

Singleton Clamp & PARTNERS

Consulting Engineers and Transportation Planners

Directors:

William C. P. Booker B.Sc.

David Roberts I.Eng. FIHIE, MIHT

Technical Director:

James R. Budd BA (Hons), MSc, MCILT, MIHT

Associate Directors:

Gordon Meikle MIHT

Ian Wickett MIHT

Consultants:

Brian Armstrong MIHT

2 Mount Street

Albert Square

Manchester

M2 5WQ

Telephone: 0161-832-4400

Fax: 0161-832-5111

E-mail: consult@singletonclamp.co.uk

Website: www.singletonclamp.co.uk

VAT Registration No. 726 9294 00

**PROPOSED RESIDENTIAL DEVELOPMENT
BIRCH HILL HOSPITAL
ROCHDALE
INTERIM TRAVEL PLAN**

NOVEMBER 2009

DOCUMENT REF: NS/WB/08194/131109

Singleton Clamp & Partners Limited
Registered in England No. 3728935

Also at: 269 Green Lanes, Palmers Green, London N13 4XE Tel: 020 8882 7733 Fax: 020 8882 9933



**PROPOSED RESIDENTIAL DEVELOPMENT
BIRCH HILL HOSPITAL
ROCHDALE**

INTERIM TRAVEL PLAN

**PREPARED FOR:
PERSIMMON HOMES**

| Project No. | Date | Status | Version | Prepared By | Approved By |
|-------------|----------|--------|---------|-------------|-------------|
| 08194 | 13.11.09 | Draft | 01 | NS | IRW |

**PROPOSED RESIDENTIAL DEVELOPMENT
INTERIM TRAVEL PLAN**

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1.0 INTRODUCTION

- 1.1 A residential Travel Plan (TP) is a package of measures designed to reduce the number and length of car trips generated by a residential development, while also supporting more sustainable forms of travel and reducing the overall need to travel.
- 1.2 The development of a Travel Plan is a key stage in the forward planning process, accompanying transport assessments and statements, and will assist in identifying a coordinated strategy for improving travel opportunities to / from the site. It is a dynamic process that will grow and develop with time as the travel patterns of employees change and new initiatives are introduced.
- 1.3 The Travel Plan itself is a way of managing and promoting how people travel to a particular area or organisation. It can consist of a single initiative, or a package of measures that are co-ordinated to encourage different and more widespread ways of travelling.
- 1.4 This Travel Plan has been prepared by Singleton Clamp & Partners (SCP) on behalf of Persimmon Homes to support the proposed residential development on land at Birch Hill Hospital, Rochdale. The development of this Travel Plan has been prepared based on the following prime objectives:
- To establish a shift in modal share from private car to sustainable modes of travel; and
 - To reduce unnecessary travel by car.
- 1.5 This TP addresses residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping. By successfully promoting access to these facilities via sustainable modes of travel the above objectives can be achieved.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel Plans are designed to be flexible to suit an individual organisation and their operations. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, Travel Plans should be evaluated against the TRACES evaluation criteria as summarised below:

| | | |
|---|-------------|---|
| T | Transparent | Plans should identify clearly which organisations are responsible for all elements of the plan, where the financing will come from, and how targets have been developed. |
| R | Realistic | Plans should set realistic but stretching targets, which reflect development plan and Local Transport Plan policies and the likely make-up of new occupiers / residents. Targets should take account of previous experience of people adopting sustainable transport choices as a result of Travel Plans. |
| A | Achievable | Plans should only include measures which developers and partners in the process are capable of delivering and which are likely to have a positive impact on travel behaviour. |
| C | Committed | A clear commitment is needed from the applicant / developer for the implementation of the plan. |
| E | Enforceable | The commitments established need to be enforceable by the Council against a planning condition or a legal agreement. This demands precision and clarity in the way measures are set out. |
| S | Sustainable | Plans need to demonstrate how they will be managed in the longer term. This includes specifying arrangements for the transition of responsibility for the plan from the developer to the occupiers, residents or other organisations and the continuing sources of funding for the plan. |

Travel Plan Benefits

2.2 Travel Plans can bring a range of benefits to the occupiers of a development and the wider community as well as address a range of issues, including:

