



Travel Plans Supplementary Planning Document

A guide for developers in Swindon
February 2020



Contents	Page
1	
What is a Travel Plan?	4
1.1 Benefits of a travel plan	4
2	
The purpose of this guidance	5
2.1 Travel Plan Policy landscape	5
3	
Do I need to produce a travel plan?	6
3.1 Guidance Thresholds	6
4	
Types of travel plan	8
4.1 Securing the travel plan	8
5	
Options for producing the travel plan	9
5.1 Option One – SBC implement the travel plan	9
5.2 Option Two – The developer implements the travel plan	10
5.3 Introducing STARS Business and STARS Community	10
5.4 Introducing STARS education for schools	11
6	
Employment travel plans	12
Requirements	12
Evaluation criteria	18
7	
Residential travel plans	19
Requirements	21
Travel Plan Statements (20 – 59 dwellings)	23
Evaluation criteria	24
8	
School travel plans	26
9	
Contacts and links	27

Appendices

A	Example of contribution costs	28
B	Sample S106 agreements and model conditions	32

1. What is a Travel Plan?

A travel plan is defined as a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.

Swindon Borough Council requires developers to produce and implement travel plans to a consistent standard to help mitigate the transport impacts of their development.

1.1 Benefits of a travel plan

A Travel Plan will assist in bringing about a wide range of benefits to the wider community such as:

- Reducing peak time congestion
- Reducing harmful transport emissions and reducing energy use
- Improving accessibility and tackling social exclusion
- Improved public transport
- Reduction in vehicular trips potentially reducing the cost of off-site highway works
- Creating additional site capacity by reducing the need for car parking spaces and their on-going maintenance costs
- Enhancing the image of the company/organisation in question in environmental terms which supports Corporate Social Responsibility
- Promotion of healthy lifestyles through more physical activity and use of active travel modes



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Tadpole Garden Village in Swindon is a new community which has sustainability built into its core.

By its location and the real attention to detail in planning the layout and infrastructure of the site, sustainable travel will be the obvious choice for new residents. Hard infrastructure and supporting soft measures further encourage the uptake of sustainable modes by residents, visitors, pupils and employees of the development.

CREST NICHOLSON

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2. Purpose of this guidance

Travel Plans have an important role in reducing traffic and increasing accessibility for all, which will contribute to local and regional targets aligned with national policy.

Swindon Borough Council is seeking to ensure that all travel plans produced in the Borough are consistent in terms of structure, content and approach. This guidance has been written to provide a framework to ensure the consistency of quality, but aims to allow flexibility to adapt travel plans to site specific conditions.

It is acknowledged that best practice and requirements change over time, and this guidance will be reviewed every three years.

2.1 Travel Plan Policy Landscape

The effects of the unsustainable way we frequently travel can be clearly seen on the environment, our health and on our quality of life. Our towns are becoming more and more congested with increased levels of car traffic.

Travel plans are an integral part of the Government's policies on sustainable transport. The primary national planning policy impetus for travel plans is through Chapter 9 of the National Planning Policy Framework (NPPF) (2018):

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

Swindon Borough Local Plan 2026 (adopted March 2015)

The Local Plan provides a development strategy to deliver sustainable growth in Swindon to the year 2026. In relation to the delivery of the travel, the key planning policies to realise these objectives are:

- Policy TR1 (Sustainable Transport Networks) seeks to deliver a high quality transport network throughout the Borough, which supports economic growth, regeneration and housing growth.
- Policy TR2 (Transport and Development) seeks to ensure new development provides appropriate access arrangements, is designed to reduce the need to travel and encourages the use of sustainable transport. In particular, to assess and mitigate the impact of development and to promote sustainable travel choices, proposals are required to submit a travel plan alongside a transport assessment and transport statement. This is in accordance with Department for Transport guidance and where proposed development is likely to have significant transport and related environmental impact.

At time of writing, the emerging Local Plan 2036 is currently being prepared for adoption mid-2021. Whilst policies TR1 and TR2 are likely to be replaced, the requirement to promote sustainable travel choices will remain in any future revisions.

The Travel Plan Supplementary Planning Document needs to be read in conjunction with all other Swindon policies and guidance.

3. Do I need to produce a travel plan?

A Travel Plan will be negotiated for all new developments as defined in Table 1 below and for other planning applications, such as extensions and change of use, that are likely to have negative implications for the highway network.

