



WILLOWBROOK RESIDENTIAL TRAVEL PLAN – Year 5 (2025) Monitoring Update

Willowbrook, The Street, Bramford, Suffolk

Client: Hopkins Homes Ltd

July 2025 (Rev F)

Project No: 80024

Document Review Sheet: -

Original Document
prepared by: -

Raymond Long BSc (Hons) IEng MCIHT MICE
on behalf of Smarter Travel Ltd

Date: -

3rd August 2018

Original Document
checked by: -

Heidi Pearson BA (Hons) AMCIHT
on behalf of Smarter Travel Ltd

Date: -

3rd August 2018

Original Document
Approved by: -

Heidi Pearson BA (Hons) AMCIHT
on behalf of Smarter Travel Ltd

Date: -

3rd August 2018

Document Status

DRAFT



FINAL



Revision Status

Issue	Date	Description	Prepared	Checked	Approved
A	17.10.18	Revised voucher offering as requested and agreed with SCC.	HP	RNL	RNL
B	08.09.20	Updated with baseline monitoring.	LG	DDP	RNL
C	08.12.20	Revised in accordance with SCC comments.	HP	RNL	RNL
D	20.09.21	Updated following first anniversary monitoring.	HP	RNL	RNL
E	17.10.22	Updated following the second anniversary monitoring.	CC	HP	RNL
F	13.07.23	Updated following the third anniversary monitoring.	EC	OCS	MJD
G	22.07.24	Updated following the fourth anniversary monitoring.	EE	DDP	MJD
H	09.07.25	Updated following the fifth anniversary monitoring.	DDP	LL	EE

This document has been prepared for the sole use of Hopkins Homes, is copyright and its contents should not be relied upon by others without the written authority of Smarter Travel Ltd. If any unauthorised third party makes use of this report, they do so at their own risk and Smarter Travel Ltd owe them no duty of care or skill. All information provided by others is taken in good faith as being accurate, but Smarter Travel Ltd cannot, and does not, accept any liability for the detailed accuracy, errors or omissions in such information.

Contents:-

1. FOREWORD	2
2. INTRODUCTION	4
3. POLICY CONSIDERATION.....	5
4. EXECUTIVE POLICY STATEMENT	6
5. LOCAL ACCESSIBILITY AUDIT.....	7
6. WILLOWBROOK DEVELOPMENT	15
7. TRAVEL ASSESSMENT.....	16
8. RESIDENTIAL TRAVEL PLAN MEASURES.....	19
9. MANAGEMENT AND MONITORING	23
10. MONITORING DATA	26

Figures

- Figure 1 Site Location (Within report text)
- Figure 2 Local Accessibility Plan

Appendices

- Appendix A Development Layout
- Appendix B Local Cycle Map
- Appendix C Local Bus Timetables
- Appendix D TRICS Data
- Appendix E Travel Plan Measures Action Plan
- Appendix F Residential Travel Questionnaire 2025
- Appendix G ATC Data 2025
- Appendix H Manual Count Data 2025

1. FOREWORD

- 1.1. Smarter Travel Ltd (ST Ltd) has been appointed by the Developer – Hopkins Homes - to manage, monitor and promote the residential Travel Plan (TP) for the development of land off The Street, Bramford, Suffolk (known as Willowbrook). The development scheme is for 130 residential dwellings (35% of which are classed as 'Affordable Homes' or 'Shared Ownership' operated by Orbit Homes).
- 1.2. The provision of this updated TP is to continue to oblige Section 8 of the Third Schedule of the Section 106 Agreement associated with planning approval Ref: 2986/15 with Mid Suffolk District Council (MSDC). The layout of the development is included in **Appendix A**, which also includes the accommodation schedule, which indicates bedroom numbers and an approximate number of residents upon completion (approximately 186 residents). At the time of this TP update, the development was fully occupied.
- 1.3. A TP 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.
- 1.4. During the monitoring period, the Travel Plan Coordinator (TPC) has been responsible for promoting, managing, and monitoring the success of the TP and report to Suffolk County Council (SCC) for the monitoring period of five years from the first multi-modal travel survey which was undertaken at approximately 65% dwelling occupation (85th dwelling) of the development. The monitoring period is complete as of the 2025 surveys, and the TPC will remain in post until the 31st October 2025. The principal target to have a 10% shift towards sustainable travel from the initial assessment of vehicular travel in the local area has not been achieved, likely due to the rural location of the development and limited access to key employment areas and local amenities by means of safe active travel routes and frequent public transport options.

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 annually 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. **"Travel Survey"** means a standardised vehicular survey undertaken annually with manual observations at each principal access point to identify the modes of travel used by the residents and to determine vehicular generation of the development supplemented by multi-modal and postal / online surveys, where required.
 - iv. **"Travel Plan Review"** means an update of the TP annually and including the results and analysis of the "Travel survey" indicating how the "Travel Plan" is performing and updating the document as necessary to reflect changes in the 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 the site with an aim to reduce private car usage in favour of sustainable modes. This time period is set out as five years after 65% 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 TP. For the proposed development, this is SCC.

2. INTRODUCTION

- 2.1. This document provided the basis from which to refine, expand and develop the TP and promote the objectives within it and has been updated annually, following each annual monitoring period.. The travel surveys have been used to help update objectives and measures set out within this TP..
- 2.2. The development is wholly residential and therefore, the TP has been an important tool in helping to deliver sustainable communities. The aim was to bring several 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 better car usage, such as car sharing and using car clubs, where appropriate. This aided 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 with reference to the SCC Travel Plan guidance (as applicable at the time of implementation) 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 DfT document “*Smarter Choices – Changing the Way We Travel*” (2005) 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 TP 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 DfT guidance identifies that the provision of a TP 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) was applicable at the time of implementation of this TP which set 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. Hopkins Homes Ltd have 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 no shorter than the date of the approval by MSDC and SCC of this full version of the TP to five-years post 65% occupation. The monitoring period is therefore concluded with the 2025 surveys and this TP update, with the TPC remaining in post until 31st October 2025.
- 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 MSDC and SCC within two months.