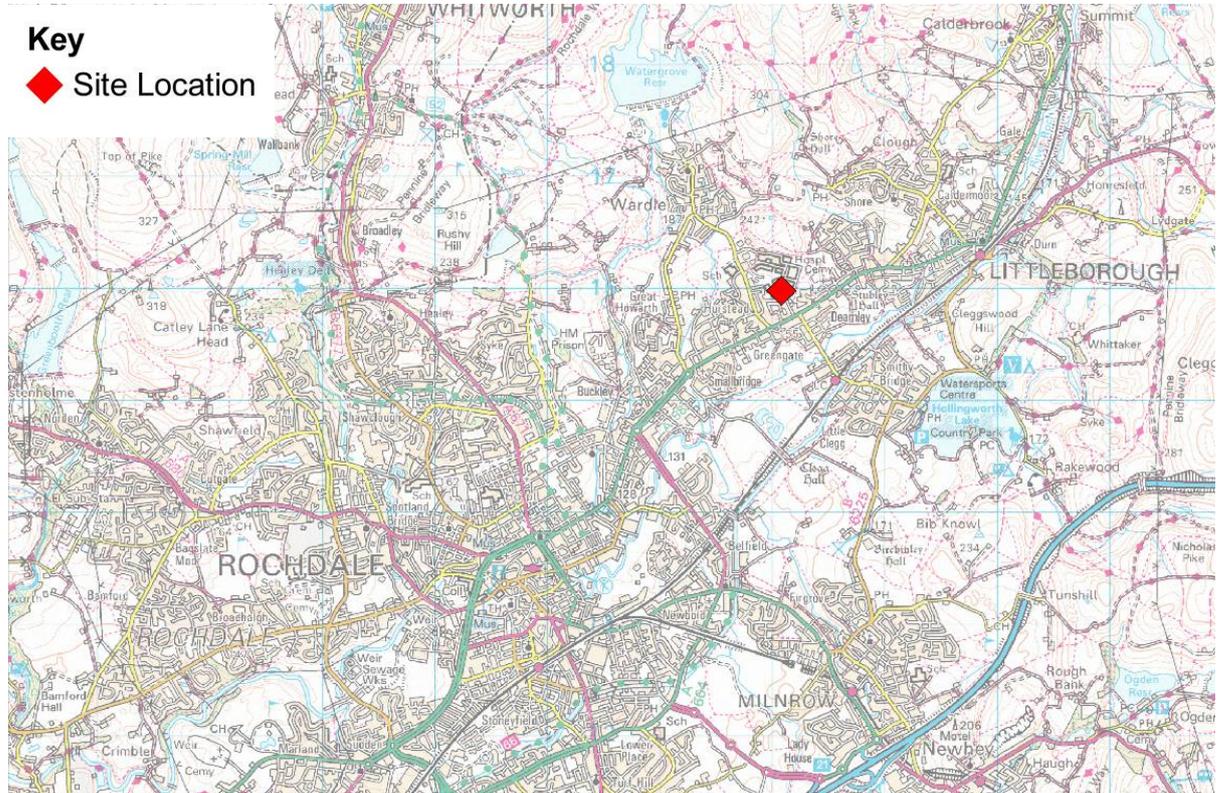
- Reducing the need for car use with benefits in terms of reduced traffic, congestion, air pollution and accidents;
- Reduced demand for car parking, cutting costs and enabling more efficient land use;
- Improving accessibility and travel choice for reaching the development;
- Complementing nearby travel plans, and possibly even assisting them in achieving more ambitious initiatives;
- Representing good practice and providing an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist; and
- Achieving more attractive environments that contribute to regeneration and renewal initiatives.

2.3 Travel Plans can also play a role in helping residents mitigate their transport contribution towards climate change and help adapt to the impacts of climate change.

3.0 SITE AUDIT

Existing Site

3.1 The site is located at Birch Hill Hospital in Rochdale, which is illustrated below:



3.2 The site is currently occupied by Birch Hill Hospital, which is part of the Pennine Acute Hospitals NHS Trust. This site is a non-accident and emergency care hospital and provides specialist services for Ears, Nose and Throat (ENT), Ophthalmology and Paediatric care.

Development Proposals

3.3 The proposals are to redevelop the site, totalling 11.45Ha, to provide a maximum of 361 mixed residential units and associated parking. Part of the development will be constructed as live-work units, providing employment for those living on the site. In addition, a crèche facility will be provided, serving the development and surrounding residential areas.