These include;

- Developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or within 100 metres of, **Air Quality Management Areas**.
- All **schools and nurseries**, and extensions to schools likely to have a material impact on traffic movements. All state schools are obliged to have a School Travel Plan.
- Comprising or involving a **material increase in existing car parking provision** (to be determined on a case by case basis) at employment, retail, or leisure sites, schools, colleges, hospitals or health centres.
- Where the travel plan will help address a **particular traffic problem** associated with a planning application, which otherwise would be likely to be refused on local traffic grounds. (This category may include smaller residential, commercial, service or educational developments below the relevant thresholds) or where there is **inadequate transport infrastructure** in the area.

3.1 Guideline thresholds

The thresholds in Table 1 opposite are based on those set out in Appendix B of the Department for Transport Guidance on Transport Assessment March 2007, adapted to local need in Swindon in respect of use class C3, where the lower threshold is set at 60 dwellings for a travel plan and 20 dwellings for a Travel Plan Statement.



Table 1

Land Use	Threshold at or above which a Travel Plan is required	Threshold at which a Travel Plan Statement is required
A1 Retail - Food	800m ²	250m ²
A1 Retail – Non food	1500m ²	800m ²
A2 Financial and Professional	2500m ²	1000m ²
A3/A4/A5 Food and Drink	2500 / 600 / 500m ²	300m ²
B1 including Offices	2500m ²	1500m ²
B2 Industrial	4000m ²	2500m ²
B8 Warehousing and Distribution	5000m ²	3000m ²
C1 Hotels	100 bedrooms	60 bedrooms
C2 Residential Institutions - Hospitals and nursing homes - Residential education - Hostels	50 beds 2500m ² 2500m ²	30 beds 1500m ² 1500m ²
C3 Residential	60 + dwellings	20 dwellings
D1 Non-residential institutions	1000m ²	500m ²
D1 Schools	State schools: All are already required to have a School Travel Plan. Independent schools: All new schools and extensions to schools that are likely to have a material impact on traffic movements. Nurseries that cater for 60 + children daily are required to have a travel plan.	n/a
D1 Higher and Further Education	1000m ²	n/a
D2 Assembly and Leisure	1500m ²	500m ²
Mixed-use developments	Where a planning application covers mixed land uses, a single or overarching travel plan will be required covering the complete development.	n/a

4. Types of travel plan

A Travel Plan will be negotiated for all developments as defined in Table 1 on page 7 and for planning applications which are likely to have significant transport implications.

INTERIM Travel Plan

Prepared when the **exact scale and split of uses cannot be identified** at the planning application stage.

FRAMEWORK Travel Plan

The Framework is an **umbrella plan** used to devise subsequent individual plans for each element of the development. It sets out basic principles for the site as a whole.

FULL Travel Plan

Prepared where the proposed use and accessibility needs are known.
Will be tailored to the **end occupier(s)** – eg residential / school / workplace

