



Residential Travel Plan

Stoke Quay, Ipswich

Client: Genesis Housing Association

November 2017

Project No: 46347

Document Review Sheet: -

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1. FOREWORD

- 1.1. Smarter Travel Ltd has been commissioned by Genesis Housing Association to review and update a Residential Travel Plan for the development (known as Stoke Quay) on land off Great Whip Street to the south of Ipswich Town Centre, Suffolk. The previous Travel Plans which were submitted with the planning application was referenced 29854 Revision A (November 2010) and updated in March 2015 (Rev 46347) upon appointment of the Travel Plan Coordinator and November 2016 for monitoring.
- 1.2. This full Travel Plan has been updated to meet planning conditions set out with respect to the planning application Ref No. 10/00867/FUL for the development site. The site has planning permission for the development of 386 dwellings (79 of which are classified as 'Very Sheltered Housing') and is completed and fully occupied.
- 1.3. The Travel Plan has been updated with current information on the Stoke Quay site and the surrounding transport network as well as to monitor the targets for a three year monitoring period which commenced in 2016.
- 1.4. The principle objective of this Travel Plan is to define the long-term strategy to reduce single occupancy private car usage in favour of more sustainable modes of travel, which reflects current Government policy in respect of transport.
- 1.5. A Residential Travel Plan is an important tool in helping to deliver sustainable communities. The successful implementation of this Travel Plan will bring a number of benefits into the local area, including:
 - i) Reducing the need to travel by private car and to cut congestion from the new development.
 - ii) Improved accessibility by ensuring that walking, cycling, goods delivery and public transport issues are assisted into being addressed.
 - iii) Reducing social exclusion by identifying that a wide range of transport options are easily available for new residents, including those with disabilities and what facilities are accessible in the locality.
 - iv) Helping to reduce greenhouse gas emissions by ensuring that developments reduce the need for car use. This will help address 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. Financial savings over the ownership and running costs of a private car can 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 and Car Club scheme.
- 1.6. This Travel Plan has been prepared in accordance with national and local policy and guidance on Travel Plans, as set out in **Section 4**.

1.7. An initial meeting was held with Suffolk County Council in early 2015 and the following was agreed relative to the Travel Plan and development:

- The commercial areas located off Stoke Quay are to be excluded from the target requirements of the Travel Plan;
- Provide Welcome Travel Leaflets instead of Welcome Travel Packs;
- The first survey is to be undertaken at the 100th occupation of the private market/affordable units; and
- Personal Travel Planning will be a key part in the delivery of this Travel Plan.

2. DEFINITIONS

- 2.1. The following definitions are used regularly throughout this Travel Plan.
- 2.2. "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", and obliged to be undertaken by Genesis Housing Association (GHA) on this development.
- 2.3. "Travel Plan Review" means a review and update of the report by the "Travel Plan Coordinator" on the first, second and third anniversary of the first "multi-modal survey", including the results and analysis of the "multi-modal survey" indicating how the "Travel Plan" is performing.
- 2.4. "Multi-Modal Survey" means a standardised travel survey undertaken at each point of access to the development (manual or camera) to identify the typical modes of travel used by the residents. Surveys are to be undertaken at approximately the same time of the year to be comparative. Surveys can be supplemented by postal/online surveys.
- 2.5. "Travel Plan Coordinator" means a permanent representative of, or person appointed by, GHA, with the appropriate skills, budgetary provision and resources to produce and update a "Travel Plan" as well as manage the continued implementation of the "Travel Plan", including the provision of information to the "Local Authority".
- 2.6. "Monitoring Period" means the time period that GHA is committed to fund and manage the "Travel Plan" and "Travel Plan Coordinator" to review travel behaviour to/from the site with an aim to reduce private car usage in favour of sustainable modes. This time period is set out as three years after the first "multi-modal survey" and agreement with the "Local Authority" of the "Travel Plan". This "Monitoring Period" can be extended by a further year should the agreed targets not be achieved at the end of the initial three year period.
- 2.7. "Local Authority" refers to Ipswich Borough Council (IBC). "Highway Authority" refers to Suffolk County Council (SCC).

3. EXECUTIVE POLICY STATEMENT

- 3.1. GHA has agreed to the Travel Plan 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. GHA is committed to developing this programme with the support of Smarter Travel Ltd.
- 3.2. GHA will be responsible for the ownership of the residential Travel Plan for Stoke Quay for a period of not shorter than three years from the first multi-modal survey and approval of this document with IBC and SCC.
- 3.3. Smarter Travel Ltd has been appointed to be the representative for GHA in undertaking the role of Travel Plan Coordinator (TPC), who can delegate responsibilities to others to assist in the operation and monitoring of the Travel Plan. Contact details for the TPC 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 IBC and SCC.

<i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i>
Name: Heidi Wilson Position: Travel Plan Coordinator Telephone: 01603 230240 (Mon – Fri; 0900-1700) Email: StokeQuay@SmarterTravel.uk.com Date: 30 November 2017 On behalf of: Genesis Housing Association

4. TRANSPORT POLICIES

National Policies

- 4.1. The document, Department for Transport (2004) *Smarter Choices – Changing the Way We Travel* demonstrates the efficacy of measures such as the use of car clubs, car sharing schemes, Personalised Travel Planning, travel awareness publicity and other measures. The document insists that the reduction nationwide could be of around 11% in traffic.
- 4.2. The document, 'Department for Transport (2011) *Creating Growth, Cutting Carbon*', identifies that alongside reducing carbon emissions using technological advances, sustainable travel measures are important in tackling the problem of congestion. Therefore, the Department for Transport's priority for local transport is to: encourage sustainable local travel and economic growth by making public transport, cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion.
- 4.3. The white paper document, Department for Transport (2004) *The Future of Transport: a network for 2030* 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)

- 4.4. The NPPF and Department for Transport guidance 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.
- 4.5. The guidance document Department for Transport (2009) '*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*' and Department for Transport '*Marketing Residential Travel Plans Work*' used to assist in preparing this Travel Plan still provides the most comprehensive and relevant advice.

Local Policies

- 4.6. SCC currently assesses Travel Plans against the aforementioned NPPF requirements and have produced their own supplementary document that sets out the recommended core components of a Residential Travel Plan. However, direct liaison with Officers of SCC will enable the Local Authority to help shape this site-specific Travel Plan and its effectiveness.