3.4 Vehicular access will be served from Birch Road and Union Road, along with a small number of units from Beadle Avenue, while pedestrian and cycle access will also be provided to the footway network around the site.

3.5 Based on the development proposals outlined above, the number of multi modal trips have been outlined below:

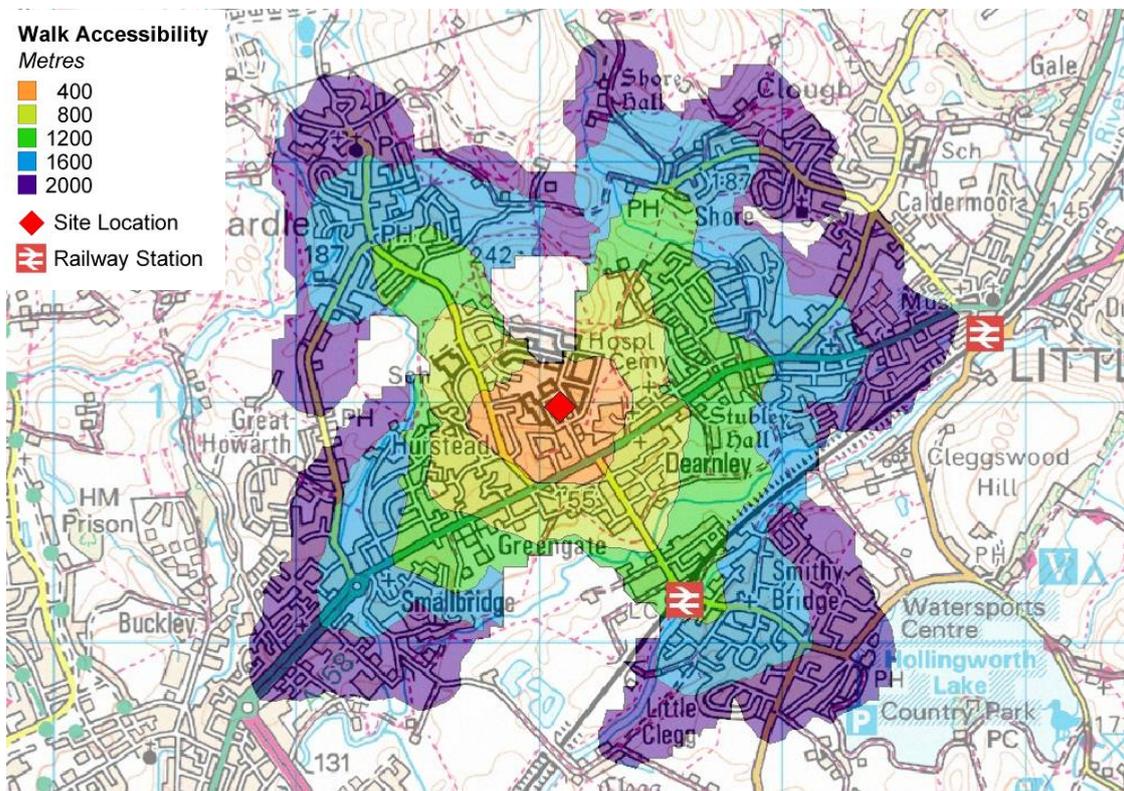
| | AM Peak (08:00 – 09:00) | | PM Peak (17:00 – 18:00) | |
|-------------|-------------------------|------------|-------------------------|------------|
| | Arrivals | Departures | Arrivals | Departures |
| Pedestrians | 14 | 71 | 24 | 18 |
| Cyclists | 3 | 7 | 5 | 4 |
| PT Users | 3 | 12 | 6 | 1 |
| Vehicles | 55 | 156 | 145 | 81 |
| People | 87 | 321 | 225 | 134 |

Access by Non Car Modes



Walking

3.6 The development site is located around 3km, as the crow flies, from Rochdale town centre with the site benefiting from good access by foot to the surrounding area, via the highway network, with good quality footpaths being located near the site along A58 Halifax Road.