<i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i>
Name: Elizabeth Evans
Company: Smarter Travel Ltd
Telephone: 01603 230240 (Mon – Fri; 0900-1700)
Email: Willowbrook@SmarterTravel.uk.com
Website: SmarterTravel.uk.com/willowbrook
Date: July 2025
On behalf of: Hopkins Homes Ltd

5. LOCAL ACCESSIBILITY AUDIT

Site Location

- 5.1. Willowbrook is located within the northern side of Bramford and northwest of the town of Ipswich. The site is bounded to the north and east by agricultural land, to the south by existing dwellings and to the west by The Street (B1067).

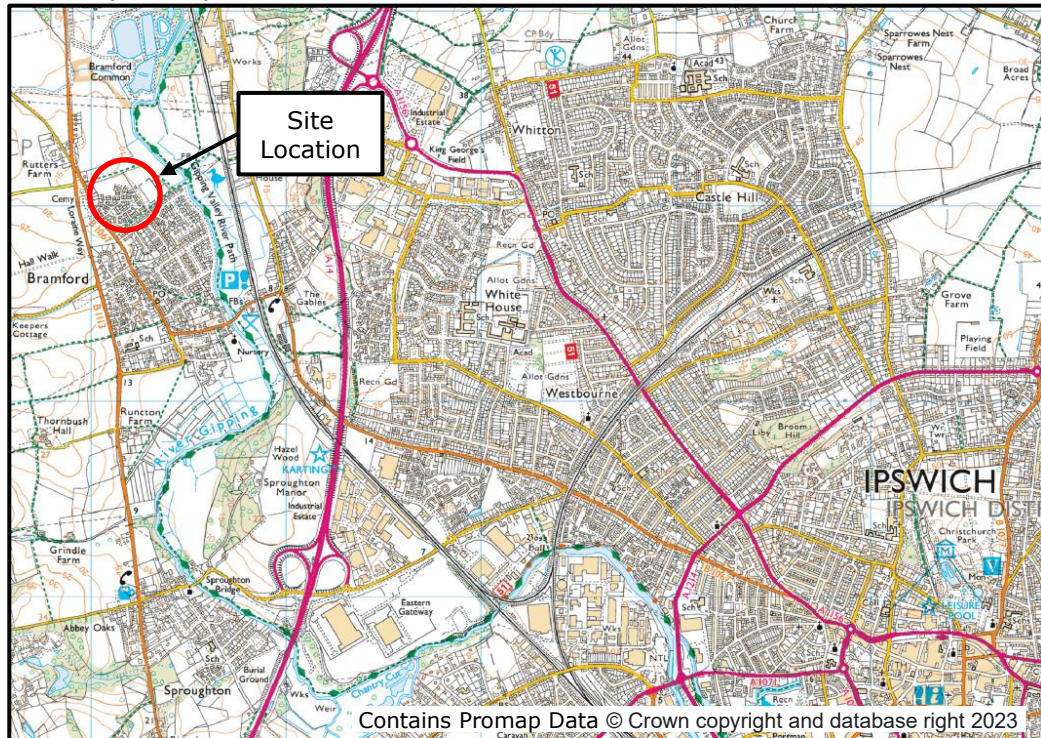


Figure 1 – Site Location

- 5.2. The vehicular access to the site, Stoddart Road, is directly off The Street which is located on the western side of the site. The main access for all modes is via The Street with Public Right of Ways (PRoW) connections off The Street 200m to the north and 100m to the south of the site access. The Street is subject to a 30mph speed limit in the vicinity of the site and serves mainly residential areas.
- 5.3. The B1067 connects with the centre of Bramford (0.7km distance) to the south and the centre of Ipswich (5.7km distance) to the southeast, with further connections to Bury St Edmunds (39km distance north), Colchester (27km distance to the southwest) via the A14 and A12 respectively. Felixstowe is also located 26km to the east of Bramford.

Pedestrian and Cycle Network

- 5.4. The site is well connected for pedestrians and cyclists with direct access from Stoddart Road to The Street, which leads to the B1067 to Ipswich and the B1113 to Sproughton, Great Blakenham and Claydon.
- 5.5. The site is located close to key local amenities in Bramford as detailed in the following paragraphs. Generally, the footways are accessible enough to cater for pedestrian movement especially along the B1067 with provision of a continuous existing footway on its eastern side. The footway route also includes footway lighting, where highway street lighting is not available to Ipswich. There are adequate walking routes to the nearest primary school (Bramford C of E Primary School) in Bramford and cycling routes to the nearest secondary education school (Wetsbourne Academy) in Ipswich utilising on-road cycling within 30mph speed limits.
- 5.6. On-road Regional Cycle Route 48 utilises the B1067, to connect Bramford with the Westbourne area of Ipswich. A local cycle map is included in **Appendix B** for reference. The Regional Cycle Route connects with the National Cycle Route 51, linking Felixstowe with Cambridge, via Ipswich, at Shakespeare Road near to The Beeches Community Primary School. Locally the National Cycle Route connects with the centre of Ipswich with the major employment areas such as the docks, marina, University Campus Suffolk, Ipswich Hospital, Warren Heath business park, and Martlesham Heath.

Public Transport

- 5.7. The closest current bus stops to Willowbrook are located as follows:
- Bramford (adjacent/opposite) 'Cemetery' stops on The Street, approximately 100m north of the site access.
 - Bramford (adjacent/opposite) 'Acton Road' stops on The Street, approximately 225m south of the site access.
- 5.8. The bus stops at the Cemetery and Acton Road are standard flagpole stops with footway waiting areas.
- 5.9. **Table 5.1** below presents the regular most up to date services which run along The Street (B1067) with timetables included in **Appendix C**. Bus services had dramatically reduced since the Interim TP, which has discouraged residents from using public transport as the bus frequency was hourly, providing a good commuter service to Claydon and Ipswich. Additionally, the local bus operator has changed three times since the Interim TP. School bus services have also reduced during the monitoring period and the TPC has received several emails from residents complaining about the lack of suitable local bus services.
- 5.10. A new bus service operated by Ipswich Buses on route 8B commenced in April 2024, providing an hourly connection between the Angle Road southbound stop and Ipswich, operating in a circular route around Bramford, Monday to Saturday.

