



**Land off De Montfort Way,
Adjacent to Cannon Park Shopping Centre,
Coventry,**

Framework Travel Plan



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1.0 Introduction

1.1 Background

- 1.1.1 WYG has been appointed by ES Coventry UK Ltd to provide traffic and transportation consultancy services in support of a planning application for a proposed student accommodation and multi-storey car park development on land off De Montfort Way adjacent to the Cannon Park Shopping Centre in Coventry.
- 1.1.2 The proposals are described as:
- 1.1.3 Redevelopment of the existing car park to provide a new student accommodation building and associated amenities, a new multi-storey car park, landscape enhancements, new pedestrian crossing and other public realm improvements.
- 1.1.4 The development site is currently used as a secondary area of parking associated with the Cannon Park Shopping Centre (referred to as “the shopping centre”), a section of which is currently leased to Jaguar Land Rover (JLR) to accommodate staff parking.
- 1.1.5 It is understood that JLR’s lease on the car park will soon expire and staff who use this section of parking will be required to park elsewhere once the lease expires and is not renewed. The remainder of the parking allocation associated with the shopping centre will be replaced in the proposed multi-storey car park within the development site.
- 1.1.6 The development site is located within reasonable proximity to the University of Warwick (UoW) and will accommodate the growing demand for student accommodation.

1.2 Report Structure

- 1.2.1 This Framework Travel Plan is structured as follows:
- **Section 2** Benefits, Aims and Objectives;
 - **Section 3** Delivery Mechanism;
 - **Section 4** Existing Conditions;
 - **Section 5** Development Proposals;
 - **Section 6** Travel Plan Targets;
 - **Section 7** Travel Plan Measures;
 - **Section 8** Monitoring and Review; and
 - **Section 9** Implementation Action Plan



2.0 Benefits, Aims and Objectives

2.1 Benefits of a Travel Plan

2.1.1 A Travel Plan is typically a package of practical measures aimed at addressing the transport needs of a specific development. A successful Travel Plan offers the users of the development a choice of travel modes to and from the site.

2.1.2 Experience shows that the benefits accruing from a Travel Plan can be extensive. For the potential occupiers at the site a Travel Plan can help:

- Solve problems caused by demand for parking;
- Save money on the cost of providing and maintaining parking spaces;
- Solve problems caused by traffic congestion on and around the site;
- Ease delays to deliveries and movements of goods off site; and
- Promote healthy lifestyles, particularly through encouragement of more physical activity and active travel.

2.2 Overall Aims

2.2.1 The overall aims of this Framework Travel Plan are:

- To promote the use of sustainable modes of travel;
- To reduce reliance on single occupancy vehicles;
- To minimise the impact of the development on the local area and transport infrastructure;
- To facilitate travel by sustainable modes for residents wherever practical; and
- To provide good connectivity to the existing built up area, particularly the University campus.



2.3 Key Objectives

2.3.1 The key objectives of this Framework Travel Plan are to:

- Reduce the number of single occupancy car trips to and from the site;
- Increase the number of residents using sustainable forms of transport to and from the site; and
- Increase awareness of the Travel Plan and the use of sustainable modes.

2.3.2 As the Travel Plan develops and travel patterns to the site evolve, additional objectives may be added by the Travel Plan Co-ordinator (TPC) to address specific travel problems that may arise.



3.0 Delivery Mechanism

3.1 Roles and Responsibilities

Travel Plan Co-ordinator

3.1.1 A Travel Plan Co-ordinator (TPC) will be employed by the Student accommodation management company three months before the scheme opens. The Travel Plan Co-ordinator (TPC) will remain in post for five years. At the end of this period the Travel Plan will be reviewed by Smarter Choices and Accessibility team of CCC to assess if the Travel Plan Co-ordinator (TPC) role is still applicable. If no agreement is made the Travel Plan Co-ordinator (TPC) will stay in post.

3.1.2 The Travel Plan Co-ordinator's main role and responsibilities are as follows:

- Maintain up to date knowledge of the development in sustainable travel planning;
- Establish a travel website;
- Liaise with Coventry City Council (CCC);
- Liaise with public transport operators;
- Provide travel survey forms to residents and occupiers;
- Collate annual survey results and provide annual report to CCC; and
- Provide visitors with travel options/directions.

3.1.3 The Travel Plan Co-ordinator will liaise with occupants and the Local Authority in order to achieve targets outlined in the Travel Plan.

4.0 Existing Conditions

4.1 Site Location and Setting

- 4.1.1 The site is located approximately 4.5km south west of Coventry city centre, in proximity to the University of Warwick central campus. Adjacent to the site lies Cannon Park Shopping Centre which includes several shops including a Tesco Superstore as well as a 372 space car park. The site also includes a significant area of untouched landscaping.
- 4.1.2 The site, as shown in **Figure 1**, is bound by De Montfort Way to the west, St Joseph the Worker Catholic Church to the north, Shultern Lane bridle path to the east and the properties of Squires Way to the south.

Figure 1: Site Location Plan





- 4.1.3 The northern section of the site currently serves as an additional car park for Cannon Park Shopping Centre with 242 parking spaces, whilst the southern section is currently leased to Jaguar Land Rover for staff parking and provides 251 parking spaces, therefore the proposed development site currently comprises at total of 493 parking spaces.
- 4.1.4 The site is provided with one existing vehicular access off De Montfort Way which is currently used as access to the existing car parking facilities.