5. LOCAL ACCESSIBILITY

Site Location

- 5.1. Stoke Quay is located to the south of Ipswich Town Centre on the south side of the River Gipping. The site is bounded to the east by the waterfront road known as Stoke Quay, to the west by Great Whip Street and to the south by existing residential and office buildings.
- 5.2. The main existing vehicle access is via Great Whip Street approximately 75 metres south of the Stoke Quay junction with Great Whip Street. The development is only accessed by vehicles via Great Whip Street, which connects to Little Whip Street to the south and Dock Street and Stoke Quay to the north. Dock Street and Stoke Quay are one-way streets from west to east, with no entry permitted from Great Whip Street.
- 5.3. An existing Traffic Regulation Order (TRO) for Stoke Quay restricts vehicles above 7.5 tonnes in weight from accessing the road. It is also subject to restricted parking, as part of a Controlled Parking Zone (CPZ).
- 5.4. The A137, named Vernon Street locally, is a major arterial road running south from Ipswich to Colchester (via Manningtree) and provides a link to the A14 Trunk Road at Junction 56. Locally the A137 Vernon Street connects to the west with the B1075 (Burrell Road), which links with Ipswich Train Station, approximately 0.8 kilometres west. The Town Centre, approximately 0.95 kilometres north of the site can be accessed across the River Gipping north via Bridge Street.

Local Amenities

- 5.5. **Table 5.1** below shows a range of local amenities in the surrounding area with the approximate distance the amenity is from the site (reference point is the main access off Great Whip Street).
- 5.6. Walking is the most important mode of travel at local level and offers the greatest potential to replace short car trips, particularly those under two kilometres. Cycling also has the potential to substitute short car trips, particularly those less than five kilometres.
- 5.7. Further to this, the document Institution of Highways and Transportation (2000) *Guidelines for Providing for Journeys on Foot* suggests that an average walking speed of 1.4 metres per second can be assumed. Based on this assumption it is expected that people could walk 250 metres in three minutes, 500 metres in six minutes, one kilometre in 12 minutes, and two kilometres in 24 minutes. The document Department for Transport (2008) *Local Transport Note 2/08 – Cycle Infrastructure Design* indicates that five metres per second average speed can be expected for a cyclist. Therefore, people could cycle 320 metres in a minute, and 1.6 kilometres in five minutes.

Table 5.1 – Nearby Local Amenities

Amenity	Location	Distance from Site
Town Hall	Ipswich Town Centre, King Street, IP1 1DH	1.0km
Cinema	Cineworld, Cardinal Park, Grafton Way IP1 1AX	0.7km
Dentist	The Dental Surgery, St. Peters Street IP1 1XG. (W.J & L.D Poulter Dental Practice)	0.5km
	Tooth Place, Tacket Street IP4 1AY	1.0km
Doctors	St Helens Healthcare, St. Helen's Street IP4 1HE	1.0km
	Orchard Medical Practice, Orchard Street IP4 2PZ	1.5km
Groceries	Co-Operative Convenience Store, Austin Street IP2 8DF	0.5km
	Sainsbury's Supermarket, Upper Brook Street IP4 1DR	1.0km
Library	County Library, Northgate Street IP1 3DE	1.2km
	Stoke Community Library, Maidenhall Approach IP8 8PL	1.6km
Nursery School	Garden House Nursery, Saint Nicholas Street IP1 1TJ	0.7km
	St Clare House Nursery, Greyfriars IP1 1LP	0.9km
Place of Worship	Saint Mary at Stoke, Stoke Street IP2 8BX	0.5km
	Christ Church, Tacket Street IP4 1AU	1.0km
Post Office	Fore Street Post Office IP4 1JL	0.9km
Primary School	Hillside Community Primary School, Belstead Avenue IP2 8NU	1.0km
Public House	The Steamboat Tavern, New Cut West IP2 8HW	0.4km
Public House	Punch and Judy, Grafton Street IP1 1UZ	0.4km
Restaurant	Cardinal Park (Ask, Frankie & Benny's, Harvester, Nando's), Grafton Way IP1 1AX	0.6km
	The Last Anchor, New Cut East IP3 0EA	0.7km
Secondary School	Stoke High School, Maidenhall Approach IP2 8PL	1.6km
Sports Facilities	Maidenhall Sports Centre, Maidenhall Approach IP2 8NZ	1.6km
	Crown Pools, Crown Street IP1 3AJ	1.4km
Tertiary Education	University Campus Suffolk, Neptune Quay IP4 1QJ	1.0km
	Suffolk New College, Rope Walk IP4 1LT	1.4km
	Suffolk One, Scrivener Drive IP8 3SU	4.2km

Existing Pedestrian and Cycle Provision

- 5.8. Footways of a minimum width of 2.0 metres are provided in vicinity of the site on both sides of Great Whip Street and the eastern side of Stoke Quay, which are both well connected with the wider local footway network. There are also footways along both sides of the A137, giving access to the town centre via Bridge Street to the north. Street lighting is present along all parts of the local adopted road network.
- 5.9. Controlled crossing facilities are located across Vernon Street, adjacent to the southern end of Great Whip Street, via a Toucan-type crossing. The junction of the A137 and the B1075 immediately south of the Stoke Bridge is similarly equipped with Toucan-type controlled crossings across each arm. Further controlled crossing facilities are provided north of the Stoke Bridge and on Grafton Way, College Street and Star Lane to facilitate access to the nearby Cardinal Park leisure facility and the town centre.
- 5.10. The Stour & Orwell Walk Long Distance Walking Route passes along New Cut West, Stoke Quay and Dock Street, on its route between Felixstowe and the Cattawade/Brantham village. It also connects with the southern end of the Gipping Valley Path, on the north side of Stoke Bridge providing a leisure/walking route between Ipswich and Stowmarket but also providing local links to employment areas to the west and south of Ipswich.
- 5.11. The Walkit website (walkit.com) aims to help pedestrians to plan trips. This website allows users to plan journeys by simply entering departure and destination points. The website can display the fastest or quietest walking route, also indicating the distance and duration based on three speeds (fast, medium and slow) with a map showing the route. Information on steps taken, calories burned and CO₂ saved are also given. This website is a good tool to help residents to choose the most reliable routes from their dwelling to their place of work or any other place of interest. It is also available as a mobile app for Android and Apple iOS for a small fee.
- 5.12. National Cycle Route (NCR) 1, (locally Colchester to Norwich), passes north-south along Great Whip Street and Dock Street. To the north on the far side of the Stoke Bridge it links with NCR 51 (locally Ipswich to Bury St. Edmunds), passing east-west along Neptune Quay. The Stoke Bridge features shared-use foot and cycle facilities to give direct access to the town centre.
- 5.13. The local cycle network in Ipswich is very well provided for including off-road cycle ways, or suggested quiet routes and controlled crossings; Stoke Quay, New Cut West, Bath Street, Belstead Road and Burrell Road (along which Ipswich Railway Station is accessed) are all marked as local advisory cycle routes. The location of the development and the level of provision of cycle routes will encourage residents from the development to use their bikes. SCC are currently reviewing and upgrading local junctions and areas of Ipswich to provide further local enhancements to provide for sustainable travel modes. Local and national cycle routes throughout Ipswich can be found on the Suffolk County Council website.
- 5.14. The Cyclestreets website (www.cyclestreets.net) aims to help cyclists to plan trips. This website allows users to plan journeys by simply entering departure

and destination points. Depending on the cyclist's average speed, the website offers three speed options (10 / 12 / 15mph) and it will display the fastest and/or quietest cycling route, also indicating the distance and duration with a map showing the route together with an explanation and photos of the keys points of the journey. This website is a good tool to help residents to choose the most reliable routes from their dwelling to their place of work or any other place of interest. It is also available as a free mobile app for Android, Blackberry, Apple iOS and Windows Phone.