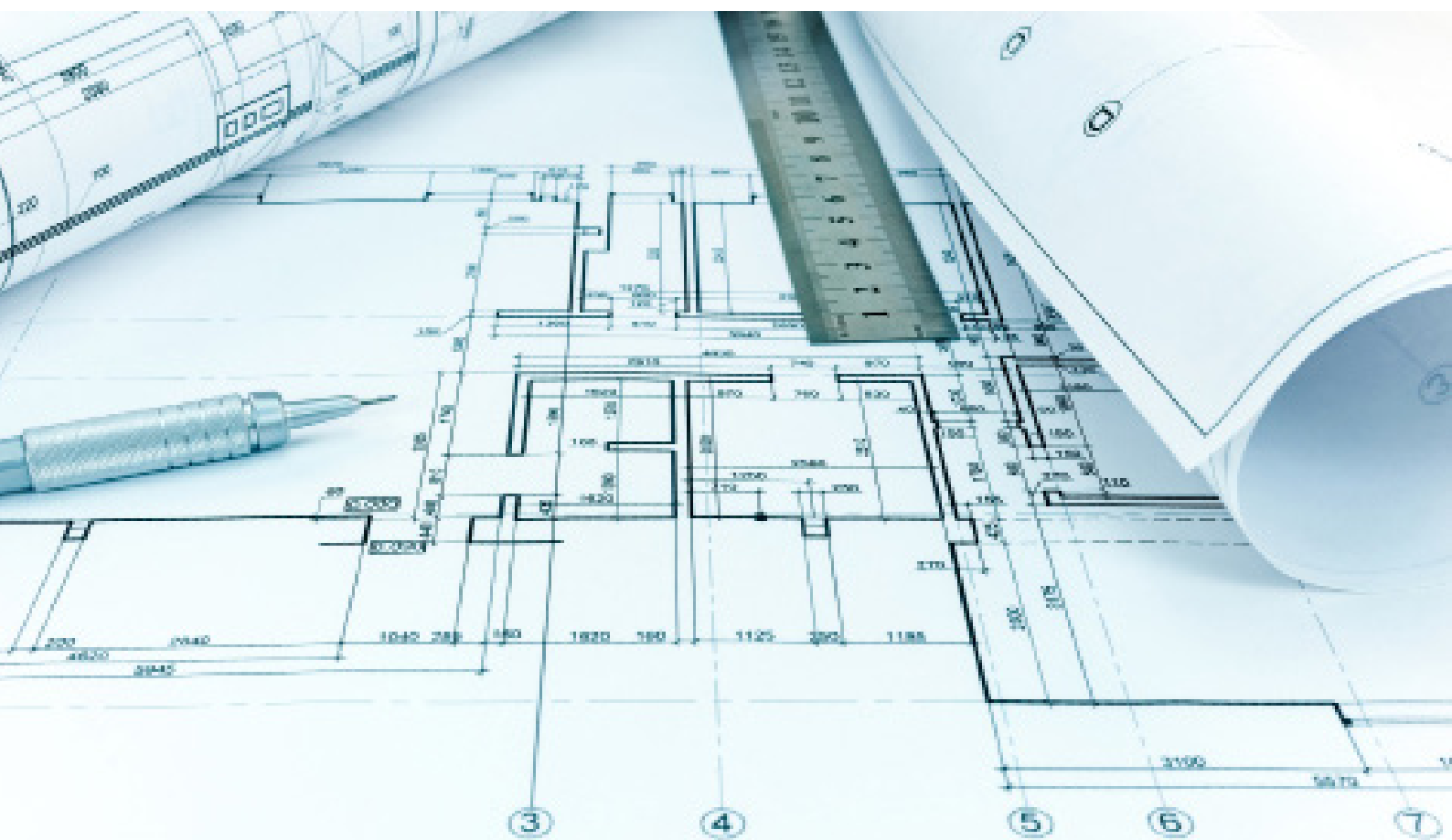
Travel Plan STATEMENT

For smaller developments.
Can take the form of an '**Action Plan**' **promoted by the developer** or occupier of the site

4.1 Securing the Travel Plan

Travel plans will be secured through a Section 106 obligation, which requires the legal binding of a Section 106 agreement. Section 106 agreements are more effective in securing travel plans given the range of elements required within them.

In some circumstances, Swindon Borough Council may use a planning condition to secure the travel plan or Travel Plan Statement. You can find our model conditions in Appendix B



5. Options for producing the travel plan

Developers find that implementing a travel plan over a lengthy period can be a challenge, and Swindon Borough Council are able to take enforcement action against developers who fail to implement their travel plan obligations.

For this reason, Swindon Borough Council offers two options.

5.1 Option One - Swindon Borough Council takes responsibility for managing and implementing the travel plan on behalf of the developer in return for a set contribution.

Swindon Borough Council would be responsible for the implementation of the travel plan, incentives, and the appointment of a designated travel plan coordinator. The travel plan coordinator (TPC) takes responsibility for implementing the travel plan, and provides a contact point for the plan.

This option requires a “per dwelling” (for residential) or “per square metre” (for employment) contribution.

This option removes any responsibility from the developer for the implementation of the plan (other than providing hard infrastructure measures such as electric charging infrastructure, signage, lighting, walking/cycling paths, cycle parking etc, which are secured separately to the travel plan).

To ensure the travel plan duties are undertaken in a timely fashion, contributions via a Section 106 agreement will be requested in line with the suggested trigger points outlined in Table 1.1 below. The trigger points are subject to the size and nature of the development and can be agreed within the legal agreement.

Table 1.1 – Suggested phasing of Section 106 contributions

Phase of development	% of contribution due
Commencement of development	25%
1st occupation	20%
50% occupation of site	40%
Prior to 100% occupation of site	15%

Although it is not compulsory to choose Option One and pay the travel plan contribution, SBC consider this is a effective option for all concerned. The alternative is Option Two.



5.2 Option Two - The owner / developer retains responsibility for managing and implementing the travel plan, and also pays a bond / monitoring fee. This bond would be repayable on successful completion of the travel plan, minus the monitoring fee (deposit).

Under this option, the developer/owner retains responsibility for funding and implementing the travel plan, its incentives and measures, the appointment and retention of a travel plan coordinator, monitoring for a period covering full build out and occupation, and identifying remedial measures.