4.2 Surrounding Highway Network

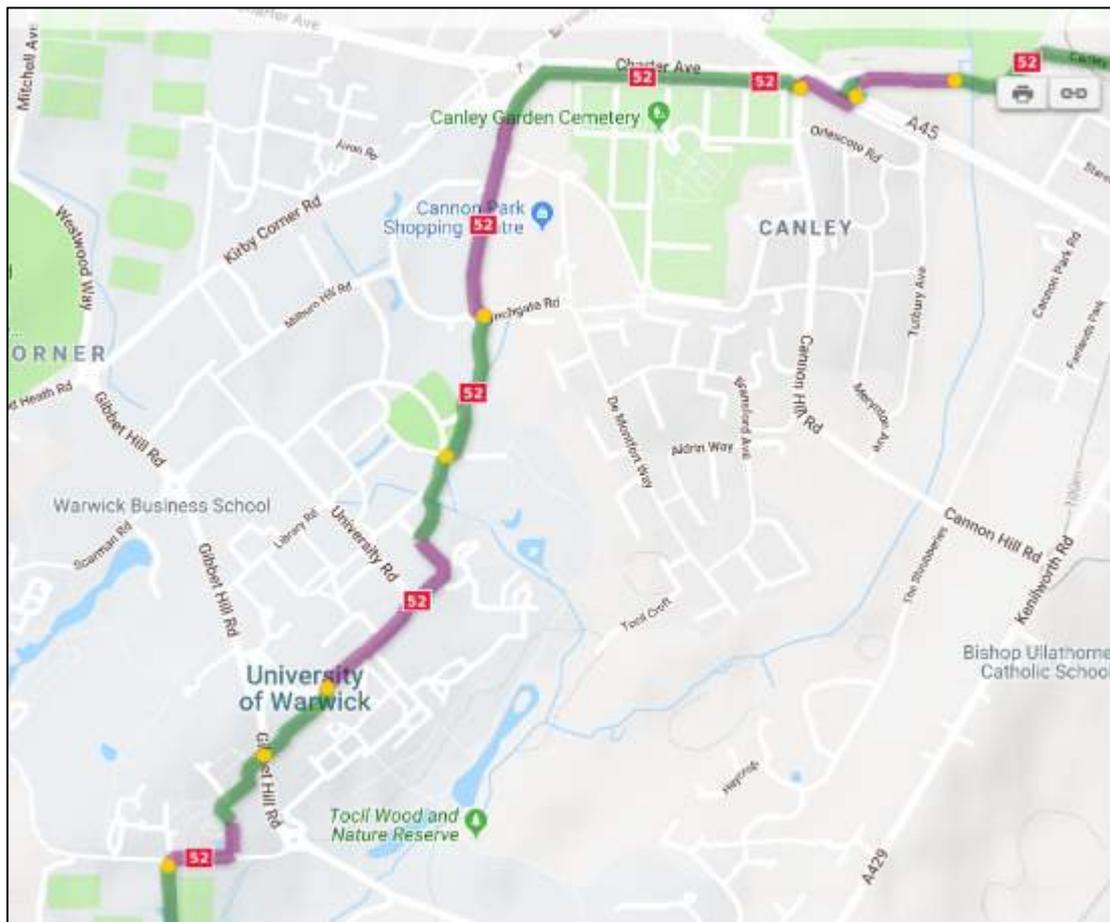
- 4.2.1 Vehicular access from the student accommodation will be via the existing priority junction onto De Montfort Way, which comprises a single carriageway road with a 30mph speed limit that is bound on both sides by footways and has street lighting. At its northern end it becomes Shultern Lane, while to the south of the site it forms a roundabout with Lynchgate Road. At this roundabout, De Montfort Way continues south and provides a cul-de-sac access into a residential estate.
- 4.2.2 Shultern Lane comprises a single carriageway road with a 30mph speed limit that is bounded on both sides by footways and has street lighting. At its western end the road forms a priority junction with Lynchgate Road.
- 4.2.3 At its southern end Lynchgate Road forms a roundabout with Sir William Lyons Road, which provides access into the University of Warwick Science Park. At its northern end Lynchgate Road forms a roundabout with Kirby Corner Road and Sir Henry Parks Road. Kirby Corner Road runs south-west from the roundabout and provides access to the University of Warwick Central Campus and Westwood Business Park.
- 4.2.4 Sir Henry Parks Road then forms a roundabout with Charter Avenue, which comprises a dual carriageway road that is subject to a 40mph speed limit. There are footways to both sides of the road, separated from the carriageway by wide verges, and street lighting provided. There are also signal toucan crossings on the Sir Henry Park (south) and Charter Avenue (west) arms of the roundabout that allow safe crossing of the junction.
- 4.2.5 To the east Charter Avenue forms a roundabout with the A45, with this junction being partially signalised. The A45 then forms a signal junction with A429, which provides access into Coventry City Centre.

4.3 Sustainable Access

Walking and Cycling

- 4.3.1 Pedestrian facilities in vicinity of the site include lit footways and uncontrolled crossings on the arms of nearby roundabouts and Lynchgate Road. These facilities provide good connectivity between the site and the University campus, Westwood Heath Business Park and residential areas of Canley. Toucan crossings on the A45 and Charter Avenue provide safe facilities for those crossing these carriageways on foot or by cycle.
- 4.3.2 There are no formal cycle facilities on the roads directly surrounding the site, however Lynchgate Road is part of route 52 of the National Cycle Network which runs north from Warwick through Coventry, Nuneaton and Coalville to link with National Route 6 just west of Loughborough. Route 52 is mostly on-road, however does include some off-road cycle tracks in proximity to the site, such as a track between the edge of Kenilworth and the University of Warwick (see extract from Sustrans website in **Figure 2**):