Public Transport – Bus Services

- 5.15. The nearest bus stops to the development are in the form of unsheltered stops with flag-type signs and timetable information located on Vernon Street immediately south of the junction with Little Whip Street. The southbound (outbound) stop has raised, "bus boarder" type kerbs to facilitate easier access for the mobility impaired. The northbound bus stop located near to the Vernon Street Co-op food store provides for services into the town centre with onward connections to outlying employment/residential areas, such as in Martlesham Heath and Hadleigh Road Industrial Estate.
- 5.16. Additional southbound services can also be boarded at the stop on Austin Street, approximately 60 metres east of the junction with Belstead Road, which is approximately 0.4 kilometres from the site. Additional bus services can also be reached at the train station and the Old Cattle Market bus station to the west and north of Stoke Quay respectively. **Table 5.2** below details the frequent main services which can be boarded from these stops.

Table 5.2 – Local Bus Service Provision

No.	Operator	Service and Frequency	
15A	Ipswich Buses	Town Centre / Railway Station / Stoke / Chantry Circular	Mon-Fri: 45 services, 20min frequency. 06:10 – 22:38 Sat: 38 services, 20min. frequency. 06:26 – 23:05 Sun: 15 services, hourly frequency. 08:20 – 23:05
202	Ipswich Buses / Hadleigh Community Transport	Ipswich / Shotley	Mon-Fri: 15 services, hourly frequency. 07:35 – 19:15 Sat: 12 services, hourly frequency. 07:00 – 18:40 Sun: 4 services, 2-hourly frequency. 09:05 – 16:05
X66	First in Norfolk & Suffolk	Ipswich / Adastral Park / Martlesham	Mon-Fri: 4 services – AM/PM Peak Hours only

Source: Traveline East Anglia (www.travelineeastanglia.co.uk)

- 5.17. Full details of all services can be found in **Appendix A**.
- 5.18. The timetable information of bus stops can also be received via mobile phone by sending the code of the bus stop to this number: 84268. **Table 5.3** below lists the bus stop code in vicinity of the site.

Table 5.3 – Bus Stop SMS Codes

Bus Stop	Direction	SMS Code
Bridge Street, adj Old Bell	North	sufamatw
Bridge Street, opp Old Bell	South	sufamawa
Austin Street, adj Stoke Street	South	sufjdtwp

Source: Traveline East Anglia (www.travelineeastanglia.co.uk)

- 5.19. The Traveline East Anglia website (www.travelineeastanglia.co.uk) provides an online journey planning tool as well as the ability to search for timetables by stop, street or postcode. Favourite journeys can be saved for later recall. It is also available as a free mobile app for Android and Apple iOS. First Group also provides a free mobile app for Android and Apple iOS, providing up-to-date timetables and information. The Bus Checker UK mobile app also provides a useful tool to provide residents with real-time and timetabled services from routes.
- 5.20. Ipswich buses provide various day tickets for travel of their buses and a smartcard for regular trips by bus. Further information is available on their website www.ipswichbuses.co.uk. In summary, residents can purchase an 'All Day' ticket for £3.60 or a 10-journey ticket for £14.00 (based on December 2017 prices).
- 5.21. There are also discounts available for 16-19 year olds of 25% off the full adult fare via the Endeavour card. Further concessionary fares are also available for under 5's, family ticket, 6/12 month tickets. Further information is included on the above website.

Public Transport – Rail Services

- 5.22. Ipswich Train Station is located approximately 0.8 kilometres to the west of the site, along Belstead Road. The station is operated by Greater Anglia, and is situated on the Great Eastern Main Line. Services can be boarded to the destinations shown on **Table 5.4**.

Table 5.4 – Local Rail Services

Destination	Approximate Travel Duration (minutes)	Frequency – Daily services		
		Weekdays	Saturdays	Sundays
Cambridge	79	17	17	8
Felixstowe	26	18	17	11
London Liverpool Street	72	58	34	26
Lowestoft	86	15	16	8
Norwich	43	42	33	20
Peterborough	101	8	8	6

Source: The Trainline (www.thetrainline.com)

- 5.23. Engineering works regularly take place at weekends and during holiday periods, particularly on Sundays and public holidays and users are recommended to check times before travelling.
- 5.24. Additional services to Peterborough, requiring changes in Cambridge or London, can also be taken. These journeys are over two hours in length.
- 5.25. Intermediate stations and interchanges such as Chelmsford, Colchester, Ely, Stowmarket, Woodbridge and Harwich can also be reached directly from Ipswich.
- 5.26. The above train services run between 05:04 and 00:53. The station provides sheltered cycle storage for 228 bikes (an increase of 68 spaces since last year) and 444 car parking spaces for commuters, plus 9 accessible spaces. There are also 36 “premium” car parking spaces and 108 cycle spaces in a secure compound.
- 5.27. The National Rail Enquiries website (www.nationalrail.co.uk) provides an online journey planning tool and ability to purchase tickets by directing the user to a relevant rail franchise website, in this case Greater Anglia. Favourite journeys can be saved for later recall and live train tracking is available. There is a version of the site optimised for mobile devices and it is also available as a free mobile app for Android and Apple iOS.
- 5.28. Commuters travelling from Ipswich to London, for example, can purchase season tickets at a current cost (November 2017) of:
- 1 week £158.10
 - 1 month £607.20
 - 6 months £3642.70
 - 12 months £6324.00

- 5.29. Non-commuters can also obtain various rail discounts via railcards (i.e 16-25s and family and friends).
- 5.30. Overall, services to London Liverpool Street and intermediate destinations along this route are excellent throughout the week, particularly for commuter services Monday to Friday.
- 5.31. Lowestoft and Norwich are also well served by frequent trains with a long daily service period.
- 5.32. Cambridge and Felixstowe are only served by hourly services; Felixstowe however, is relatively close to Ipswich along a rail line serving Felixstowe, and can be reached using the 75, 76 and 77 bus services from the Old Cattle Market Bus Station on Turret Lane. Cambridge services are timed in the peak hours to serve commuters from Ipswich, with services arriving in Cambridge at 07:39 and 08:19 and leaving at 17:44 and 18:44.