Table 5.1 – Nearest Local Bus Services

Operator	Service	Frequency
Mulleys Motorways	Ipswich – Bramford – Sroughton – Bramford – Cross Green (No. 111)	Mon to Sat: 4 Departures, 2 Arrivals
	Bildeston – Somersham – Ipswich (No. 111A)	Mon to Sat: 1 Departure (1711)
Ipswich Buses	Ipswich – Sroughton – Bramford – Claydon High School (No. 988)	Mon to Fri: 1 Departure (0759) 1 Return (1505)
First Bus	Ipswich – Sroughton – Bramford – Claydon High School (No. 989)	Mon to Fri: 1 Departure (0807) 1 Return (1505)
Ipswich Buses	Ipswich – Sroughton – Bramford (No. 8B)	Mon to Sat: Hourly (0736 - 1841)

*Correct as of July 2025

- 5.11. Up to date timetable information for each bus route can also be obtained via the websites of each operator or via Traveline website. Links to updated timetables have been promoted to residents through the annual newsletters and Travel Plan webpages.
- 5.12. There are discounts available for 16-19 year olds of at least 25% off the full adult fare via the Endeavour card. Further concessionary fares are also available for 5-15 year olds. Further information is included on the Travel Plan webpages for Willowbrook.
- 5.13. Community transport options are also available to residents that may have need for these services. Connecting Communities operate in the area offering those that cannot access local public transport a way to link with bus/train routes that are easily accessible and further information can be found via their website (communities.suffolkonboard.com/book-a-journey/). Community transport options such as this have been highlighted to residents through the Travel Welcome Pack and TP Website.

Train Services

- 5.14. Ipswich Train Station is located at approximately 6.1km distance from the centre of the site. Although the station is located approximately 21 minutes cycle time from the site, it is still expected that some of the residents of the development could still commute to work by train and travel there via a bicycle. Services can be boarded to the destinations shown on **Table 5.2**.

Table 5.2 – Local Rail Services (as of July 2025)

Destination	Frequency – Daily services		
	Weekdays	Saturdays	Sundays
Cambridge	Every hour	Every hour	Every hour
Felixstowe	Every hour	Every hour	Every hour
Lowestoft	Every hour	Every hour	Every hour
Colchester - London Liverpool Street	3 per hour	3 per hour	2 per hour
Norwich	Every 30 mins	Every 30 mins	Every hour
Peterborough	Every 2 hours	Every 2 hours	Every 2 hours

Source: greateranglia.co.uk

- 5.15. Engineering works can often take place at weekends and during holiday periods, particularly on Sundays and public holidays, so users are recommended to check times before travelling.
- 5.16. Intermediate stations and interchanges such as Chelmsford, Colchester, Ely, Stowmarket, Woodbridge and occasionally Harwich can also be reached directly from Ipswich.
- 5.17. The station provides sheltered cycle storage for 200 bikes, with 106 of these cycle spaces located in a secure compound. Further, 494 car parking spaces are available for commuters, with 24 accessible spaces. Electric vehicle charging points are available in the nearby car parks which will be useful to those considering the change to electric vehicles or who already own an electric vehicle. The station offers step free access to all platforms via lifts.
- 5.18. The National Rail Enquiries website (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.
- 5.19. Commuters travelling from Ipswich to London (terminals), for example, can purchase season tickets at a current cost (July 2025, Greater Anglia) of:
- 1 week £214.80
 - 1 month £824.90
 - 12 months £8,592.00

- 5.20. Flexible season tickets are also available for 8-days travel within a 28-day period. From Ipswich to London, the current cost (July 2025) is £659.80.
- 5.21. Non-commuters can also obtain various rail discounts via railcards (i.e. 16-25s, 26-30s, Two Together and Family & Friends).
- 5.22. Overall, services to London Liverpool Street and intermediate destinations along this route are excellent throughout the week. Cambridge and Norwich are also well served by frequent trains with a long daily service period.
- 5.23. A review of 2011 Census data for the Bramford area showed that the use of the train was very low for commuter purposes all of which were to London. This is discussed further, later in this TP.

Local Amenities

- 5.24. 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. T DfT's document LTN 1/20 (5.1.3) "Cycle Infrastructure Design" recommended that an average cycling speed of 20mph can be assumed
- 5.25. Although also superseded by the NPPF, 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."*
- 5.26. Focusing upon the site, **Table 5.3** below presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site (correct as of July 2025).

Table 5.3 – Local Amenities

Amenity	Location	Distance from the site	Walking / Cycling time
Sports Facilities	Bramford Bowls Club, Acton Road, Bramford, IP8 4HU	0.6km	8 mins / 2 mins
Post Office	Bramford Post Office, The Street, Bramford, IP8 4EB	0.6km	8 mins / 2 mins
Convenience Store	Co-op, The Street, Bramford IP8 4DU	0.6km	8 mins / 2 mins
Public House	The Bramford Cock, The Street, Bramford, IP8 4EB	0.7km	9 mins / 2 mins
Primary School	Bramford CEVC Primary School, Duckamere, IP8 4AH	1.0km	13 mins / 4 mins
Place of Worship	St Mary the Virgin Church, Bramford, IP8 4AT	1.2km	16 mins / 4 mins
Nursery	Jigsaw Pre-school, Church Lane, Sroughton, IP8 3BB	2.7km	9 mins (cycling)
Supermarket	Morrisons, Sroughton Road, Ipswich, IP1 5AQ	3.1km	10 mins (cycling)
Secondary Education	Westbourne Academy, Marlow Road, Ipswich, IP1 5JN	3.3km	11 mins (cycling)
Doctors	Cardinal Medical Practice, Deben Rd, Ipswich, IP1 5EN	4.0km	13 mins (cycling)
Dentists	Bridge House Dental Practice, Norwich Rd, Ipswich, IP1 4HA	4.3km	14 mins (cycling)

5.27. In conclusion, the development is well situated for a number of amenities which are accessible on foot, bicycle or by bus. Further to this the site is located approximately 5.9km from Ipswich Town Centre where further amenities are located. **Figure 2** shows the location of most of the amenities noted above.

- 5.28. The good range of amenity provision in the area should help influence the residents to use more sustainable modes of transport to travel locally, reducing the impact of the development.