Figure 2: Local cycle routes





- 4.3.3 This section of the NCN Route 52 also forms part of local cycle route 11, which runs between Coventry City Centre and Kenilworth, via the University of Warwick.
- 4.3.4 With regard to both the University facilities and local amenities detailed above, the walking and cycling times to these from the site would be as detailed in **Table 1**:

Table 1: Walking and cycling time to amenities

Amenity / Facility		Walk Time / min	Cycle Time / min
Cannon Park Shopping Centre		1	<1
Aldi		3	1
Coventry City Centre		-	18
University Campus	Mathematics Institute	8	3
	Humanities	10	3
	Engineering / Sports Centre	11	4
	Sciences / Library / the Oculus	12	4
	Arts Centre / Social Sciences	13	4
	Warwick Business School / Health Centre / Students Union	14	5
	Rootes Building	14	5

Assumed walking speed of 1.4m/s and cycle speed of 4.2m/s on existing network

Public Transport – Bus

- 4.3.5 The nearest bus stops are located directly adjacent to the development on De Montfort Way and these provide shelters with covered seating. Additional bus stops are located on Kirby Corner Road, 500m walking distance from the site, and again these provide shelters with covered seating. These bus stops offer various bus services as shown in **Table 2**:



Table 2: Bus Services

Nearest Stop	Route	Operator	Destinations	Frequency / bph
De Montfort Way	18A	NXBus	Tile Hill, Canley, Cannon Park, Coventry	2
	43	TdC	Cannon Park, Tile Hill, Eastern Green	1
	47	IGo	Coventry, Cannon Park (circular)	3 per day
	60/60A	TdC	Arena Retail Park, Binley, UoW	2
	87	Johnsons	Coventry, Balsall Common, Solihull	1
Kirby Corner Road	11/11U	NXBus	UoW, Hearsall Common, Earlsdon, Coventry	4
	12X	NXBus	UoW, City Pool Meadow (express)	4
	U17	Stc Mids	Coventry, UoW, Leamington Spa	3

Bph = buses per hour, NXBus = National Express Coventry, TdC = Travel de Courcey, Stc Mids = Stagecoach Midlands, UoW = University of Warwick

4.3.6 **Table 2** shows that there are regular bus services available throughout the day providing frequent connections to both Coventry City Centre and the University of Warwick. The journey into the city centre from De Montfort Way typically takes 25 minutes, while to the University campus approximately 6 minutes.

4.3.7 Several bus services are routed to / through the University. These stop at the University Interchange, which is located near the Arts Centre in the southern area of the campus. The following services also stop at the interchange and provide regular services throughout the day.

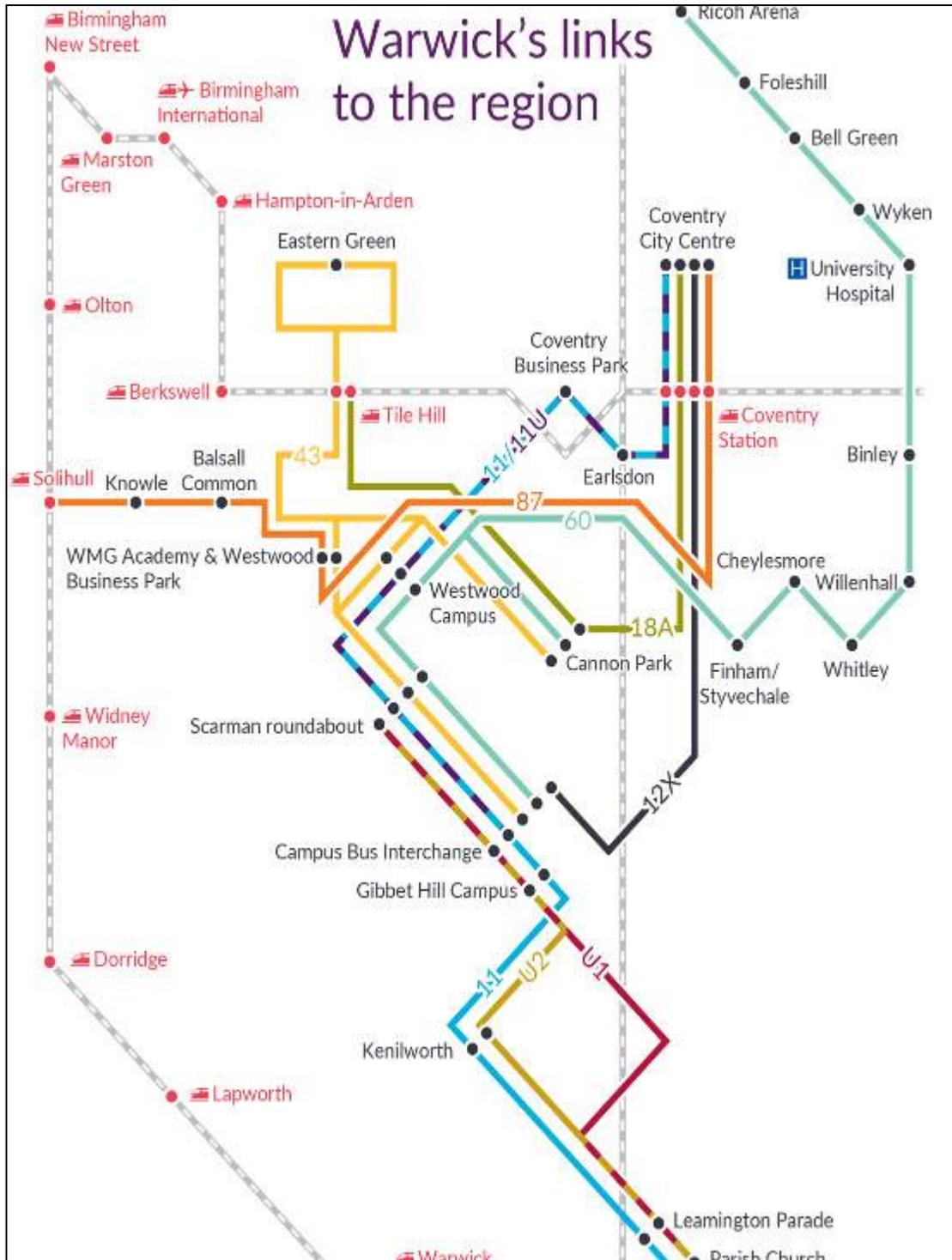
- Service U1: University of Warwick - Leamington Spa
- Service U2: University of Warwick - Leamington Spa