PlusBus

- 5.33. PlusBus is a discount price bus ticket which can be bought along with a train ticket, which gives unlimited bus travel around most large towns and cities for one day; season tickets can also be purchased. The following rail destinations from Ipswich operate PlusBus services:
- Billericay
 - Brentwood & Shenfield
 - Bury St. Edmunds
 - Cambridge
 - Chelmsford
 - Colchester & Wivenhoe
 - Harwich & Dovercourt
 - Lowestoft
 - Norwich
 - Peterborough
 - Witham
- 5.34. PlusBus tickets can be purchased for a single day or on a weekly, monthly, quarterly or yearly basis. An example of the pricing structure for a city that will be attractive for leisure related journeys is shown in **Table 5.5**.

Table 5.5 – Plus Bus Fares for Norwich

Daily	Season Tickets
Adult: £3.00	7-Days: £15.00
Child: £1.50	1 Month: £60.00
Railcard Holder: £2.00	3-Months: £170.00
	Year: £600.00

Source: Plusbus (www.plusbus.info)

Note: Price of train ticket not included – November 2017

- 5.35. Plusbus tickets can be purchased at Ipswich Railway Station, on the train, by phone, online at www.plusbus.info or via the Greater Anglia website with a rail ticket purchase.

6. STOKE QUAY RESIDENTIAL DEVELOPMENT

6.1. Stoke Quay consists of 386 total units, **Appendix B** contains the site layout plan for the development, with the following unit apportion which all are now occupied:

- 181 private market units;
- 126 affordable units; and
- 79 very sheltered residential units.

6.2. Stoke Quay is also provided with space for some commercial units accessed off Stoke Quay, which are currently not occupied and as agreed with SCC are not included within the parameters of this Travel Plan.

Vehicular Access

6.3. Stoke Quay is accessed via Great Whip Street, approximately 75 metres south of the junction with Stoke Quay. This is the only vehicular access. The access to the car park is controlled by a gate with remote access for users with an allocated parking space, emergency services and expected visitors. A ramp from here provides access to the basement car park.

6.4. Service and emergency vehicles are permitted to access the centre of the development via droppable bollards, and exit via Bulstrode Road, should the main access be blocked.

Pedestrian/Cycle Access

6.5. Pedestrian and cycle access is permitted from the Great Whip Street access and also from Stoke Quay and Bulstrode Road. The level difference between the development and Stoke Quay is accommodated by way of a ramp for mobility impaired users. Stairs alongside the car park access ramp are also provided for pedestrian access.

Car and Cycle Parking

6.6. Stoke Quay has been provided with 212 car parking spaces in the basement car park. Of these spaces, 50 are accessible spaces for disabled users only. 11 of the spaces are for the specific use of the very sheltered accommodation; therefore, 201 spaces are provided for the 307 private and affordable residential units, with an overall ratio of 0.65 spaces per unit.

6.7. Given the close proximity of the site to the town centre, Ipswich Train Station and many local amenities, also factoring in the excellent walking, cycling facilities and local bus services, this level of provision should encourage greater use of sustainable modes of transport over private car ownership.

6.8. A total of 598 cycle spaces are provided within the development, a ratio of 1.95 spaces per unit. Secure and sheltered cycle parking at this level should encourage more residents to cycle for local trips.

- 6.9. It has been identified by residents of Stoke Quay that there has been a high number of bicycle thefts. As a result of this, free bicycle registering has been undertaken with several residents requesting this service with warning notices placed in the car park. GHA have also provided additional CCTV in the underground car park for additional security, which has reportedly stopped bicycle thefts/damage.

Car Club

- 6.10. A Car Club parking space has been provided on site adjacent to the entrance to the car park, which is operated by 'Co-Wheels', which is a public access Car Club run as a social enterprise scheme. This will enable residents to have cheap and easy access to a car, without having to own one. The car provided on the site is a Toyota Aygo (5 door) which is a low-emission vehicle.
- 6.11. Residents should be able to join the Car Club, via www.co-wheels.org.uk. Residents of Stoke Quay are provided with free membership (via a code) that is normally £25.00. Should this service prove to be popular, a second car could be considered in the area.

7. TRAVEL ASSESSMENT

Multi-Modal Survey

- 7.1. In order to identify the travel patterns of the residents of Stoke Quay, a multi-modal travel survey has been undertaken. Multi-modal surveys will be repeated at the first (completed in 2017), second (2018) and third (2019) anniversaries of the original survey. This is to analyse how the residents and visitors actually travel from and to Stoke Quay, and observe how effective the Travel Plan is in influencing modes of travel.
- 7.2. The multi-modal surveys will be undertaken at a cost to the GHA 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.
- 7.3. The methodology of undertaking the multi-modal survey will involve a minimum of a 6am to 8pm in/out surveys of cars (with and without a passenger), motorcycles, cyclists and pedestrians from the site. All access points to the development will be surveyed as part of the assessment. Further to this, postal/online surveys will be undertaken of residents to supplement the multi-modal surveys with a prize incentive to complete the survey.
- 7.4. This mode split of travel will then be able to be used to compare the effectiveness of the Travel Plan over the monitoring period. The data should also be used to identify what transport improvements to measures and marketing to assist in reducing single occupancy car travel.
- 7.5. All interview/postal/online surveys are to be confidential and no names or addresses shall be passed on to any third party (such as public transport operators) unless prior approval has been given by the interviewee. The only sensitive personal information deemed necessary for the purposes of this Travel Plan are as follows:
- Name and address;
 - Age;
 - Email address;
 - Whether they are registered disabled.
- 7.6. 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 destroyed securely thereafter. Electronic copies of surveys that hold any

personal information shall be saved securely on the local server and the document shall be password protected. Electronic copies shall not be kept longer than a period of two years and will be securely deleted thereafter.

- 7.7. The result of each survey will be issued to the residents in the form of an updated Travel Plan and to IBC and SCC via the Travel Plan reviews, identifying the progress against the plan within two months of the completed survey. If the set targets have not been reached, the Travel Plan Coordinator will seek to address and improve any mode which seems to be under represented and where greater utilisation could reasonably be achieved, and report this to the IBC and SCC.

8. TRAVEL PLAN FRAMEWORK

Travel Mode Split

- 8.1. The Office for National Statistics (ONS) data from the 2011 Census, as interpreted by Datashine (commute.datashine.org.uk), has been used to estimate the modal split of travel to/from the local area where residents are not supported by a Travel Plan and associated measures. The results for Ipswich 012, the census area within which Stoke Quay is located, are shown in **Table 8.1** below.

Table 8.1 – Ipswich 012 Modal Split

Mode	Percentage
Underground, metro, light rail, tram	0.00%
Train	1.48%
Bus, minibus or coach	6.92%
Taxi	0.00%
Motorcycle, scooter or moped	0.00%
Driving a car or van	57.81%
Passenger in a car or van	6.67%
Bicycle	2.58%
On foot	24.54%
Other method of travel to work	0.00%
Total	100%

Source: Datashine, ESRC BODMAS Project, UCL (commute.datashine.org.uk)

Note: Figures originally taken from the 2011 UK Census.