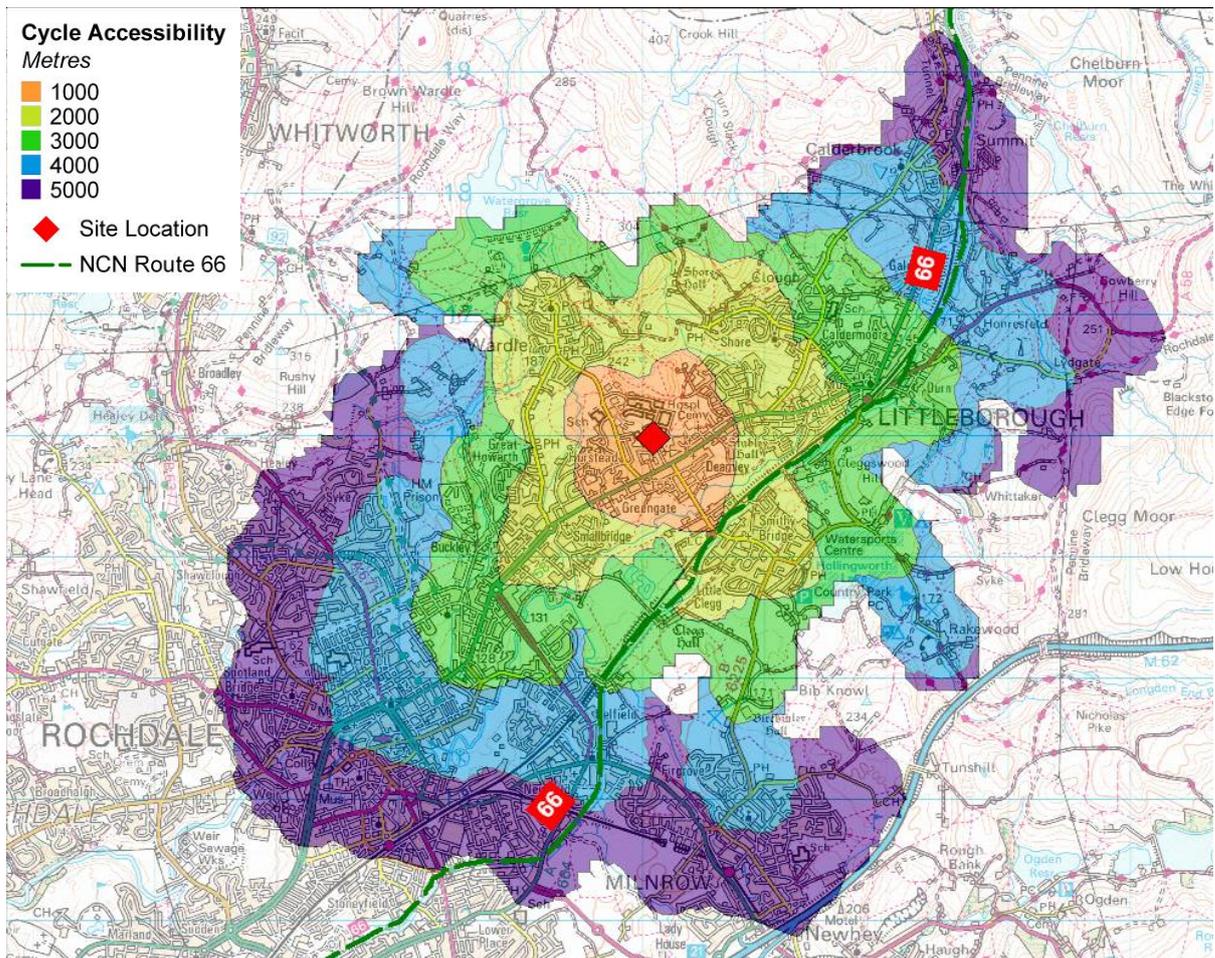
3.7 The plan demonstrates that a sizeable area is accessible from the development site including Smithy Bridge railway station, Wardle and parts of Littleborough.



Cycling

3.8 Cyclists are well catered for in the local area, particularly with Route 66 of the National Cycle Network (NCN) being located just to the south of the development site, adjoining Smithy Bridge railway station. Route 66 is a largely traffic-free route running alongside the Rochdale Canal, which utilises canal towpaths and disused railways and provides connections to Manchester, Middleton and Rochdale, to the south, and links to Littleborough and Calderbrook, to the north.

3.9 There are also a number of other advisory traffic-free and on-road cycle routes available near to the development site, including local routes which form part of the NCN network, such as Regional Routes 80 and 92. These advisory routes provide good quality links throughout the area as well as providing connections to other NCN routes.



3.10 Based on a 5km cycling scenario from the site, it is clear that a considerable area can be reached within a 5km cycle distance, including Rochdale, which is a major employment hub, as well as Milnrow and Calderbrook.