4.3.8 Service times between the University and Coventry City Centre and to Leamington Spa are typically 25 minutes.

4.3.9 The routes of bus services linking the Cannon Park Shopping Centre and the University campus are detailed on **Figure 3**:



Figure 3: Bus Services Schematic





Public Transport – Rail

- 4.3.10 Canley railway station is located 1.6km travel distance north of the proposed development. The station and the trains serving it are operated by West Midlands Railway, who operate two trains per hour in each direction. Direct services are provided to Birmingham New Street (approx. 30 mins), Birmingham International (approx. 15 mins) and Coventry (approx. 5 mins).
- 4.3.11 The railway station includes a 119-space car park that includes a 30-space cycle storage facility that's open 24 hours every day. The station includes a nearby bus stop, taxi rank area and 'park and ride' facilities.
- 4.3.12 While students are unlikely to use the rail station on a regular basis, it is still considered worth noting since it provides good access to Birmingham, and then to the rest of the country beyond, and as such could be used for travel to / from University at term start / end times.
- 4.3.13 In terms of accessing Canley station from the development site, walking would take circa 20 minutes and cycling would take about 6 minutes, while bus service 47 provides services between the station and De Montfort Way, with a journey time of 5 minutes.
- 4.3.14 Alternatively, Coventry railway station is located 4.2km travel distance from the site, and while this will not be within reasonable walking distance, cycling would take circa 17 minutes and bus services 11, 11U and 12X operate from Kirby Corner Road with a typical journey time of 20 minutes. These three bus services also stop at the University bus interchange.

4.4 Local Amenities

- 4.4.1 In terms of amenities within the area the key location is the Cannon Park Shopping Centre, which is situated directly opposite the development site on De Montfort Way. This provides a wide range of shops and services, including the following:
- Boots;
 - Post Office;
 - Simply Gym;
 - Sports Direct;
 - Tesco; and
 - Wilkinson.
- 4.4.2 In addition to the above, there is a Aldi supermarket located on Shultern Lane, 250m to the north of the development site, and the University campus provides a number of general amenities, including the health centre, the sports centre, food / drink retail, banks (Barclay's, Santander), and social meeting areas.