- 8.2. As expected, there is a high number of people choosing to travel by car alone even with the close proximity of Ipswich Town Centre. This is most likely due to several factors, including but not limited to:
- The highly accessible road network – Junction 56 of the A14 is approximately 3.5 kilometres away.
 - The number of residents travelling to work in other settlements without good public transport links to Ipswich, such as Hadleigh and Sudbury or intermediate destinations along the A14 corridor which are not served by railway stations.
 - A lack of information from which to assess alternative travel options, or a perception that public transport or cycling is less optimal to their journey.
- 8.3. There are also a large percentage of local residents who travel on foot; this is likely due to the proximity of the area to the town centre. Other modes of travel do appear to be underrepresented such as bus and travel by bicycle.

- 8.4. For a weekday, the typical busiest periods of the day are the AM and PM peak hours (08:00 – 09:00 and 17:00 – 18:00 respectively); this is the period where there is the biggest impact on the local road network and environment. From the figures produced in the original Transport Assessment (TA) that supported the planning application for this development, the trip rates and traffic generation shown in **Tables 8.2** and **8.3** are predicted for Stoke Quay.

Table 8.2 – Estimated Vehicular Trip Rates, Stoke Quay TA

Land Use	AM Peak Hour (0800-0900)			PM Peak Hour (1700-1800)			Daily (0700-1900)		
	Arr	Dep	Total	Arr	Dep	Total	Arr	Dep	Total
Residential – flats privately owned (per dwelling)	0.085	0.312	0.397	0.222	0.115	0.337	1.213	1.356	2.569
Residential – mixed non-private housing (per dwelling)	0.123	0.214	0.337	0.272	0.185	0.457	2.179	2.047	4.226

Table 8.3 – Estimated Vehicular Trip Generation, Stoke Quay TA

Land Use	AM Peak Hour (0800-0900)			PM Peak Hour (1700-1800)			Daily (0700-1900)		
	Arr	Dep	Total	Arr	Dep	Total	Arr	Dep	Total
Residential – flats privately owned (181 dwellings)	15	56	71	40	21	61	126	141	267
Residential – mixed non-private housing (126 dwellings)	15	27	42	34	23	57	277	260	537
Total	30	83	113	74	44	118	403	401	804

- 8.5. This vehicle generation in the peak hours highlights the importance of promoting sustainable travel options to residents of Stoke Quay.

Objectives

- 8.6. This document identifies the objectives and outcomes of a Travel Plan as follows:
- Aim to achieve a lower number of car traffic movements to and from the development than that assessed as part of the original planning application;
 - Reduce the need for travel to and from the site via a car for short trips;
 - Assist in addressing the access needs of site users, by supporting walking, cycling and public transport;
 - Support those with mobility difficulties;
 - Promote healthy lifestyles and sustainable, vibrant communities;
 - Encourage good urban design principles that open up the permeability of the site to walking and cycling, linked to the design and access statements;
 - Assist in addressing specific problems identified in the site's transport assessment – for example, a local road safety problem that affects walking or cycling links to a bus or rail station;
 - Encourage access solutions that are not dependant on 'hard' measures; and
 - Are explicitly part of the wider local approach to demand management and behavioural change.
- 8.7. Reducing vehicle traffic from new development has many positive effects, for example:
- Reducing pressure on highway capacity, particularly at peak times;
 - Creating more attractive and liveable neighbourhoods;
 - Cutting carbon emissions and their contribution to climate change;
 - Reducing road danger and protecting vulnerable road users;
 - Reducing the cost of works on the highway or other transport infrastructure;
 - Encouraging more active travel with gains for health;
 - Enabling children to travel independently;
 - Improving local air quality; and
 - Reducing noise pollution.

Targets

- 8.8. All targets are based on the SMART (Specific; Measurable; Achievable; Realistic; Time-bound) principles and are either “aim-type” or “action type” targets. The key targets for Stoke Quay are described below.
- 8.9. The “aim type” Travel Plan targets are quantifiable and are given over three timescales: short-term (within one year) and long-term (within three years).
- 8.10. From the Census data, it is apparent that single occupancy car travel is likely to be favoured but walking and bus-based public transport plays a significant role in travel for this area of Ipswich, with cycling being underrepresented. The targets set therefore take this into consideration alongside the current accessibility level of the local area.
- 8.11. Through discussions with the Travel Plan Officer and from the SCC guidance on Travel Plans, the targets for improving modal shift towards more sustainable means should be against that used in the TA supporting the original planning application and census data for the local area. It is therefore considered appropriate to revise the targets that reflect the objectives set out herein, for this Travel Plan as follows:
- Reduce weekday peak hour car travel to/from Stoke Quay by 10% within one year of the implementation of the Travel Plan when compared to **Table 8.3**.
 - Reduce weekday peak hour car travel to/from Stoke Quay by 15% within three years of the implementation of the Travel Plan when compared to **Table 8.3**.
 - Increase the total percentage of residents who travel by sustainable travel modes by 10% within three years of the implementation of the Travel Plan when compared to **Table 8.1**.
- 8.12. It is expected that the peak hour traffic generation could therefore be reduced by around 15% over the three year monitoring period, which is in accordance with the levels expected by the Government white paper document Department for Transport (2004) *The Future of Transport: a network for 2030* for an urban area.
- 8.13. The recent multi-modal survey of Stoke Quay which was undertaken with the postal/online survey completed in November 2017 has been reviewed and the multi-modal survey is summarised in the table below and full results included in **Appendix C**.

Table 8.4 – Multi-Modal Survey (Recorded October 2016 and 2017)