Public Transport – Bus

3.11 Bus stops can be found on Birch Road and Halifax Road / New Road, which are less than 400m from the development site. Birch Road serves 3 routes (455, 456 and 458) and Halifax Road / New Road serves 7 routes (454, 455, 457, 458, 528, 589 and 590), which are summarised below.

Bus Route Summary

| Route | Description | Max. Daytime Frequency | Services Per Day |
|-------|--|------------------------|---|
| 454 | Stansfield – Shore – Littleborough – Birch Hill – Smallbridge – Rochdale | 30 minutes | 24 |
| 455 | Littleborough – Hollingworth Lake – Birch Hill – Smallbridge – Rochdale | Hourly | 17 |
| 456 | Hollingworth Lake – Wardle – Birch Hill – Smallbridge – Rochdale | Hourly | 13 |
| 457 | Stansfield – Littleborough – Smallbridge – Rochdale | 30 minutes | 25 from Stansfield 18 from Littleborough |
| 458 | Littleborough – Stubley – Wardle – Smallbridge – Rochdale | Hourly | 8 |
| 528 | Littleborough – Smallbridge - Rochdale | Hourly | 16 |
| 589 | Burnley – Portsmouth – Todmorden – Littleborough – Rochdale | Hourly | 14 |
| 590 | Halifax – Hebden Bridge – Todmorden – Walsden – Smallbridge – Rochdale | Hourly | 19 |

Source: GMPTE

3.12 The above services offer easy access to Rochdale within a 10 minute journey time with Manchester City Centre being accessed within a 35 minute journey. Accessing these areas provides further connections to other destinations in the region, which demonstrates that public transport is easily accessible from the site and can be used as a viable alternative to the private car when travelling from the development site for work or leisure purposes.



Public Transport – Train

3.13 Smithy Bridge railway station is around 1200m from the development site, accessible either by foot or via bus services 455 and 456. Smithy Bridge station provides services to Manchester Victoria, Moston, Rochdale, Dewsbury and Leeds based on 2 trains per hour, with Leeds providing additional services to destinations further afield, owing to being a major gateway station in the North West.



3.14 Overall, the development is well catered for by public transport, with frequent bus services passing the site and regular train services serving local destinations, which provides realistic alternatives to using the private car.



Public Transport – Tram

3.15 Tram services in Manchester operate as Metrolink, currently providing frequent services across 3 lines from the city centre. Trams run up to every 6 minutes on lines to Bury and Altrincham and up to every 12 minutes to Eccles.

3.16 Further routes are currently under construction to serve Oldham and Rochdale to the north east and Droylsden to the south as well as a spur to MediaCityUK on the Eccles line, known as Phase 3a, and will be completed during 2011 and 2012.

The 22.5km extension to Rochdale, from the Bury line just outside of Victoria Station, will utilise the existing Oldham loop line and provide connections to Failsworth, Oldham, Shaw, Milnrow and Rochdale.

- 3.17 In addition, a further extension is proposed, known as Phase 3b, which will provide a second crossing through Manchester City Centre as well as provide spurs to Oldham and Rochdale town centres to the north-east, Manchester Airport and East Didsbury to the south and from Droylsden to Ashton to the east.

Local Facilities

- 3.18 The surrounding area offers many essential facilities for residents at the development site, with conveniences available within 2km walk distance including an Esso petrol station with Spar convenience store, post office, several takeaways, a public house, hairdressers and health and beauty salon as well as a restaurant.
- 3.19 For education, St. Andrews C of E Primary School is located adjacent to the development site, on Union Road, with Wardle High School being located to the north of the site on Birch Road. There are several other primary schools within walking distance from the site, namely Smithy Bridge Primary School and St James' C of E Primary School.
- 3.20 For leisure pursuits, around 2km from the site is Hollingworth Lake Country Park and Visitor Centre, which contains an activity centre and offers a number of leisure activities including rowing, sailing, windsurfing, orienteering, climbing and guided walks around the lake. There is also a small museum, café and gift shop. Furthermore, to the north of the site, on Birch Road, is Wardle Library.
- 3.21 For employment opportunities, the site is well located for easy access to local towns, such as Rochdale and Oldham, as well as to Manchester City Centre, which is a major employment hub.
- 3.22 Overall, the site benefits from good levels of accessibility by foot with a range of facilities being within easy walking or cycling distance, which offers a realistic opportunity to travel via an alternative mode to the car.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This Interim Travel Plan forms a framework for future development of a detailed Travel Plan once the development is occupied. This framework will be incorporated into any sale / lease agreement drawn up between the developer and future owners / tenants.