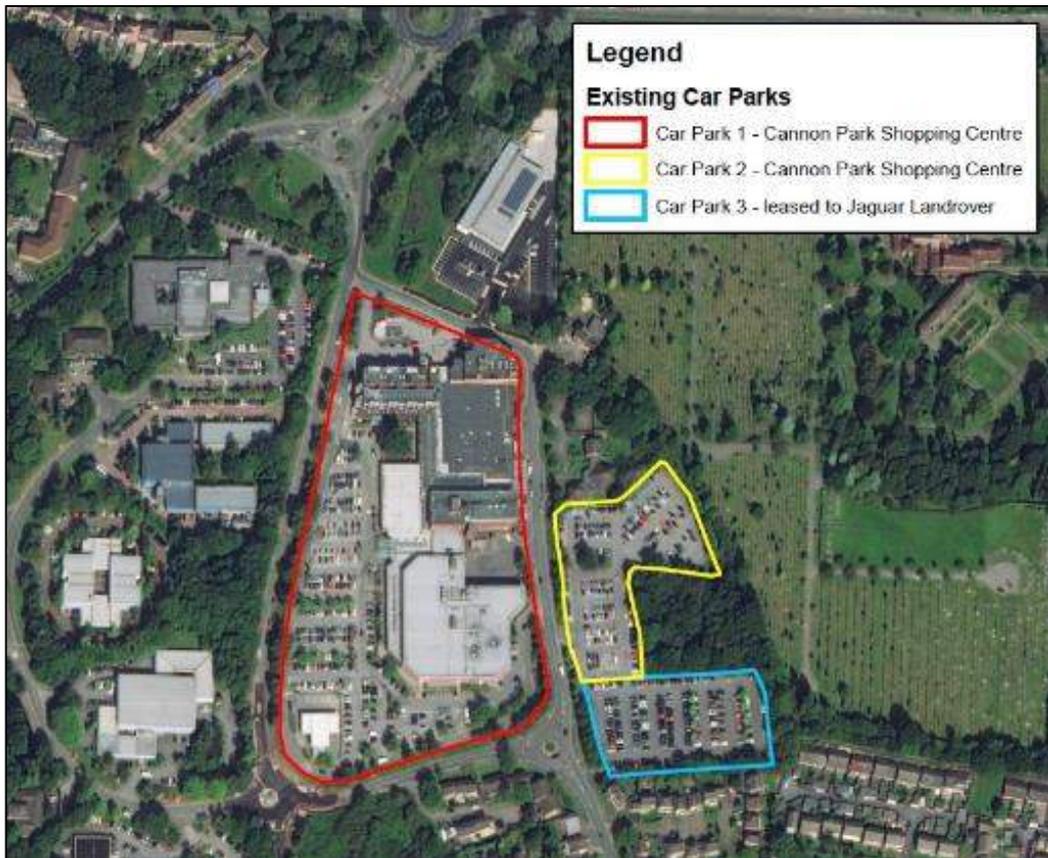


4.5 Parking

Public Car Parks

- 4.5.1 The publicly available shopping centre car parks operate a 3-hour maximum stay and managed by ANPR system.
- 4.5.2 A study of car parking usage both on the development site and in the adjacent Cannon Park Shopping Centre was undertaken in May 2017.
- 4.5.3 There are currently 865 existing off-street car parking spaces located within and adjacent to the existing site, and for the purposes of the study these were split as follows (see also **Figure 4**):
- Car Park 1 – This 372 space surface car park serves the Cannon Park Shopping Centre and is accessed off Lynchgate Road.
 - Car Park 2 – This 242 space surface car park provides further parking for the Cannon Park Shopping Centre and is accessed off De Montfort Way.
 - Car Park 3 – This 252 space surface car park is currently leased by Jaguar Land Rover (JLR) for use by their staff and is accessed off De Montfort Way (Car Park 2 access).

Figure 4: Location of Existing off-street Parking Facilities



4.5.4 A usage survey of all three car parks was undertaken on the following dates and time periods, with data being recorded every fifteen minutes. These days and times represent the maximum likely demand periods for the shopping centre, while also accounting for likely worst-case weekday commuter parking associated with JLR.

- Friday 12th May 2017 – 15:00-21:00; and
- Saturday 13th May 2017 – 10:00-16:00

4.5.5 **Table 3** presents the maximum usage that was recorded and compares this with the number of spaces available to provide a utilisation percentage.

Table 3: Current Public Car Park Utilisation

Car Park	Total Spaces	Friday		Saturday	
		Max Accumulation	Max Accumulation	Max Accumulation	Max Accumulation
Car Parks 1 & 2	614	441	72%	537	87%
Car Park 3	251	148	58%	12	5%

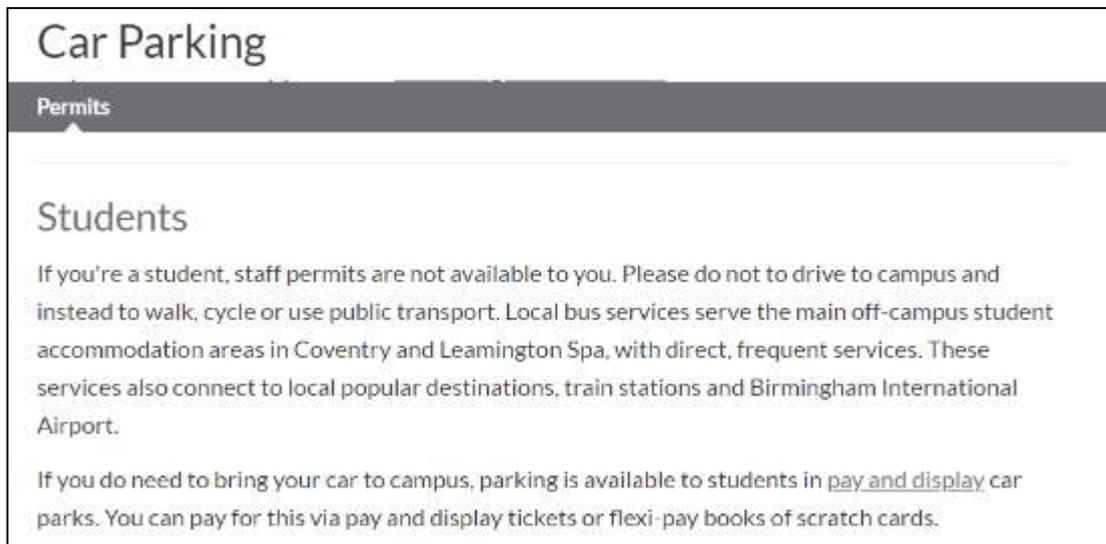


- 4.5.6 On a Friday evening the utilisation in the shopping centre car parks is 72%, while the JLR car park is at 58% utilisation. It can therefore be seen that there exists spare capacity in both car park areas.
- 4.5.7 On Saturday afternoon the utilisation in the shopping centre car parks is 87%, while the JLR car park is at only 5%. This shows that there is some spare capacity within the shopping centre car parks, and significant capacity in the JLR car park, likely due to their offices not being open at the weekend.

University of Warwick

- 4.5.8 There are several different car parking areas within the University campus.
- 4.5.9 Students are actively discouraged from parking on the campus, as detailed in **Figure 5** which has been extracted from the University website. If students do want to park on the campus there are no permits available to them and they must use one of the pay and display car parks. The charges at the pay and display car parks are as follows:
- Up to 2 hours: £1.10
 - Up to 4 hours: £2.20
 - All day: £4.50

Figure 5: Extract from “Car Parking” section of University website



4.5.10 The University campus has over 3,500 cycle parking spaces in over 150 locations. In addition to this parking provision, the University also provides several initiatives to encourage cycling by both staff and students, and these are as follows:

- UniCycle bike hire scheme
- Bicycle User Group
- Bike discount scheme (with Albany Cycles in Coventry)
- Bike service / repair discount scheme (with Bikewrench and including on campus facility once a week)

On-Street Car Parking

4.5.11 To the west of the site, within the science park, there are double yellow lines along all the roads designating that on-street parking is prohibited.