Travel Mode	2016 AM Peak Hour (0800-0900)			2016 PM Peak Hour (1700-1800)			2016 Daily (0700-1900)		
	Arr	Dep	Total	Arr	Dep	Total	Arr	Dep	Total
Car Alone	2	22	24	20	7	27	113	121	234
	6.5%	23.7%	19.4%	22.0%	11.9%	18.0%	15.4%	16.4%	15.9%
Car Share	0	2	2	1	0	1	6	7	13
	0.0%	2.2%	1.6%	1.1%	0.0%	0.7%	0.8%	1.0%	0.9%
Car Movement Total	2	24	26	21	7	28	119	128	247
Pedestrian	29	67	96	69	52	121	606	601	1207
	93.6%	72.0%	77.4%	75.8%	88.1%	80.7%	82.3%	81.6%	81.9%
Cyclist	0	2	2	1	0	1	11	8	19
	0.0%	2.2%	1.6%	1.1%	0.0%	0.7%	1.5%	1.1%	1.3%
Total	31	93	124	91	59	150	736	737	1473
Travel Mode	2017 AM Peak Hour (0800-0900)			2017 PM Peak Hour (1700-1800)			2017 Daily (0700-1900)		
	Arr	Dep	Total	Arr	Dep	Total	Arr	Dep	Total
Car Alone	4 (+2)	29 (+7)	33 (+9)	19 (-1)	12 (+5)	31 (+4)	171 (+58)	190 (+69)	324 (+90)
	9% (+2.5%)	24% (0.3%)	20% (+0.6)	15% (-7%)	23% (+11.1%)	17% (-1%)	18% (+2.6%)	19% (+2.6%)	17% (+1.1%)
Car Share	1 (+1)	1 (-1)	2 (+0)	2 (+1)	0 (+0)	2 (+1)	18 (+12)	19 (+2)	37 (+24)
	2% (+2%)	1% (-1.2%)	1% (-0.6%)	2% (+0.9%)	0% (+0.0%)	1% (+0.3%)	2% (+1.2%)	2% (+1.0%)	(+1.0%)
Car Movement Total	5 (+3)	30 (+6)	35 (+9)	21 (+0)	12 (+5)	33 (+5)	189 (+70)	209 (+81)	361 (+114)
Pedestrian	37 (+8%)	91 (+24)	128 (+32)	103 (+34)	40	143	741	780	1521
	84% (-9.6%)	74% (+2.0%)	77% (-0.4%)	80% (+4.2%)	77% (-11.1%)	79% (-1.7%)	78% (-4.3%)	77% (-4.6%)	79% (-2.9%)
Cyclist	2 (+2)	2 (+0)	4 (+2)	4 (+3)	0 (+0)	4 (+3)	24 (+13)	19 (+11)	43 (+24)
	5%	2%	2%	3%	0%	2%	3%	2%	2%
Total	44 (+13)	123 (+30)	167 (+43)	128 (+38)	52 (-7)	180 (+30)	954 (+218)	1008 (+271)	1925 (+452)

8.14. When comparing **Table 8.4** and the 2017 multi-modal survey results against that predicted and assessed in the TA (**Table 8.3**) that supported the planning application for the development it can be seen that the following has been achieved as a result of the residents of Stoke Quay being located in a sustainable location with the benefit of a Travel Plan:

- Weekday AM peak hour – 69% reduction in car movements.
 - Weekday PM peak hour – 72% reduction in car movements.
 - Weekday Daily 0700-1900 – 55% reduction in car movements.
- 8.15. The survey results therefore indicate that the target reductions in car travel over that seen in **Table 8.3** and set out in paragraph 8.12 are achieved.
- 8.16. As percentage of modal split that single occupancy car travel takes up of all movements to/from the Stoke Quay development, the following can be determined:
- Weekday AM peak hour – 20% movements are via single occupancy car travel.
 - Weekday PM peak hour – 17% movements are via single occupancy car travel.
 - Weekday Daily 0700-1900 – 17% movements are via single occupancy car travel.
- 8.17. When compared to the modal split determined from the UK 2011 Census data for the ward of Ipswich 012 set out in **Table 8.1** the percentage of movements to/from the Stoke Quay development that can be considered as sustainable when compared to single occupancy car travel is at 80% compared to 42%. Therefore, again as the target for improvement to percentage of sustainable travel movements is set at 15% more than that seen from the 2011 Census it is considered that this has been achieved.
- 8.18. From the information of all movements in and out of the Stoke Quay development it is not clear out of those cycling and/or walking the percentage of them travelled to a public transport service. Due to the low level of respondents to the postal/online survey it cannot be accurately determined the modal split of residents that can be statistically applied to the development.
- 8.19. Future targets and objectives of this Travel Plan are to continue the level of sustainable travel habits of the residents of Stoke Quay. Although single occupancy car usage has increased slightly between 2016 and 2017, it is still significantly lower than assessed in the original transport assessment.
- 8.20. The goal of this Travel Plan is also to change and support the travel habits the residents may have by making them aware of the existence of sustainable, more environmentally friendly and cheaper ways to travel. Additional targets that are not directly related to travel mode are as follows:
- At least 50% of residents surveyed should be aware of the Travel Plan and TPC role, and the services that can be provided within one year of the first multi-modal survey. Of the survey responses 40% of the postal survey respondents were aware of the Travel Plan for Stoke Quay. The Smarter Travel Ltd website was promoted within the postal survey for new residents to find out more information about the Travel Plan.

- 25% of the dwellings responding to the Survey Questionnaire will have joined the Car Club or car share schemes within the first year of the multi-modal survey. Of the postal survey respondents, all 100% were aware of the Car Club located within Stoke Quay, however, none had signed up. Figures for Car Club membership have been requested from Co-Wheels, however, have not yet been received.
- 8.21. During 2016 the following took place to create awareness of the Stoke Quay Travel Plan:
- A Travel Plan Community Event was held at Stoke Quay in the summer of 2016, which there was a good attendance of residents. All dwellings were invited and follow up letters were also issued. Therefore, there should be a high number of residents who are aware of the Travel Plan and TPC role.
 - A response rate of 6% was achieved of which all have been issued Personal Travel Plans.
 - Of the residents who provided a response to the Travel Plan one (5%) resident was already a member.
- 8.22. During 2017, the Car Club was promoted heavily through the Stoke Quay community Facebook page. An advertisement was run for one week and reached over 7,000 people in the Ipswich area. As a result of the campaign an additional five members joined the Car Club. Co-Wheels continue to undertake their own promotional campaigns in the area.
- 8.23. Previous liaison with the Car Club operator 'Co-Wheels' in 2016 identified the percentage of time the Car Club has been utilised is as follows. Data for 2017 has been requested but had yet to have been received:
- July 2016 - 18%;
 - August 2016 - 4%;
 - September 2016 - 14%;
 - October 2016 - 13%.
- 8.24. From the postal/online survey a summary of information was gleaned from the responding residents about what would help them be encouraged to change travel habits from the car. This summary of the postal/online survey information (and survey questions) is included in **Appendix D**. This will be appraised for the Travel Plan marketing strategy for the forthcoming year.
- 8.25. The "action-type" Travel Plan 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 9** and therefore aid in meeting the "aim-type" targets and the principle objectives of the plan.

9. TRAVEL PLAN MEASURES

- 9.1. A TPC is appointed to manage, review and monitor the Travel Plan as set out in **Section 3**. The responsibilities of the TPC are detailed in **Section 10**. The TPC will seek to implement the below measures, that will be fully supported and funded by GHA, and identify new measures as required in each Travel Plan Review in order to continually achieve the targets set out in **Section 8**. The following measures have also been reviewed against the postal / online survey responses collated, to provide a targeted action plan.

Site Design

- 9.2. It is essential to promote that pedestrian and cycle routes are adequate and accessible. Through direct communication channels from residents to the TPC, as well as personal site visits, any maintenance issues identified with constructed pedestrian/cyclist routes on site will be identified to GHA to be rectified.
- 9.3. The site visit undertaken on the 31st July 2017 did not identify any on-site maintenance issues.
- 9.4. The Car Club is located in a prominent position adjacent the car park entrance, with dedicated parking space and signage.