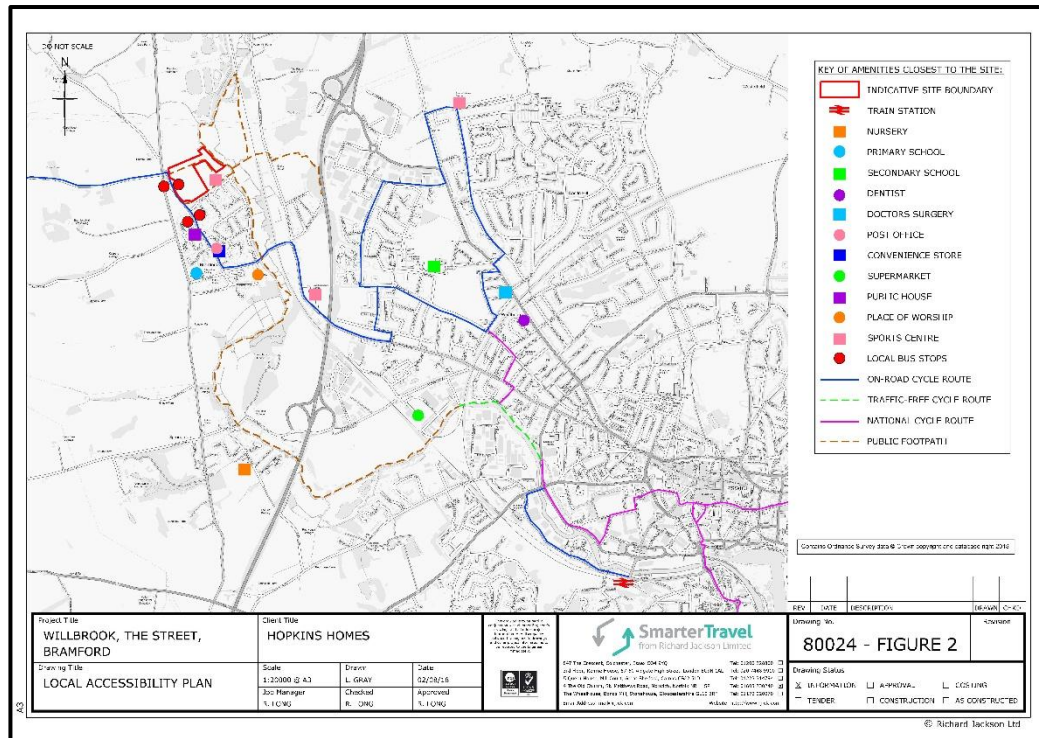


Figure 2 – Local Accessibility Plan

Barriers to Sustainable Travel and Accessibility

- 5.30. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:
- Lack of knowledge of potential car sharing opportunities;
 - Train services located in excess of 5km at Ipswich for onward connections to large employment locations such as Cambridge and London;
 - Poor bus services to employment areas such as Ipswich;
 - Perceived accessibility on bicycle to Ipswich Town Centre and surrounding employment areas;
 - Perceived quality of facilities (shelters / seating etc) at bus stops.
 - Limited or cancelled bus services to schools and colleges within the rural areas.
- 5.31. 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)

- 5.32. During the monitoring period, an annual inspection has been 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 have been reported to the relevant department at the Local Authority for remediation and included in monitoring reports or TP reviews.
- 5.33. Currently there are no significant maintenance issues off-site in the locality that would detrimentally affect promoting sustainable travel to residents. The SCC Highways Reporting Tool has been promoted on the TP webpages to residents as a prompt way to identifying issues to the Highway Authority.
- 5.34. During the latest site audit (Thursday 8th May 2025) it was noted that road surfaces throughout the village and along the B1067 to Ipswich continue to be poorly maintained, as also noted in September 2022 and March 2024. These issues have been previously reported online through the Suffolk Highway Reporting Tool.
- 5.35. The new 8B bus service operated by Ipswich Buses commenced in April 2024, providing more frequent and convenient public transport to Sproughton and Ipswich. During the latest site audit, the TPC noted that there was direct footway access to the closest bus stop for the new route; Acton Lane on The Street. This is of significant benefit to Willowbrook residents as it provides a convenient, accessible alternative to driving.

6. WILLOWBROOK DEVELOPMENT

- 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 "Bramford & Blakenham" has given a breakdown of the number of people living per dwelling: 2,524 people living in 1,766 households. Using this data, it has been forecasted that a development of 130 residential dwellings has the potential to accommodate approximately 186 people.
- 6.2. The illustrative layout produced by the Developer's architect, is included in **Appendix A** of this TP.

Access

- 6.3. The main access to the development is from The Street to the west of the site boundary, leading to Stoddard Road. This access is suitable for all modes

Car & Cycle Parking

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

Annual Inspection (on-site)

- 6.5. 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.
- 6.6. At the time of the latest site audit (Thursday 8th May 2025) there were no on-site issues to report. However, the TPC noted that there appeared to be two pathways formed in eroded grassland leading north to a field containing an existing Public Right of Way. Dog walkers were observed using the informal pathways during the site audit. There also appeared to be a gap formed in the hedge leading west to the footway on The Street and the grass has been partly eroded.

7. TRAVEL ASSESSMENT

- 7.1. Prior to occupation the potential vehicular and non-vehicular generation of the development was estimated and is summarised below. This information is included in **Appendix D**, using TRICS data. The original Transport Assessment data was not available to determine what was used in the planning application, therefore a new TRICS data assessment was prepared to support the Interim TP.
- 7.2. The development would have the potential to generate, without a TP, approximately 63 two-way vehicle movements during AM peak hour, 54 two-way vehicle movements during PM peak hour. Over a 12-hour period the development could generate 527 two-way movements.
- 7.3. Further to this, the 2011 Census Statistics have been used to understand the current travel modes and typical work destination for existing residents, these have been used to provide an estimate of typical travel modes that would be utilised from Willowbrook.
- 7.4. The April 2011 Census Statistics – WU03EW – Location of Usual Residence and Place of Work by method of travel to Work for Mid-Suffolk 012 (Middle Super Output Area), which includes the site, is summarised in **Table 7.1**.