4.5.12 To the south of the site, within the residential estate, there are single yellow lines along all the roads. These roads comprise a controlled parking zone within which on-street parking is prohibited between the hours of 10:00-11:00am and 2:00-3:00pm.



5.0 Development Proposals

5.1 Description

- 5.1.1 Redevelopment of the existing car park to provide a new student accommodation building and associated amenities, a new multi-storey car park, landscape enhancements, new pedestrian crossing and other public realm improvements.
- 5.1.2 The development consists of an 808 unit student accommodation building with associated surface parking along and a multi-storey car park to the east of De Montfort Way.
- 5.1.3 The student accommodation building will be located on the southern portion of the site, with a total of 67 surface car parking spaces provided adjacent to it.
- 5.1.4 The multi storey car park will be located on the northern portion of the site, with approximately 335 spaces provided. This will be for the shopping centre and public use and operate a 3-hour maximum stay managed by ANPR as per the existing car parks.

5.2 Access Strategy

Vehicles

- 5.2.1 Vehicular access to the student accommodation and associated parking will be provided from the existing priority access junction onto De Montfort Way, with use of the student car parking controlled by a barrier system.
- 5.2.2 Vehicular access to the multi-storey car park will be from a new priority junction onto De Montfort Way further north.

Pedestrians and Cycles

- 5.2.3 Pedestrians and cyclists can access the site via the vehicular access points via dedicated footpaths.
- 5.2.4 In addition, there will be pedestrian and cycle connections to the existing traffic-free route which runs to the east and south of the development site. This route provides a 3.5m wide lit route connecting Ivy Farm Lane and Cannon Hill Road in the east with De Montfort Way in the west.
- 5.2.5 Improvements to the route which runs along the southern boundary of the development site are proposed, to increase the width of this traffic-free section of pedestrian / cycleway to 3.5m. A Toucan crossing will also be provided to link the development to the Cannon Park Shopping centre and the cycle and footpath network surrounding the site.



- 5.2.6 Cycle storage facilities will be provided on the ground floor of the accommodation buildings, with three locations providing storage for 300 cycles.

5.3 Parking Strategy

- 5.3.1 In terms of car parking available to serve the Cannon Park shopping centre, the proposal will remove the existing 242 space surface car park (Car Park 2) and replace it with a 335 space multi-storey car park.
- 5.3.2 In addition, a number of spaces within Car Park 1 will need to be removed to accommodate the relocated Tesco Click and Collect facility which is currently located in Car Park 2.
- 5.3.3 With reference to the total existing car parking provision for the shopping centre of 614 spaces (Car Parks 1 and 2), the development proposals will result in an increase of approximately 10%. It is not considered that this relatively minor increase in parking would result in increased parking demand at the shopping centre.
- 5.3.4 **Table 3** shows that the existing shopping centre car parking provision accommodates current levels of demand.
- 5.3.5 It is considered therefore that the proposals represent a like-for-like replacement of the existing parking provision associated with the shopping centre.
- 5.3.6 It is understood that JLR are proposing to terminate their lease on Car Park 3 and are seeking car parking facilities for their staff elsewhere. As such there is no requirement to accommodate their parking demand within the proposed parking provision.
- 5.3.7 Similarly, JLR's decision on where to seek alternative parking provision is outside of the development site owners control, and as such not an issue to be considered as part of the planning application for the proposed development.
- 5.3.8 Car parking provision for new developments in Coventry is set out in Appendix 5 of the Coventry Local Plan, which is titled '*Car and Cycle Parking Standards for New Developments*'. **Figure 6** shows the parking standards for student accommodation.
- Figure 6** Parking Standards for Student Accommodation



Use Class	Outer City Car Parking spaces	Inner and Outer City Cycle Parking spaces
C1- Hotels	1 per 2 bedrooms + parking provision for any A3 and D2 uses	1 per 10 staff members (FTE) 1 per 8 bedrooms for customers Minimum of 2 spaces
C2 - Residential Institutions Care & Nursing Homes	1 per 4 bed spaces + 1 per 2 staff members (FTE)	1 per 10 staff members (FTE) 1 per 8 bedrooms for visitors Minimum of 2 spaces
C2 - Hospital	1 per 2 staff members (FTE) + and 1 per 2 bed spaces	1 per 10 staff members (FTE) 1 per 20 beds for visitors Minimum of 2 spaces
C2A - Secure Residential Institutions	Parking provision will be considered on a site by site basis.	
Purpose built Student Accommodation & Residential Schools/Colleges	1 per 4 bedrooms	1 per 4 bedrooms for students 1 per 20 bedrooms for visitors (See note 12 above)

Cycle Parking Standards

12. For flats, maisonettes and managed schemes, secure communal space(s) should be provided on the ground floor or in a basement area provided that ramped access is available.

5.3.9 The development site is located in the outer city area, and therefore the parking requirements for the student accommodation will be as follows:

- Car Parking: Maximum 202 spaces
- Cycle Parking (Students): Minimum 202 spaces
- Cycle Parking (Visitors): Minimum 41 spaces

5.3.10 It is proposed to provide 60 car parking spaces and 300 cycle spaces for use by the resident students who have allocated spaces which will be barrier controlled and 7 visitor spaces on the entrance to the site for drop off and pick up etc, which conforms to the local plan requirements above.

5.4 Service Strategy

5.4.1 The management company who will run the site will be responsible for the service strategy and refuse collections.

5.4.2 It is understood that an internal refuse store will be provided on site at ground floor level, which will include large hopper bins which will be emptied by refuse collectors once or twice per week (depending on demand).

5.4.3 The design of the waste storage area has taken into consideration guidance provided in Coventry City Council’s Planning Technical Advice Note: *Waste Storage Requirements for New and Change-of-Use Developments, 2007*.



