the plan of action for the forthcoming monitoring period. Submit to SCC for approval.	Medium	Low	Completed.
<b>3. Travel website page and Social Media</b>	Maintain and regularly update the website and social media with appropriate Travel Plan information.	Medium	Medium	Completed.
<b>4. Travel Welcome Packs</b>	Create Travel Welcome Packs for residents and issue within 2 weeks of occupation. Provide online version for future residents.	High	Medium	Completed.
<b>5. Active Travel Voucher</b>	Promote active travel voucher to the equivalent cost of two months' worth of bus vouchers.	Medium	Medium	On-going.
<b>6. Bus Vouchers</b>	Work with local bus operators to provide 2 months' travel on local bus services to Felixstowe or Ipswich	Medium	Medium	On-going.
<b>7. Barratt Homes on-site sales staff training and promotional posters</b>	Provide TP training to sales staff and provide posters for promotion of travel options to potential residents.	Low	Low	Completed.
<b>8. Car Sharing</b>	Promote the car sharing websites to residents via marketing media and Travel Welcome Packs.	Medium	Low	On-going.
<b>9. Personal Travel Planning</b>	Provide information to residents on how to obtain a Personal Travel Plan and benefits that can be received.	High	Medium	On-going.
<b>10. Adult Bicycle Training</b>	Liaise with local accredited supplier of training course and market the availability of this service to residents	Low	Low	On-going.
<b>11. TP Promotional Event</b>	Undertake promotional TP event to promote Personal Travel Planning and bicycle surgery. Free promotional material to be provided.	Medium	Medium	Prior to first and second travel survey.

Measure	Action	Impact	Cost	Timescales
<b>12. Bicycle Surgery</b>	Provide a free bicycle surgery at the site for TP promotional events or equivalent voucher for free service at local store when no event is planned.	Medium	Low	Prior to travel surveys.
<b>13. Travel Survey</b>	Multi-modal travel surveys	N/A	Low	At 100 <sup>th</sup> dwelling occupation and annually thereafter for five years.
	Undertake online / postal surveys of residents.	Low	Medium	As required
<b>14. Promotion and Awareness of Travel Plan</b>	Facilitation of Travel Plan promotion and marketing throughout the year	Medium	Low – Medium	On-going
<b>15. Monitoring and Review</b>	Update Travel Plan and keep residents and SCC informed of the outcomes of the Travel Plan against the targets.	Medium	Medium	At 100 <sup>th</sup> dwelling occupation and then 1 <sup>st</sup> , 3 <sup>rd</sup> and 5 <sup>th</sup> year after.

## **Appendix D**

**WALTON GATE, FELIXSTOWE, SUFFOLK**

**APPENDIX D – EXAMPLE RESIDENT TRAVEL SURVEY**

**46347**

**NOVEMBER 2017**

The following is the list of questions asked to Walton Gate residents in the initial postal / online travel survey. This has been included in the Welcome Packs given to the households upon occupation:

**Full name:**

**Email address:**

**Home address:**

**Do you or anyone in your household have a disability that affects mobility and your travel choices?**

Yes

No

Prefer not to say

**What is the location/postcode that you and your household mostly travel to? (Arrival time and departure time)**

For work

For education

For leisure

**When travelling from your previous home (if applicable), which mode of travel did you use most regularly?**

For work

For education

For leisure

**When travelling from your new home (if applicable), what mode of travel do you and your household intend on using the most?**

For work

For education

For leisure

**Would you like to receive a free Personal Travel Plan setting out all travel options from Walton Gate, based on the information you have provided us?**

Yes

No

**Please indicate the following that you would like sent to you:**

Two months' worth of bus vouchers between Ipswich and Felixstowe

The equivalent value in Wiggle.co.uk vouchers