Table 7.1 – Method of Travel to work - 2011 Census

Mode of Transport	Number of commuters	Percentage	Main/Secondary Destination Preference
Work at or mainly from home	0	0.0%	N/A
Train	23	0.8%	London / Chelmsford
Bus	125	4.6%	Ipswich / Claydon / Gt Blakenham
Taxi or minicab	4	0.1%	Ipswich
Driving a car or van	2156	79.3%	Ipswich / Stowmarket Area / Felixstowe
Passenger in a car or van (car sharing)	145	5.3%	Ipswich / Stowmarket Area
Motorcycle, scooter or moped	33	1.2%	Ipswich / Stowmarket Area
Bicycle	80	2.9%	Ipswich / Claydon
On foot	153	5.6%	Bramford / Claydon
<i>Total commuting</i>	<i>2719</i>	<i>100.0%</i>	

- 7.5. The table demonstrates that from the Bramford area 8.5% of the commuting was undertaken by cycling and walking, and a further 5.4% of the commuting was undertaken by using public transport.
- 7.6. It is also apparent from the data that the majority of residents within the Bramford area, approximately 44% of all single occupancy car movements shown above, commuted by private car (on their own) to a workplace within

the Ipswich area, which was typically within cycling distance and could be accessed by bus. The promotion of car sharing, bus travel, cycling and walking has therefore been considered to be the key mode of travel for this development location. According to the Census data, majority of car trips were to the town centre, southwest town centre, Westbourne and the Warren Heath area (in that order).

Objectives

- 7.7. There are a number of objectives that the implementation of this TP intended to help fulfil. The main objectives of the residential development have been to:
- Reduce the use of single occupancy vehicles through raising awareness of alternative travel modes available – especially for those working in the Ipswich area;
 - Reduce the traffic generated by the development to a lower level of car trips than would be predicted for the site without the implementation of the TP;
 - Promote healthy lifestyles and sustainable, vibrant local communities;
 - Accommodate those journeys that *need* to be made by car, such as those with modified vehicles for disabilities, or those who require a vehicle for work; and
 - Assist in addressing specific problems that prevent people with limited mobility from gaining access to key amenities and travel modes.

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" TP targets agreed in the Interim TP 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:
- Reduce the peak hour vehicular movements shown in **Chapter 7** by 10% within one year of the implementation of the full TP (65% occupation).
 - Reduce the peak hour vehicular movements shown in **Chapter 7** by 15% within three years of the implementation of the full TP.
 - Reduce the 12-hour vehicular trips shown in **Chapter 7** by 10% within three years of the implementation of the full TP.
 - Retain the level of vehicular trips at the third year of the TP monitoring period at the final year of monitoring.

- 7.10. Additional “aim-type” targets that are not directly related to travel mode are as follows:
- 30% 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.
 - 15% of the dwellings of the development should have requested either their bus ticket or bicycle voucher.
- 7.11. 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 Travel Plan measures and therefore aid in meeting the “aim-type” targets and the principal objectives of the TP.

Remedial Measures and Triggers

- 7.12. After each travel survey the TPC assessed whether the targets were 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 would be undertaken and submitted to the Local Authorities with supporting evidence to be agreed.
- 7.13. As the agreed targets were not being met after the first and third year travel surveys, the TPC analysed the situation and contacted residents via the annual surveys to request feedback on what prevents people from using more sustainable modes of transport and in the case of this site, what would help them to avoid single occupancy vehicle (SOV) trip. The feedback was then reported to the Council and the Developer via the TP updates to ensure key stakeholders were aware of residents’ barriers to sustainable travel.

8. RESIDENTIAL TRAVEL PLAN MEASURES

8.1. The timescale for the implementation of measures is presented in a table included within **Appendix E**. The table details when measures were expected to be implemented and completed throughout the agreed monitoring period.

8.2. A TPC has been appointed prior to any occupation of the site to manage, review and monitor the TP. Contact details are set out in **Chapter 4** with the responsibilities and appointment of the TPC are detailed in **Chapter 9**.

On-site Accessibility

8.3. It is essential to ensure that pedestrian and cycle routes are safe and accessible. The site layout is designed to respect the permeability for pedestrians and cyclists. The provision of public open space within the site and direct access to The Street provides a good permeability through the site for pedestrians and cyclists. Also, the routes within the site are well defined and easy to follow.

8.4. The Developer has ensured that the development has provision for good internet connectivity and availability. This will continue to aid in encouraging home deliveries and working from home, where possible.

8.5. Through direct communication channels from residents to the TPC, as well as personal site audits, any maintenance issues identified with constructed pedestrian/cyclist routes on site have been identified to the Developer or SCC (as applicable) to be rectified, and will continue to be raised by residents once the TP monitoring period ends.

Public Transport

8.6. An up to date schedule of bus and rail services, within the surrounding area of the site, including route information and service frequencies has been available to the residents of the site throughout the monitoring period (see **Marketing and Promotion**). The use of smartphone apps and mobile technology has been promoted so residents can access up to date bus timetables.

8.7. The TPC has liaised with bus operators and SCC, where appropriate, to ensure that issues raised regularly by residents are considered by the operators if and when necessary, so that the potential use of public transport is maximised.

8.8. Residents have also been made aware of the seasonal discounts of fares that are currently available for buses and train services through promotional links to relevant websites, through the Willowbrook travel webpages and Smarter Travel social media accounts.

8.9. Each dwelling has been provided the opportunity to gain 8 x 1-week bus travel tickets with local bus services. This was promoted through a "Travel Welcome Pack" that each residential dwelling would have been issued, within 2 weeks upon moving into their property. Reminders were sent out in newsletters distributed biannually and annual travel surveys promoted to all occupied households.

Walking

- 8.10. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within Bramford and further to parts of Ipswich. However, the TPC will liaise with the relevant authority to highlight any maintenance issue if and when necessary.
- 8.11. The residents have been provided information on pedestrian routes from the site to relevant local amenities within the Travel Welcome Pack.
- 8.12. For those less able to travel by bus or bicycle, active travel vouchers have been provided to those that request it as an alternative to the bus tickets. This voucher was for a value of £150 with an online retailer and could be redeemed on items such as waterproof clothing or rucksacks.
- 8.13. The TPC had meetings prior to 2023 with the local Primary School to encourage any pupils living on the Willowbrook development to walk to school. It was established at the time that there were no pupils living within Willowbrook attending Bramford Primary School.
- 8.14. However, each dwelling had been given the opportunity to request a reflective equipment pack, ideal for children walking or cycling to and from school. This was promoted in the Travel Welcome Pack.