6.0 Travel Plan Targets

6.1 Introduction

6.1.1 Through the implementation of travel planning measures it is anticipated that people will be able to access the site using sustainable modes from the very start, thereby reducing the impact of the development on the road network.

Three types of targets have been set:

- Mode shift (from lone car driver to sustainable modes)
- Peak time trip generation; and
- Travel Plan awareness.

6.1.2 This approach is supported by the Department for Transport's Good Practice Guidelines: *Delivering Travel Plans through the Planning Process (2009)*.

6.2 Base Travel Patterns

6.2.1 Existing modal split patterns for the student accommodation will be determined from the base travel surveys.

6.2.2 Given that the proposed development is a student accommodation for students attending the University of Warwick, it is anticipated that a there will be a low proportion of journeys to and from the university campus would be by car.



6.3 Targets

- 6.3.1 A target of reducing single occupancy vehicle trips by 10% five years after opening has been chosen. This is considered to be achievable when considering the measures proposed.
- 6.3.2 The target changes in mode splits for single car occupancy and sustainable travel are shown in **Table 6**. The base mode splits will be determined by the first travel survey, given that the Census data does not provide a realistic picture of the likely travel patterns at the site.

Table 6: Target Modal Split

Mode	Change
Car / van driver	-10%
Bus	+3%
Walk	+3%
Bicycle	+3%
Car / van passenger	+1%
Train	-
Taxi	-
Other	-

Future Targets

- 6.3.3 The Travel Plan will aim to meet its 10% target for the reduction in single occupancy vehicle trips within five years. After the initial five-year target has been reached the Framework Travel Plan will then work towards a 1% reduction year on year.
- 6.3.4 Department for Transport’s guidance states that:
 - *A plan containing only marketing and promotion is unlikely to achieve any modal shift;*
 - *A plan with the above plus car sharing and cycle measures may achieve a 3-5% reduction in drive alone commuting;*
 - *A plan with the above measures plus large 30%+ discounts on public transport plus will achieve around a 10% reduction and;*
 - *The combination of all of the above measures plus disincentives to car use can achieve a larger 15-30% reduction in drive along commuting. Only in very exceptional cases will the reduction be greater than this.*
- 6.3.5 Using the above as a benchmark, it is considered that the maximum level of single occupancy vehicle trip reduction would be 10% over the lifetime of the development.



6.4 Awareness

- 6.4.1 The third Travel Plan objective is to raise awareness of the Travel Plan. This is important so that people are aware of what is being done to promote sustainable modes of transport and can express their views on future measures.
- 6.4.2 Awareness of the Travel Plan will be assessed through the response rate to the Travel Plan Survey.
- 6.4.3 For the initial survey the Travel Plan Co-ordinator should aim to receive a completed survey form for at least 30% of staff / students. The aim should be to improve upon this response rate each year. The Travel Plan Co-ordinator will promote a prize draw for people who complete the survey, to encourage participation. A suitable budget will be assigned for this purpose.

6.5 Target Summary

- 6.5.1 A summary of the proposed targets and when they will be monitored is presented in **Table 7**. It is intended that the Travel Plan initiatives will be implemented within 12 months of site occupation.

Table 7: Summary of Targets

Targets	Monitored
Mode split as set out in Table 6	Monitored annually through travel survey
Increase in response rate from travel survey each year. Target response rate for initial survey is 30%	Monitor annually through travel survey
Travel Plan awareness	Monitor annually through travel survey



7.0 Travel Plan Measures

7.1 Introduction

- 7.1.1 The development proposals show that this Travel Plan aims to minimise the number of single occupant vehicles travelling from the site.
- 7.1.2 This section outlines specific physical and management measures that will be implemented as part of this Travel Plan.
- 7.1.3 It is recognised that benefits are available to residents if information on transport choices is available during the moving-in process. To this end the information should be made available in the Welcome Travel Pack on residents moving in.

7.2 Website

- 7.2.1 A website for the student accommodation block could be developed. This would contain all the information relating to the implementation of the Travel Plan. The Travel Plan Co-ordinator would be responsible for organising the development and setting up of the website. The website should also contain up to date travel information including a clear map of the site and a "how to get to" guide detailing travel routes for all modes of transport.

7.3 Information

- 7.3.1 The first step towards behavioural change is for an individual to understand the benefits of sustainable travel options which are realistic and feasible to them. The key barrier to behavioural change is a person not knowing about the availability of sustainable travel options.
- 7.3.2 Complete travel information that is easy to understand is essential to influence travel behaviour and therefore imperative for the success of the Travel Plan.
- 7.3.3 A welcome pack is likely to include:
- An overview of the Travel Plan and what advice is available on sustainable travel options;
 - The benefits that having a travel plan brings, to individuals, the community and to the environment;
 - Contact details of the Travel Plan Co-ordinator, should they have any transport or travel problems, or ideas they wish to discuss;
 - Up to date bus and rail timetables. If necessary, these will be simplified and produced as pocket guides to make them easier to use and to carry in everyday travel;



- Pedestrian and cycle route maps from the development to and from the surrounding area, including access to the nearest local facilities (particularly the university campus), the bus and rail stations; and
- Details of local taxi companies.

7.3.4 The Welcome Packs will be provided to all new residents to the site. The Travel Plan Co-ordinator will be responsible for the compilation, delivery and updating of the information provided within the information packs, which will be approved beforehand by CCC.