Travel Plan Co-ordinator

4.2 Management of the TP process will be achieved through the identification of a suitable person or organisation as the TP Co-ordinator (TPC). The TPC will provide a key role in delivering a successful TP. The TPC role could be undertaken by a Management Company for the site, although in time this role would benefit from ownership by the residents of the site, as key stakeholders to the TP.

4.3 The TPC role will be established prior to the occupation of the site and will act as the fulcrum for the development of the TP measures and the day to day operation of the Plan. Once appointed, the TPC will act as the main contact for the TP and will be responsible for implementing measures, maintaining a database and monitoring the effects of implementation. The TPC will be encouraged to use the online facilities offered by ACT Travelwise which offers expert travel plan advice to members. 

4.4 The TPC will exchange contact details with the Local Planning Authority and Travel Plan officers. The TPC will be the first point of contact in all matters regarding travel to and from the site. The TPC will be responsible for setting up and launching the TP in accordance with the following schedule, which will be agreed with the Local Planning Authority.

1 month prior to first occupation

- Exchange contact details with relevant officers;
- Set up TP working file; and
- Research travel information.

2 weeks prior to first occupation

- Obtain up-to-date public transport timetables and literature;
- Review walking and cycling routes within the site; and
- Prepare welcome packs for all new residents.

Within 3 months of 50% occupation

- Distribute TP survey to all residents;
- Collect TP surveys and analyse results;
- Set-up car sharing register;
- Set-up travel database; and
- Submit survey report to LHA.

Annually

- Monitor resident travel patterns through new surveys;
- Undertake TP audit and modify where appropriate;
- Liaise with Travel Plan Officer and other groups where appropriate; and
- Update TP targets and issue progress update to all residents.

Funding

- 4.5 Appropriate funding will be allocated by the developer at the start of the Travel Plan process to cover the costs involved in administering the Travel Plan over an agreed time period. This will be incorporated into any sale/ lease agreement.
- 4.6 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the TP, annual monitoring and submission of a TP review to the Local Planning Authority.

5.0 TRAVEL PLAN TARGETS

5.1 The setting of targets is essential to ensure that the objectives are met. Therefore, targets should be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). The two types of target are **Aims**, which consider modal share and **Actions** which represent milestones

Aims – Modal Share Targets

5.2 The TPC will analyse the travel survey questionnaires to determine the existing travel patterns to the site. In order to achieve the prime objectives of the TP, the TPC will set realistic short term annual targets for modal share based on the surveyed travel patterns.

5.3 The proposed development is located in the Wardle electoral ward. The table below highlights the differences in modal share between the Wardle ward and the National average. The Table also sets out the initial targets for the proposed development.

| Mode | Wardle Ward | National | Target | Equivalent Change |
|--------------------------|-------------|----------|--------|-------------------|
| Single Occupancy via Car | 61.6% | 53.7% | 55.4% | -10% |
| Car Shares | 15.5% | 13.4% | 17.0% | +10% |
| Public Transport | 9.1% | 16.4% | 12.0% | +32% |
| Walking | 9.9% | 11.0% | 11.9% | +20% |
| Cycling | 1.2% | 3.1% | 1.4% | +20% |
| Taxi | 1.0% | 0.6% | 1.0% | 0.0% |
| Motorcycle | 1.3% | 1.2% | 1.3% | 0.0% |

Source: ONS

5.4 Following the initial travel surveys, the TPC will update the baseline figures in line with the results of residents travel patterns and revise the targets accordingly, in agreement with the local highway authority, to ensure that they remain SMART. In subsequent years, the results of the travel surveys will allow the targets to be reviewed and identify where further initiatives should be implemented in increase the effectiveness of the Travel Plan.

Actions – Milestone Targets

- 5.5 The TPC will analyse the results of the travel surveys to determine if further measures or initiatives could be introduced to encourage residents to travel using non-car modes. These measures could be based on identifying deficiencies in access to particular modes or parts of the network, or from comments / answers given by residents.
- 5.6 Implementation of these initiatives would be discussed through a working group of residents with specific timescales set out as a milestone target. These could include providing additional cycle parking or improving pedestrian access.