Cycling

- 8.15. The multi-modal surveys provided information about the number of trips made from the development by bicycle. This mode of travel has been underrepresented in the area for travelling to/from Ipswich and could be improved with better connected infrastructure in the local area.
- 8.16. The TPC has periodically liaised with the relevant authority to ensure that local cycle routes are properly maintained, should residents provide information on issues. The residents will continue to be provided with information and advice concerning appropriate cycle routes from the site to relevant regular destinations via Personal Travel Planning until the end of the TPC duties (see **Marketing and Promotion**).
- 8.17. Residents were able to redeem £150, per household, from the Developer for cycling equipment from an online retailer or similar) or a local bicycle store. The voucher could be used for walking or cycling equipment. It has been clearly explained within the Travel Welcome Pack how the £150 could have been obtained via completing the Initial Travel Survey.
- 8.18. During September 2022, a door knocking event was due to take place, along with a survey and bike servicing vouchers to be handed out. This was downscaled due to the passing of the late Queen Elizabeth II. The team instead hand delivered a letter of information on Smarter Travel with contact information and the cycle service voucher instead, which had a 6-month redemption period.
- 8.19. Where and when appropriate, an annual bicycle service voucher or on-site bicycle service mechanic was made available to residents.

Car Sharing

- 8.20. Car sharing represents a relatively convenient alternative form of car travel and potential exists to continue reducing the total private mileage of the residents.
- 8.21. The TPC will promote Liftshare, the UK's largest car sharing platform (liftshare.com/uk), to provide opportunities to car share with residents from the surrounding areas. Residents have been made aware of the car share platform and encouraged to make use of the information it contains from the outset of this TP.
- 8.22. Residents have been made aware of the car sharing scheme via the Travel Welcome Pack, social media, the Willowbrook TP webpages and through biannual newsletters.
- 8.23. A paid Facebook campaign was undertaken in April 2022. The then Suffolk Carshare (part of Liftshare) was promoted to residents of Suffolk, the advertisement reached 7,752 people and there were 123 clicks through to the car sharing website.

Marketing and Promotion

- 8.24. The TPC provided training to the Willowbrook sales staff of the Developer on the aims and objectives of the TP as well as the incentives available to residents. Posters were provided so that sales staff can visually show the sustainable travel options available to them.
- 8.25. 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 was provided with a Travel Welcome Pack within the first few weeks of first occupancy that will direct residents to the development TP website and social media for travel related information and contact details of the TPC. A survey of current intended travel habits was also included within the Travel Welcome Packs to ascertain very early indications of travel behaviour change.
- 8.26. Travel webpages were created specifically for the residents via SmarterTravel.uk.com/Willowbrook that provides 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 (in Travel Welcome Pack);
 - Links to the social media pages and 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 mobile app service (explaining what buses and train services, can be taken to access facilities);
 - Cycle and pedestrian route maps (in Travel Welcome Pack);
 - Marketing for the Liftshare 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.
- 8.27. The TPC will continue, through the use of social media and other marketing materials for the development including a biannual newsletter, to promote the use of sustainable travel and any nationally promoted travel days such as national bike week, until the end of their duties.
- 8.28. It was recommended that the TPC undertake promotional events at the following times to increase awareness of the TP. Intended minimum events were as follows:
- Regular marketing to highlight travel webpages, social media and cycle voucher / bus ticket promotion as well as Personal Travel Plans and merchandise.
 - At 65% occupation a newsletter was issued to residents, along with free bicycle repair kits, containing a puncture repair kit and basic tools.
 - At 100% occupation, an on-site door knocking event with bike servicing vouchers to each dwelling had taken place.
 - First year summer postal / online survey with an incentive for respondents – completed.
 - Third anniversary summer postal / online survey with an incentive for respondents – completed.
 - General social media content to engage with residents and provide information directly on sustainable travel.
 - Biannual newsletters in Spring and Autumn with any updates to public transport services, local events and other travel related information.

Personal Travel Planning

- 8.29. The TPC will provide Personalised Travel Planning to residents who request it until the end of their duties. Residents have been made aware of this scheme by information provided on the travel webpages, promotional events and via marketing media issued to them. They can also contact directly the TPC through details given in this TP.

9. MANAGEMENT AND MONITORING

- 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 is 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 **Chapter 4**.
- 9.3. The TP has been managed for a minimum duration of five years as part of the monitoring cycle, commencing at 65% occupation. The TPC has been funded by the Developer from appointment prior to first occupation and for the five-year monitoring period (commencing at 65% occupation, concluding in 2025).
- 9.4. The TPC has taken 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 annual visits to the site and presents the ideals of the TP to the residents and oversees the monitoring and reporting of the TP to the Local Authority.
- 9.5. The TPC provides Personal Travel Planning (PTP) to residents of this development. This service will be provided on demand and be available within 10 working days of residents' requests.
- 9.6. The TPC has ensured that structures for the ongoing management of the plan have been set up and running effectively, and has helped to promote individual measures such as bus tickets, car sharing, etc. This has been undertaken through social media / marketing material, PTP and / or via the development TP webpages.
- 9.7. The TPC has liaised with the public transport operators, highway authority and / or the Developer in order to report any inadequacies in maintenance to maximise the potential use of sustainable travel options.
- 9.8. The TPC has been responsible for the setting up and security of the residential travel database which includes the results of the multi-modal traffic surveys. 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 and compliant with the General Data Protection Regulation 2018 – refer to Smarter Travel Ltd Privacy Policy for more details).
- 9.9. The TP has been reviewed at every completion of the multi modal travel survey, as part of an ongoing five-year monitoring process. The TPC has submitted details of each review to SCC within two months of the completion of the surveys via Modeshift STARS and will repeat the process for this final TP update.

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 was provided within the Travel Welcome Pack that the resident could complete to obtain the £150 cycle voucher or an 8 x 1-week free bus travel.
- 9.11. In order to identify the travel patterns for the residential development, an annual travel survey has been undertaken. This was to analyse how the residents and visitors actually travelled from and to the site when compared to that of the 2011 Census data and that set out in **Chapter 7**.
- 9.12. This mode split of travel was then able to be used to compare the effectiveness of the TP over the monitoring period. The data was also used to identify what further measures, if any, are required to further promote the TP and its objectives.
- 9.13. The results of the surveys were issued to SCC as part of the TP review identifying the progress against the original objectives and targets. If the set targets had not been reached the TPC sought to address and improve use of any mode, which seemed to be underrepresented and where greater utilisation could reasonably be achieved and reported to SCC.
- 9.14. In addition to the multi-modal traffic surveys noted above, the take-up of additional TP measures was monitored to demonstrate the impact of the TP on the residential estate, and to understand which measures were successful. The measures that were monitored included:
- The take up of Personal Travel Planning and response to any follow up surveys;
 - The level of redemption of the free bus travel; and
 - The level of redemption of the cycle vouchers.