7.4 Walking

7.4.1 Footways provided internally within the site will connect to the existing footways surrounding the site.

7.4.2 Improvements to the footway connection which runs along the southern boundary of the site are proposed.

7.4.3 Measures to encourage walking to the site include the following:

- Provision of a map illustrating safe walking routes to the site, and walking times from the site to common destinations. This will include reference to crossing points and public transport facilities; and
- Provision of information to raise awareness of the health benefits of walking.

7.5 Cycling

7.5.1 Adequate cycle parking will be provided in convenient locations, close to the main pedestrian accesses to the development. The cycle racks will be covered and secure.

7.5.2 A total of 150 hoops will be provided on site, sufficient to park 300 bicycles.

7.5.3 The Travel Plan Co-ordinator will liaise regularly with the CCC to ensure that all cycle routes in and around the site are maintained to an appropriate standard so as not to discourage people from cycling to the site.

7.5.4 Additionally, the following activities will be promoted across the site:

- Arrange events to promote cycling, such as bikers' breakfasts; and
- Establish a bike user group (BUG) and bike buddy scheme;

7.6 Public Transport

7.6.1 In order to maximise the use of the public transport services the following measures are to be implemented as part of the Travel Plan. These measures shall be managed and promoted by the Travel Plan Co-ordinator for the development as a whole:



- Maintain details of current Public Transport Information, services, timetables and fares; and consider holding events to promote the benefits of public transport.
- Ensure that bus infrastructure is accessible and appropriate by liaising with the Smarter Choices and Accessibility team at CCC.

7.7 Car Sharing

7.7.1 It is likely that no matter how successful measures to encourage alternative modes of transport are, the private car will remain a transport means to the development. However, it is seen that the scale of the overall development is such that there is real potential for car sharing. Measures to encourage inclusion in an effective car share scheme include:

- Materials to promote the car share scheme shall be established prior to first occupation of the site;
- Provision of a guaranteed ride home for car sharers for in the event of unforeseen circumstances;
- Promote protocol/guidelines for car sharers to follow;
- Provision of preferential car parking spaces close to main entrances for car shares; and
- Co-ordination with any relevant other existing car share schemes.

7.8 Motorcycling

7.8.1 Motorcycles are generally more efficient in their use of fuel and road-space than cars, whilst emissions are also generally lower. Appropriate secure motorcycle parking should be provided on site.

7.9 Electric Vehicle Charging Points

7.9.1 Consideration will be given to provision of EV charging points with the onsite car park.



8.0 Monitoring and Review

8.1 Monitoring

8.1.1 There is a need to monitor the success of a Travel Plan for several reasons:

- It gauges whether a Travel Plan is achieving any success in its objectives;
- It helps to identify strengths, weaknesses and potential areas for improvement in future travel planning; and
- There is a general need to collect data measuring the impacts and outcomes of Travel Plans so that there is clearer evidence for local authorities and other Government bodies on their success.



9.0 Implementation Action Plan

9.1 Action Plan

9.1.1 To ensure delivery and ownership of specific measures it is necessary to set out an 'Action Plan' for implementation and review. **Table 8** provides an initial action plan for the implementation of measures at the site.

Table 8: Implementation Action Plan

Action	Responsibility	Timescale
Appoint Travel Plan Co-Ordinator	Student Accommodation Management company	Prior to occupation
Prepare Welcome Packs containing sustainable travel information	TPC	
Prepare site-specific walking and cycle maps	TPC	
Website	TPC	
Undertake travel surveys	TPC	Following first occupation
Survey analysis and reporting to CCC	TPC	
Implement measures	TPC	
Repeat travel surveys one year after initial surveys, review effectiveness of initiatives, results and targets and submit to CCC	TPC	Within one year of initial survey



9.2 Student Move-in Move-out Strategy Plan

Introduction

- 9.2.1 The student accommodation development will have limited parking spaces for students. Tenants will be advised of the onsite parking policy and restrictions within their contract when leasing their accommodation.
- 9.2.2 The student management company will actively encourage students not to bring their vehicles and could consider making offers of accommodation conditional on students not bringing their cars.
- 9.2.3 The student management company should promote all local transport links to the tenants for the duration of their stay – including local bus and train services. Local walking routes to and from The University of Warwick campus should also be provided in the first weeks of term to encourage walking. This could be achieved through either printed leaflets or display in a central location such as the common room.
- 9.2.4 Secure cycle storage on site will be provided in the ground floor with an overall provision of 300 cycle spaces.

Parking and Transport Matters

- 9.2.5 It is envisaged the student management company would operate a typical slot-based system at the start and end of academic terms.
- 9.2.6 Students would be allocated a specific slot time typically 15 to 20 minutes long to allow sufficient time to move in/out.
- 9.2.7 Check in would be permitted over several days at the start of tenancy periods to ensure the impact of these busiest periods would be spread out; typically, this could be from Friday to Sunday.
- 9.2.8 Prior to arrival correspondence including a map should be sent out to all students advising them of the location of the site, vehicle access routes, time slot, parking arrangements and the location of other local car parks if needed.
- 9.2.9 Staff from the student management company should be visible on check in/check out days directing movements on site to ensure the impact on local traffic is minimised.
- 9.2.10 The student management company should also liaise with Coventry City Council highways to advise of arrival and departure days and to provide contact details.
- 9.2.11 In addition, the student management company could also consider the following actions to assist with student changeover:
 - Staff to assist with loading and unloading;



- Students being able to rebook their room outside of the academic term and between academic years, thereby reducing the need to move in and out of the room. This may be useful for overseas students; and
- A computerised appointment system could be used for marketing and visits by prospective students to help spread out demand.

9.2.12 Student changeover could make use of the allocated onsite car parking with specific timeslots to ensure that the car park does not become overcrowded.