In addition to funding the travel plan, this option also requires a bond to be paid to Swindon Borough Council, repayable on successful completion of the travel plan. A travel plan monitoring fee is also required, which is non-refundable. Swindon Borough Council would retain the bond in order to implement remedial measures if the developer/owner does not meet the agreed set targets and / or comply with the agreement.

A travel plan submitted by a developer would need to meet the required specifications set out in this guidance, detailed at Chapter 6 (Employment) and Chapter 7 (Residential).

The costs of each option, and their justifications are outlined in more detail in Appendix A.

5.3 Introducing STARS Business and STARS Community (formerly Starsfor) (<https://www.modeshiftstars.org>)

STARS Business and STARS Community (formerly known as STARSfor) is the national travel plan rating scheme that has been established to recognise excellence in supporting walking, cycling and other forms of sustainable transport. It is an online platform where residential or business travel plans can be stored, developed, managed and monitored over time. The platform is free for all Swindon based organisations and developers to use, and is suitable for workplaces, retail, leisure, residential sites and colleges / universities. Schools and nurseries are covered separately.

STARS Business and STARS Community allows users to collect data and information linked to a site or a collection of sites and to input into the system. This process is more efficient than paper and PDF travel plans. Users of the system will save time when putting together a travel plan and they will be able to access and update their site's information online at any time.

Three steps to getting started with STARS

1

Visit <https://www.modeshiftstars.org/>

2

Select the Contact / Register dropdown from the top of the page

3

Complete the appropriate form and click send

Once registered, the Local Authority will approve your access and you can then work on the travel plan. A full user guide is available at www.swindontravelchoices.co.uk/resources

Creating your travel plan

For developers choosing **Option One** above, please complete the site details within the Site Audit section of the system. This is all that is required, as Swindon Borough Council will take responsibility for the remainder of the plan and its implementation.

For developers choosing **Option Two** above, please complete the full travel plan within the Stars system, detailed at Chapter 6 (Employment) and Chapter 7 (Residential). You will need to liaise with the travel plan officer to assign a survey through the system, and to set targets. For consistency, a minimum set of actions are required in the sustainable travel action plan. These are set out in Chapter 6 (Employment) and Chapter 7 (Residential). Plans will not be approved without the minimum actions in place.

The life of a travel plan starts on commencement of the development, and lasts for 5 years post full occupation.

5.4 Introducing STARS Education for schools

Modeshift STARS Education is the national travel plan rating scheme for schools that has been established to recognise excellence in supporting walking, cycling and other forms of sustainable transport. It is an online platform where travel plans can be stored, developed, managed and monitored over time. **STARS is free for all Swindon based schools (primary and secondary) to use.**

STARS allows users to collect data and information linked to a school site and to input into the system. This process is more efficient than paper and PDF travel plans. Users of the system will save time when putting together a travel plan and they will be able to access their sites information online at any time. Schools can also aim for bronze, silver and gold accreditation.

More detail on producing school travel plans is given in Chapter 8.



6. Employment travel plans

Table 2 below relates to headings required for an employer travel plan produced in Stars Business. Framework and Interim travel plans can be inputted into the system, but the full travel plan of the end occupier will also be required as the main evidence of implementation.

Under Option One, Swindon Borough Council will follow this structure, and under Option Two, the developer will be responsible for ensuring that all headings are completed and updated for the duration of the travel plan obligation.

Table 2 – Section and Requirements

1. About the site	Basics are required about the employment site, such as • Site name, address, introduction to the organisation • Details of occupation and build out • Main contacts, including senior management • Details of Travel Plan Coordinator (If not yet appointed, the authors of the travel plan will be held accountable as the Travel Plan Coordinator until this field is updated). A TPC needs to be appointed prior to first occupation and employed for a minimum of 5 years, or until completion of the plan, whichever is later. • Aims and objectives of travel plan
2. Working Group	• Add working group contacts in this section, once known. (This may include developer, other sections of the organisation (eg HR / Facilities), public transport operator, neighbouring business contacts, and resident group.)
3. Site Audit	Site Audit This section deals with the operational side of the development, such as • Location details, site plans, layouts • Details of staff, visitors and deliveries, such as numbers, working patterns, opening hours, sickness levels (once known) • Travel and transport infrastructure (eg cycle stands, storage, facilities, bus routes and stops, access arrangements) • Arrangements for car travel and parking The site audit should be reviewed and resubmitted annually.