Travel Survey

- 9.15. The multi-modal survey/manual count survey were undertaken at a cost to the Developer and were conducted at a similar time of the year to provide a comparative assessment. It was ensured prior to each survey being undertaken that the following circumstances would not affect the outcomes of the surveys:
- School / public holidays;
 - Highway maintenance;
 - Closures on public transport services; and / or
 - Any publicised strike action.
- 9.16. The methodology of undertaking the manual count survey was to have cameras located at the main access points of the development off The Street

and record all movements in and out of the site for a 12-hour period (7am to 7pm). Each year included a 2-week ATC and 12-hour manual count.

- 9.17. The surveys were supplemented with a postal / online survey directly to residents that enabled a more direct questioning of their travel habits and identified measures that could assist in changing their travel habits to more sustainable means. These surveys were undertaken annually. A copy of the latest postal / online survey questions can be found in **Appendix F**.
- 9.18. To maximise the potential for return of postal / online surveys, an incentive was provided for respondents, such as an active travel voucher or shopping voucher. The result of each postal / online survey were issued to the Local Authority via the annual TP reviews.
- 9.19. All online / postal surveys are confidential. No names or addresses shall be passed on to any third party (such as a public transport operator) unless prior approval was given by the participant. The only personal information deemed necessary for the purposes of the TP was as follows:
- Name and address;
 - Age;
 - Telephone number / email address;
 - Whether they have a disability which would affect transport choice;
 - Number and age of any dependants; and
 - Proof of address (if claiming an incentive).
- 9.20. 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. Refer to the Smarter Travel Ltd Privacy Policy for more details.

10. MONITORING DATA

This chapter details the annual monitoring results and compares with the 2011 Census data and Transport Assessment figures to monitor modal shift against the Travel Plan targets.

Baseline (2020)

- 10.1. The baseline manual survey was undertaken on 25th June 2020 which was supplemented by a one-week ATC loop counter (20th – 26th June 2020) to provide the baseline multi-modal and longer period survey data. The loop counter was set up at Willowbrook on the main vehicular access to the site, Stoddart Road. It should be noted that this survey was completed during the COVID-19 pandemic, where the Government effectively encouraged individuals to use single occupancy vehicles.

Year 1 (2021)

- 10.2. The first anniversary manual survey was undertaken on 29th June 2021 (temperature high of 17 degrees) which was supplemented by a two-week ATC loop counter (22nd June 2021 onwards) to provide the first anniversary multi-modal and longer period survey data. The loop counter was set up at Willowbrook on the main vehicular access to the site, Stoddart Road. At the time of monitoring 125 dwellings were occupied.
- 10.3. It should be noted that at the time of monitoring, England was subject to COVID-19 guidance including social distancing measures. It was expected that at this date restrictions would be lifted; however, monitoring was undertaken during a 4-week extension of some restrictions. At this time, face coverings were compulsory on public transport and social distancing was still advised.

Year 2 (2022)

- 10.4. The second travel survey was undertaken on 16th June 2022 (dry weather conditions) which was supplemented by a two-week ATC loop counter (7th June 2022 onwards) to provide the second anniversary multi-modal and longer period survey data. The loop counter was set up at Willowbrook on the main vehicular access to the site, Stoddart Road. At the time of monitoring the site was fully occupied at 130 dwellings.

Year 3 (2023)

- 10.5. The third travel survey was undertaken on the 15th June 2023 (dry weather conditions) which was supplemented by a two week ATC loop counter (12th June 2023 to 25th June 2023) to provide the third anniversary multi modal and longer period survey data. The loop counter was set up at Willowbrook on the main vehicular access to the site, Stoddart Road. At the time of monitoring, the site was fully occupied at 130 dwellings.

Year 4 (2024)

- 10.6. The fourth travel survey was undertaken on the 20th June 2024 (dry weather conditions) which was supplemented by a two-week ATC loop counter (13th to 26th June 2024) to provide the fourth year anniversary multi modal and longer period survey data. The loop counter was set up at Willowbrook on the main vehicular access to the site, Stoddard Road. At the time of 2024 monitoring, the site was fully occupied at 130 dwellings.

Year 5 (2025)

- 10.7. For consistency with previous years, the fifth travel survey of the fully occupied site was undertaken on the 10th of June 2025 (dry weather conditions) for multi-modal surveys and was supplemented by a two-week ATC loop counter (Monday 9th June – Sunday 22nd June 2025) on the Stoddard Road access.
- 10.8. The modal split identified in the 12-hour manual surveys for each year of monitoring is summarised below in **Table 10.1** and can be compared to the 2020 baseline survey, and 2011 Census Data.

Table 10.1 – Modal Split

Mode of Transport	2011 Census	Baseline 2020	Year 1 2021	Year 2 2022	Year 3 2023	Year 4 2024	Year 5 2025
Driver of car or van	79%	70%	76%	70%	73%	70%	73%
Passenger in car or van	5%	17%	9%	16%	15%	17%	15%
On foot	6%	10%	13%	11%	9%	9%	10%
Bicycle	3%	3%	0%	1%	1%	2%	1%
Motorcyclist	1%	0%	2%	1%	1%	0%	0%
Other Modes	6%	0%	0%	1%	1%	2%	1%
Total Travel	100%	100%	100%	100%	100%	100%	100%

Note: Figures have been rounded to the nearest whole percentage for reporting purposes.

- 10.9. **Table 10.1** identifies that there has been a decrease in modal split in relation to driving a car or van when compared to the 2011 Census in the monitoring fluctuating between 70% and 73% between years 2 and 5.
- 10.10. According to the Year 5 dataset, there has been a slight increase in the proportion of walking which also captures bus use (1% of total trips). Car and van trips have risen by 3% in comparison to Year 4 but still remained lower than the 2011 census. The TPC would have expected a slight increase in walking share due to the bus service introduced close to site during the monitoring period, with residents being able to walk to the nearest bus stop, but this does not seem to have had a significant influence on the modal split. The TPC will continue to promote the new bus service, along with active travel, via the Travel Plan webpages and final newsletter in Autumn 2025, to encourage uptake.