Walking

- 9.5. Pedestrian routes in the vicinity of the site are very good, linking with local amenities, the train station and wider town centre area. However, the TPC will liaise with SCC to prioritise the main pedestrian routes are properly maintained, should any issues be identified. The site visit undertaken on the 31st July 2017 did not identify any major off-site maintenance issues.
- 9.6. The provision of Smarter Travel/GHA branded travel umbrellas can be provided as part of promotional events as required to residents for awareness of the Travel Plan and to promote the use of walking during inclement weather.

Cycling

- 9.7. The TPC will liaise with SCC to ensure that cycle routes are properly maintained, should any issues be identified. The residents will be provided with information and advice concerning cycle routes from the site to relevant local facilities via Personal Travel Planning (see Marketing and Promotion).
- 9.8. A bicycle user group for the site will be encouraged, with a cycle buddy scheme, where experienced cyclists can help the less experienced ones get started. This will be promoted through the Smarter Travel website and Facebook community page.
- 9.9. The provision of Smarter Travel/GHA branded reflective snap bands can be provided as part of promotional events as required to residents for awareness of the Travel Plan and to promote the use of cycling.

- 9.10. An annual 'bike surgery' will be provided to residents for free to get their bicycles 'safety checked'. It will be ensured that residents are adequately informed of the date of the 'bike surgery' and what it entails. Should an on-site surgery not be able to be provided, an equivalent voucher to use at Elmy Cycles for a bronze level service can be provided. During 2017, two bicycle survey vouchers were requested.
- 9.11. Free bicycle register kits will be provided to residents that request them to provide improved deterrence for bicycle theft, this will be promoted through the Stoke Quay community Facebook page.
- 9.12. Regular promotional campaigns for the use of cycling will be undertaken with occasional incentives for cycling related merchandise to be issued to residents that engage with the campaign.

Public Transport

- 9.13. An up to date schedule of bus timetables which serve the surrounding area of the site and rail services including route information and services frequencies will be permanently available to the residents and visitors of the site (see Marketing and Promotion).
- 9.14. The TPC will liaise with bus and train operators and IBC/SCC to ensure that any issues raised regularly by residents on public transport are considered, so that the use of public transport is maximised. Currently, no issues have been reported.
- 9.15. 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. Links to railcard discount forms will be provided on the Stoke Quay travel website.
- 9.16. The provision of Smarter Travel/GHA branded public transport holders can be provided as part of promotional events as required to residents for awareness of the Travel Plan and to promote the use of public transport.

Car Club

- 9.17. A dedicated space on the site is provided for the use of a Car Club vehicle. Co-Wheels (www.co-wheels.org.uk) have provided a vehicle for this space, for the use of Stoke Quay residents and surrounding community. This allows members of the club to pre-book the car for their use in hourly or daily blocks, benefitting those who do not own a vehicle at times where they may require one, for bulky purchases or trips not easily undertaken by public transport.
- 9.18. Each resident of Stoke Quay is provided with free sign up membership (via a specific code) for the duration of the monitoring period which normally costs £25. An annual Car Club marketing event will be undertaken to promote increased membership.

- 9.19. The use of the Car Club will be monitored and discussion between the TPC and IBC regarding additional parking/car will be considered should demand warrant it.
- 9.20. A Facebook advertising campaign was undertaken in July 2017. An additional five members signed up to the club after the week long advertisement. An additional Facebook campaign will be scheduled in 2018.

Car Sharing

- 9.21. Car sharing represents a relatively convenient alternative form of car travel and potential exists to reduce the total private mileage of the residents.
- 9.22. The TPC will establish from the multi-modal travel surveys the potential of car sharing and will arrange for residents to be made aware of the benefits of car sharing and the Suffolk Car Share scheme (suffolk.liftshare.com) through a marketing event in 2017. The recent postal/online survey identified that respondents would appreciate further information and advice on Car Sharing and finding someone to car share with.

Marketing and Promotion

- 9.23. 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 dwelling has been provided with a Welcome Leaflet upon first occupancy that will be included in the Home Pack that GHA provide to each dwelling. This Welcome Leaflet will also be made available on the website for new residents throughout the monitoring period. There is a high turnover of residents within Stoke Quay therefore the Welcome Leaflet is regularly updated for residents to ensure accuracy of information.
- 9.24. The Welcome Leaflet for each dwelling included the following:
- Information on what a Travel Plan is and the benefits of a scheme;
 - Public transport information;
 - Pedestrian and cycle route map;
 - Information of how to obtain a Personal Travel Plan;
 - 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; and
 - Information on the Suffolk Car share website and the Co-Wheels website.
- 9.25. A travel website has been developed via SmarterTravel.uk.com specifically for Stoke Quay that provides similar information contained in the Welcome Leaflet as well as further links to other useful websites. It also provides links to this Travel Plan and summary reports, and a useful way to contact the TPC for general travel related queries or for Personal Travel Planning. This

website is demand responsive and will enable appropriate viewing on a PC, tablet or smartphone. This website is regularly updated to ensure accuracy.

- 9.26. The TPC will, through the use of marketing campaigns within the development, promote the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 9.27. The TPC will provide Personalised Travel Planning (PTP) to residents who request it. They will be made aware of this scheme by information provided within the Welcome Leaflet as well as through the Stoke Quay website and Facebook page.
- 9.28. The TPC has additionally set up a Stoke Quay Facebook social media feed for the development so followers can be provided with information feeds on various aspects of local travel. This Facebook page will continually be updated.
- 9.29. This list 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.
- 9.30. These measures have been summarised within a table together with a timetable of implementation which is included within **Appendix E** of this report.

10. TRAVEL PLAN MANAGEMENT

- 10.1. 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 of the Travel Plan will be the responsibility of the TPC.

The Travel Plan Coordinator

- 10.2. The TPC has been identified and appointed as set out in **Section 3**. The future versions of this Travel Plan will set out who operates as the TPC and include contact details for this person or steering group. It will also identify how and when the TPC can be contacted, i.e. via email, telephone, etc. The appointment of a TPC will be supported by senior management of GHA during the monitoring period of the Travel Plan. After the monitoring period has been completed the role of the TPC can pass to a Community Trust, Steering Group, Local Authority etc. with keen representatives from the residents of the development. Whichever method of management is chosen beyond the monitoring period it will be set out and agreed with SCC prior to submission of the final version of the Travel Plan.
- 10.3. It is important that the TPC makes regular visits to the site and presents the ideals of the Travel Plan to the residents and oversees the monitoring and reporting of the Travel Plan.
- 10.4. The TPC will be able to provide PTP to residents of Stoke Quay. This service will be provided on demand and be available at any time during the monitoring period.
- 10.5. 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 the Car Club, car sharing, etc.
- 10.6. The TPC will liaise with the public transport operators, in order to report any inadequacies in service and maximise the potential use of these services.
- 10.7. 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 8**.
- 10.8. In the interest of confidentiality, the TPC alone will hold the database and be responsible for the release of the results to IBC/SCC and to the residents (data should be conveyed in an accessible format).
- 10.9. The TPC will be appointed and funded by the developer for a minimum duration of three years from the onset of the full TP as part of the monitoring period. This is likely to be completed in early 2020.
- 10.10. The Travel Plan will be reviewed and updated after each multi-modal survey and details of each review are to be submitted to the SCC and IBC within two months of the completed multi-modal survey. Details of the reviews will include the monitoring results, the progress in achieving targets and any changes proposed to the Travel Plan. Any amendments to the Travel Plan must be agreed by both SCC and IBC.