6.0 TRAVEL PLAN MEASURES

- 6.1 The development of a successful TP will require consultation with residents at the site as time progresses to establish which measures will be the most effective, which may prove difficult to implement and which may be unpopular.
- 6.2 The following sections in this TP outline the measures to be promoted by the TPC. They are set out under the following general headings:
- Travel awareness;
 - Travel database;
 - Public transport information;
 - Walking;
 - Cycling;
 - Car sharing scheme;
 - Car clubs; and
 - Home shopping.

Travel Awareness

- 6.3 Good accurate information on the range of services and travel initiatives available at the site will be a critical element of a successful TP.
- 6.4 The TPC will make new residents aware of the existence of the TP by providing them with an information leaflet summarising the TP as part of a welcome pack when residents move to the site. The promotional sales material for the site would include the fact that the site has a TP and list the associated benefits.
- 6.5 The welcome pack, which would be jointly promoted by the local passenger transport executive GMPTE, would include the following:
- A map showing the location of key local facilities within easy walking distance of the site, including bus stops;
 - Bus timetables of existing local services from nearby bus stops;
 - Train timetables relating to services which stop at the nearest rail station, this being Castleton;
 - A map showing local cycle routes, which would also indicate the locations of cycle parking and cycle shops in the area;

- Details of any local car club scheme;
- Details of “Safer Routes to School”, the Yellow Bus scheme and associated “Walking Buses” for access to local education;
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Information relating to traffic-related environmental concerns, congestion problems and car sharing to raise awareness.

6.6 The TPC will ensure that any changes to the TP or any relevant information are passed on to residents on a biannual / annual basis in the form of leaflets.

6.7 In addition, the TPC will ensure that off-site information is provided in the form of adequate signing for walking and cycling routes as well as timetable information at bus stops.

6.8 The TPC will promote and encourage residents and visitors to the site to participate in National and Local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with the Local Planning Authority.

Travel Database

6.9 The TPC will undertake an initial travel survey, when 50% occupation has been achieved at the site, to enable a residential travel database to be set up. The TPC will prepare and distribute a questionnaire to each resident, to collect the following details:

- Resident profile, including age, gender etc;
- Normal working hours;
- Mode of travel to work;
- Car ownership / usage;
- Reasons for not using public transport and other modes;
- The anticipated take-up of a car sharing scheme for work journeys as well as use of public transport or other non car modes of travel to work; and
- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the TP.

6.10 On receipt of the completed questionnaires the TPC will set up the travel database within 1 month.

- 6.11 All data collected from the travel survey in connection with the TP will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold the database and be responsible for the release of information, with all data held being used solely for the purposes of the TP.
- 6.12 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible) with all residents who move away from the site having their details removed from the database.
- 6.13 The TPC will submit the results of the survey data to the Local Planning Authority for their information within 3 months of initial occupancy or upon 75% of occupancy, whichever is sooner. However, in the interests of security, names and addresses of residents will not be provided.
- 6.14 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with the Local Planning Authority.



Public Transport Information

- 6.15 The TPC will ensure that public transport is promoted, with the following initiatives being employed:
- Residents are provided with information to allow ease of use of the public transport by providing up-to-date public transport route and timetable information in the welcome packs, and updating by leaflet drop, as necessary. Contact details for local taxi firms will also be provided by the TPC;
 - The TPC will liaise regularly with the local public transport operators to ensure that information remains valid;
 - The TPC will provide details of the websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Transport Direct website and Traveline (Tel: 0871 200 2233); and
 - The TPC will also liaise with the local public transport operators and release survey data to the operators to identify travel demands and allow appropriate services to be provided.





Walking

6.16 The TPC will encourage walking as a mode of travel to the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material;
- Provide a map showing walking routes, indicating distances and times to key local facilities near to the site;
- Encourage residents to sign up to the ‘WalkBUDI’ scheme which offers a journey matching service, particularly for those who may feel vulnerable travelling alone for journeys to / from work;  WalkBUDI™
- Liaise with schools in relation to their Travel Plans and identify any opportunities for improving walk routes to schools and / or implementing a “walking bus”; and
- Ensure that footpaths on site are well maintained and lit with any defects reported to the highway authority.