- 10.11. It should be noted that 8% of modal share was consumed by LGVs and OGVs in the 2024 data, perhaps due to the play area being constructed to the north of the development, as when the TPC visited in March 2024 it was still under construction. As of the TPC visit in March 2025, the playground had been completed. During the 2025 monitoring period, LGVs and OGVs accounted for 7% of the modal share.
- 10.12. The 2025 ATC and Manual Count datasets can be found in **Appendix G** and **Appendix H**, respectively.
- 10.13. **Table 10.2** below summarises the ATC data in terms of trip rate per dwelling with year-on-year comparison, highlighting the fluctuations in comparison to the TRICS estimate.

Table 10.2 – Two-Way Vehicle Trip Rates

	AM Peak Vehicle Trip Rate	PM Peak Vehicle Trip Rate	12-hour Vehicle Trip Rate
TRICS Data	0.486	0.417	4.056
Baseline (2020)	0.217	0.505	4.524
Year 1 (2021)	0.519	0.540	4.910
Year 2 (2022)	0.507	0.574	4.482
Year 3 (2023)	0.556	0.559	4.822
Year 4 (2024)	0.521	0.568	4.618
Year 5 (2025) Average	0.561	0.590	4.946
<i>Year 5 (2025) Week 1</i>	0.605	0.634	5.028
<i>Year 5 (2025) Week 2</i>	0.517	0.546	4.865

- 10.14. **Table 10.2** shows an increase in trip rates in 2025 when compared to the 2024 monitoring period and are higher than the baseline trip rates collected in 2020 and those of the TA. It should be noted that OGVs have been removed from the dataset to reduce the potential for anomalous data from construction traffic in the early years, then for consistency in later years of monitoring. Further analysis of the 2025 trips rates however shows a significant difference in trip rates between the two weeks of the ATC data with week 2 more consistent with previous years monitoring than week 1, however the cause is unknown.
- 10.15. It is clear from the annual datasets that the target to retain the 2023 vehicular trips by the end of the monitoring period has not been met over the two weeks surveyed in 2025. The second week of data in isolation however indicates that the target would be met for the AM and PM peaks.

Online Travel Survey 2025

- 10.16. To supplement the ATC data and manual count survey, an online survey was conducted to further understand the residents' travel habits. Travel survey invitations were sent via post to all 130 dwellings on 27th May 2025 and a survey reminder was posted and published on social media two weeks later. The survey was live for 4 weeks and was incentivised with a prize draw where residents could win 3 prizes; a £200 Decathlon store voucher, a Closca foldable helmet worth £99 or a £50 Kind Bag voucher.
- 10.17. 11 out of 130 dwellings responded, achieving an 8% response rate. Therefore, it does not meet the target set out in **Chapter 7** to receive a 30% response rate, but following a discussion with SCC, the TPC has confirmed that 30% is an unrealistic target and 8% is closer to the average survey response rate for residential travel surveys.
- 10.18. 3 (27%) respondents claimed a PTP via the 2025 travel survey. A total of 9 residents claimed a PTP in previous years, but overall this does not meet the target set out in **Chapter 7** to receive a 50% uptake in PTPs from the travel survey, which again, is higher than the average for this area and not a realistic target.
- 10.19. All the respondents stated that they had not claimed a Travel Voucher, which may be due to the site having been fully occupied for some time, so vouchers may not have been promoted to them.
- 10.20. 6 (55%) respondents confirmed they have read the Travel Information Pack, which does not achieve the target set out in **Chapter 7**. Of those who had read the Travel Information Pack, 3 (50%) reported the pack to be helpful in making decisions around travel whilst 3 (50%) reported it to not be helpful.
- 10.21. The survey enabled respondents to identify which modes of travel they used and how frequently. Car (alone) was the main mode of travel among respondents, who chose to drive alone for 3 days per week on average and walk on average 2 days per week. This was followed by car sharing which averaged at 1 day per week.
- 10.22. Respondents were asked how they would travel if their main mode was unavailable, 4 (36%) stated that they would car share, 3 (27%) would use a car alone and 2 (18%) would walk.
- 10.23. When asked whether the cost-of-living crisis has impacted the way they travel, 8 (73%) stated it has not impacted their travel and 2 (18%) stated it has. 1 (9%) did not provide an answer. Respondents stated, "*No impact because of my electric car*" and "*fuel costs have increased*".
- 10.24. Respondents were asked for any additional comments or feedback and one participant stated, "*I think more maintained walking routes around the estate/slightly wider area would be useful and improve my walking*" and "*More regular buses to different locations, e.g. Tesco/ Asda would be amazing*".

- 10.25. A copy of the 2025 Travel Survey questions and results can be found in **Appendix F**. Questions requesting personal or identifiable information have been removed for GDPR purposes.

- 10.26. **Table 10.3** below details the measures intended to be carried out by the TPC until 31st October 2025 following completion of the monitoring period and provides a timescale for completion.

Table 10.3 - TPC Action Plan

Measure	Action	Timescales
Willowbrook travel plan website & social media	The Willowbrook travel plan website pages and social media channels (Facebook, Instagram, X) will be regularly reviewed and updated with useful information.	Ongoing (as appropriate)
Personal Travel Planning	Personal Travel Plans will be offered to all residents of Willowbrook via the biannual newsletter and Travel Plan webpages.	Ongoing (as appropriate)
Active Travel and Public Transport promotion	Promote walking, cycling, bus and train services throughout the year (as appropriate), including news and incentives.	Ongoing (as appropriate)
Car Sharing promotion	Promote car sharing to residents, including Liftshare campaigns and prize draws.	Ongoing (as appropriate)
Travel Plan Newsletters	Sent to all occupied households, containing relevant travel information, transport updates, travel incentives, useful websites and apps.	Final in Autumn 2025
Travel Plan Legacy	Offer TP information to interested parties to continue on a voluntary basis.	Autumn 2025

- 10.27. The formal TPC role will conclude on 31st October 2025. As part of the winding down process, the spring newsletter invited volunteer(s) to come forward continue the TP. No volunteers had come forward at the time of this update. Should any volunteers come forward before the end of the TPC role,

SCC will be provided with an additional update accordingly, otherwise the TP is expected to end on 31st October 2025.

Appendices

Appendix A

Appendix B

Appendix C

Appendix D

Appendix E

Appendix F

Appendix G

Appendix H