- 10.11. As well as the multi-modal traffic survey noted previously, to demonstrate the impact of the Travel Plan on Stoke Quay and to understand which measures are successful, the following will be monitored:
- The number of residents that join the Car Club scheme;
 - The number of Personal Travel Planning schemes taken up; and
 - The number of bicycle registering kits utilised and the number of residents using the bicycle surgery.
- 10.12. The TPC will compile a summary report outlining the results of the multi-modal survey and Travel Plan review. The report will also incorporate results of on-going monitoring throughout the preceding period. This report will be provided to SCC, IBC and most importantly the residents of Stoke Quay so they can see the results of the surveys and also enable promotion of the Travel Plan and its measures.

Remedial Measures and Triggers

- 10.13. After each multi-modal travel survey the TPC will assess if the targets, as previously set in **Section 8**, are being achieved for each of the modes of transport. Should the targets not be to the principles of SMART then a review of achievable, realistic targets will be undertaken and submitted to IBC/SCC, with supporting evidence to be agreed.
- 10.14. In case of any of the agreed targets are not being met after the 1st year and 3rd year travel surveys the TPC will analyse the situation and contact residents (e.g. issue a travel questionnaire and request feedback on what restricts people from using more sustainable modes of transport and in the case of this site, what would help them to avoid single occupancy vehicle trips), to further promote the Travel Plan.
- 10.15. In case of the agreed targets are not being met after the 3rd multi-modal survey, the monitoring of the Travel Plan will be extended for a further year with new achievable targets and new measures being agreed by IBC and SCC. A new multi-modal survey should then be undertaken at the end of the extension period to assess if the targets were met.
- 10.16. If the targets are still not being met, trigger actions are set to implement remedial measures to finally meet the previous targets. Example remedial measures and triggers are summarised in **Table 10.1**.

Table 10.1 – Triggers and Remedial Measures

Target	Trigger	Remedial Measures
Vehicle reduction targets	If the reduction of car trips and increase in sustainable travel habits is not met at the 3 rd anniversaries of the first multi-modal survey.	Personal Travel Planning will be offered to all households to promote personalised, reliable, economic and sustainable routes to travel from the development for residents. Provide a new round of bicycle / bus vouchers to promote better use.
Car Club Usage	Monthly usage of the Car Club is averaged at less than 25%	Undertake marketing campaign for improved membership and offer incentive for members to utilise the service to maximise the potential for the Car Club to remain beyond the monitoring period.

10.17. The cost for providing these additional measures for the Travel Plan extension shall be fully funded by GHA.

11. SUMMARY

- 11.1. This Travel Plan seeks to improve sustainable travel to and from the residential development known as Stoke Quay located to the south of Ipswich Town Centre.
- 11.2. This full Travel Plan has been finalised and updated with current information on the Stoke Quay site and the surrounding transport network, as well as setting the targets for the remaining two years of monitoring.
- 11.3. Genesis Housing Association is committed to fund the Travel Plan and the measures set out within as well as the role of the Travel Plan Coordinator, which will be provided by Smarter Travel (Richard Jackson Ltd).
- 11.4. The Stoke Quay development is well located for several amenities that would be typically be travelled to daily and is within easy walking or cycling distance to both the town centre and train station. Bus services can be easily reached and regular services to the town centre and train station, amongst other destinations, are available.
- 11.5. 2011 Census data has provided a modal split of travel options used by local residents and it has highlighted a need to promote mainly cycling and car sharing as the most feasible travel options that could replace single occupancy car travel. The Transport Assessment that supported the original planning application presented a base level of expecting local traffic movements on the road network. Any reduction over that expected would highlight the provision of a development in a sustainable location and supported by an appropriate Travel Plan can provide benefits than what would be seen otherwise.
- 11.6. Through discussions with the Travel Plan Officer and from the SCC guidance on Travel Plans, the targets for improving modal shift towards more sustainable means should be against that used in the TA supporting the original planning application and census data for the local area. It is therefore considered appropriate to revise the targets that reflect the objectives set out herein, for this Travel Plan as follows:
 - Reduce weekday peak hour car travel to/from Stoke Quay by 10% within one year of the implementation of the Travel Plan when compared to **Table 8.3**.
 - Reduce weekday peak hour car travel to/from Stoke Quay by 15% within three years of the implementation of the Travel Plan when compared to **Table 8.3**.
 - Increase the total percentage total of residents who travel by sustainable travel modes by 10% within three years of the implementation of the Travel Plan when compared to **Table 8.1**.
- 11.7. The surveys undertaken in November 2017 has identified that the above targets on car trips and modal split against that seen in the original planning application and 2011 Census data for the area, have been exceeded on this Stoke Quay development and can be appropriately deemed to be a success in sustainable travel terms.

11.8. This Travel Plan seeks to support the high level of sustainable travel habits by Stoke Quay residents through the implementation of the following measures:

- Provide new residents access to a Travel leaflet with maps and information to promote to them from the outset the sustainable travel options available;
- Setup and maintain a website and Social Media feeds dedicated to promoting sustainable travel to residents of Stoke Quay and provide suitable direct links to informative third party websites for each mode of travel;
- Provide a Travel Plan Coordinator to manage, promote and facilitate the Travel Plan and its measures. Residents will be able to have a contact that can then support and work to support their change of travel;
- Provide free bicycle security registering kits to residents that request them;
- Provision of promotional travel umbrellas, public transport ticket holders and high visibility snap bands;
- Investigate the potential to set up a 'Cycle Buddy' scheme for budding cyclists;
- Provide an annual 'bike surgery' for free bicycle safety checks;
- Promote the onsite Car Club operated by 'Co-Wheels';
- Promote the car sharing website managed by Suffolk County Council and investigate the potential to set up a private group for Stoke Quay residents; and
- Provide residents the opportunity to have Personal Travel Planning to a regular destination from Stoke Quay.

11.9. The Travel Plan Coordinator will undertake further multi-modal travel surveys at year three after the initial survey undertaken in October 2016 to ascertain the effectiveness of the Travel Plan and its measures in retaining a low-level of car trips. The Travel Plan will be updated and amended accordingly at each anniversary of the first multi-modal travel survey.

11.10. If the agreed targets are not met by the third year, the monitoring will be extended by a further year at which point the Travel Plan and its responsibilities will be passed to local group to be continued to be managed beyond that point.