Cycling

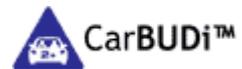
6.17 In conjunction with the pedestrian initiatives, the TPC will do the following:

- Discuss possible discount on cycles and equipment with one of the local cycle shops;
- Ensure any defined cycle paths on site will be maintained and will be signed within the site;
- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage residents to cycle to work;
- Encourage residents to sign up to the ‘BikeBUDI’ scheme which offers a journey matching service, particularly for those who may feel vulnerable travelling alone;  BikeBUDI™
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website as well as Cycle GM (www.cyclegm.org); and 
- In order to assist in improving conditions for cycling locally, the TPC will establish contact with the senior cycling officer of the Local Planning Authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.



Car Sharing Scheme

- 6.18 The TPC will set up a car sharing scheme / register within 3 months of receiving the initial residents travel surveys. Residents will be contacted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work along with their contact phone number and work location. The TPC will then identify suitable matches for residents that may be able to share their journeys to and from work or for shopping trips.
- 6.19 This could be achieved via an online car sharing scheme, such as the 'CarBUDI' system, or even as a site specific scheme using the 'Liftshare' network.



Car Clubs

- 6.20 Car clubs currently operate in numerous cities across the country and enable people to hire a car at very short notice for very long or short journeys with members paying by the day or hour for car hire. A car club scheme offers a low emission vehicle that is able to be hired by any member of the scheme.
- 6.21 The TPC will investigate the potential for a car club. Good practice guidelines suggest that at least 250 units are required for a viable car club, although the location away from a town/city centre will also affect the viability. However, residents from the surrounding areas may benefit from such a scheme and would add to the viability of a scheme.
- 6.22 The national car club website, www.carclubs.org.uk, offers detailed information on local schemes and how they are operated.



Personalised Journey Planners

- 6.23 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

6.24 The personalised journey planners could include:

- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel; and
- Timetable information for public transport services used on their journey.

6.25 This initiative would initially use the Transport Direct journey planning service, which could be integrated into a community website.



Home Shopping

6.26 While the concept of home shopping has been around for some time, the increasing availability of internet shopping has resulted in significant opportunities for reducing the need to travel.

6.27 Almost every type of goods is now available through online retailers, including everyday requirements such as food shopping. In addition, bulky household goods are available to purchase online from electrical retailers which typically already require home delivery. Home shopping also allows competitive price comparison, potentially saving numerous car journeys to a variety of retailers.

7.0 PLAN MONITORING AND REVIEW

7.1 To enable the success of the TP to be established, the TPC will carry out annual monitoring of travel patterns and will review the TP in conjunction with the Local Planning Authority.

Monitoring

7.2 The TPC will monitor travel patterns on an annual basis for the first five years of the occupation of the site and then at suitable intervals as agreed by the Local Planning Authority. The monitoring of the plan is important for the following reasons:

- It will demonstrate to the Local Planning Authority that the aims and objectives of the TP are being achieved;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the TP by reporting successes;
- It identifies any measures that are not working or problems with the approach of the TP; and
- It can be shared with other nearby residential areas and the TPC for other elements of the site to refine the development of the TP.

7.3 Surveys will be used to monitor travel to and from the site. The surveys can be used to monitor the number of residents walking, cycling, travelling by car and public transport. The results can then be compared with the mode share targets identified earlier in this Interim TP.

7.4 The TPC will develop the monitoring programme in conjunction with the Local Planning Authority to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key TP targets based on the results of the monitoring travel surveys. This table will be published and distributed by leaflet to residents on the site.

7.5 The TPC will make information on mode share available to the Local Planning Authority as part of the continuous monitoring process, subject to the provisions of the Data Protection Act.

Reviewing

- 7.6 The TPC will undertake an annual review of the final TP in conjunction with the Local Planning Authority. These reviews will be undertaken on a yearly basis unless otherwise agreed with the Local Planning Authority. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 7.7 When reviewing the effectiveness of the Plan, the following questions will be asked:
- Which areas offer the greatest potential for change / improvement?
 - Was the initiative implemented by the target date?
 - How well used is each scheme / initiative?
 - How much did it cost to introduce?
 - Is the review process itself effective?
- 7.8 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC will set revised realistic targets for modal shifts to non-car travel modes and investigate the effectiveness of the TP initiatives being promoted in conjunction with the Local Planning Authority.
- 7.9 In light of the data collected from the monitoring process, the TPC will adapt the TP to enable the revised agreed targets to be achieved and submit a review report to be agreed with the Local Planning Authority.