4. Travel Surveys	• Swindon Borough Council’s travel plan officer will assign a staff travel survey through the system – this can be completed electronically or on paper (and inputted into the system), or a mixture of both. • Prior to development, baseline data can be ascertained using census data for the relevant ward (available from the Office for National Statistics), or data from a similar organisation, or the same organisation in a different town. This data can be uploaded as PDF or image file from the “Additional Surveys” tab. Trip rates – if you have them - can be stored here too. • We require a baseline staff survey to be undertaken on Stars Business within 3 months of first occupation, and annually thereafter for the life of the travel plan. • Automatic Traffic Counts may also be appropriate over the same timescales. • A response rate of 30% and higher is acceptable for travel surveys.
Targets	• From the baseline survey, we require a target to be set to reduce single occupancy vehicle trip rates. As a guide we suggest a target of 8-10 percentage point reduction over the life of the travel plan, to be agreed with SBC. These targets can be negotiable, depending on the nature and location of the development. With the decrease of car rates, an increase in active travel, public transport use and reducing the need to travel (i.e. by working from home / video conferencing) should be evidenced.
5. Travel and transport issues	• This section is to record issues associated with the development site as they develop
6. Sustainable Travel Action Plan	This is a key section to add, create and report on actions that support, encourage and promote sustainable travel at your site. See table 3 below. Developers choosing Option Two will need to include the minimum requirement of each section for their plans to be approved. For larger or more complex sites, we will be looking for recommended requirements to be met, where appropriate. The list below is not exhaustive and additional measures are welcomed.

Table 3 below outlines items for a Sustainable Travel Action plan. For developers choosing Option Two, we will require commitment to the minimal requirements to be met in order to approve your plan.

The minimal requirements match the level of provision given by SBC for developers choosing Option One.

Table 3 – Sustainable Travel Action Plan

Car Travel Disincentives	
Minimal Requirement for all sites	• Provide directions to the site (online and embed into marketing materials) that promote active travel, public transport and car sharing over solo car travel. • Regular monitoring of car park capacity and take steps to address any issues around excess demand for spaces.
Recommended Requirement	• Consideration of how parking will be managed. This may include permits, barriers, car share areas, charging. • Develop business mileage policy that encourages local journeys to be undertaken by sustainable travel. • Enforcement action for unauthorised parking • Incentives for commuting by sustainable means

Promotion of walking	
Minimal Requirement for all sites	• Provision of walking maps / magazines / websites for users of the site • Provision of personalised route maps for commuting to work on foot as part of a Personalised travel planning offer • Provide pool umbrellas at reception to aid trips on foot • Hold annual pedometer challenges for staff • Hold promotional events for users of the site as part of “Walk to Work week”

Promotion of cycling	
Minimal Requirement for all sites	• Provision of cycling maps / magazines / information for users of the site • Cycle maps provided within new starter welcome pack and on the company intranet. • Borrow a bike scheme – Free use of a bicycle for up to 4 weeks to “try cycling”. Employees taking up the offer should be helped to purchase a bike afterwards through (for example) a bike discount voucher, cycle to work scheme and information about local bike shops. • Promote Active Swindon Challenge to staff and encourage a work team, or departmental teams for larger organisations. • Regular (at least 2 annually) events for users of the site - such as bike breakfasts and doctor bike sessions, security bike marking, led bike ride, cycle skills training
Recommended Requirement	• Cycling club and / or Bike User Group set up for staff • Pool bike scheme • CCTV installed in the bike sheds • Lockers and showers available • Cycle to work scheme for staff

Public transport actions	
Minimal Requirement for all sites	• Active dissemination of public transport information. Information on public transport options should be actively disseminated in new starter welcome packs and on the employer’s website. • Current bus timetables should be made available on noticeboards, online and at reception • Employees offered a week’s pass to try the bus for free. • Event to promote “Catch the Bus week” each year
Recommended Requirement	• Mechanism to provide bus season tickets / loans for staff • Real time bus information in the office • Promote bus / rail travel for business journeys



Monitoring Actions	
Minimal Requirement for all sites	• Baseline staff travel survey within 3 months of first occupation, followed by annual staff travel survey for at least 5 years subsequently. • Review actions annually and update according to survey results • Physical trip counts annually across all modes at the development entry and exit points • Annual report to monitor progress towards targets, and report on activity over the past 12 months. Submit to developer (Option One) or SBC (Option Two)
Recommended Requirement	• Counts of bikes on bike stands • Increase bike stands if demand exceeds capacity

Smarter Driving Actions (inc car sharing)	
Minimal Requirement for all sites	• Promotion of a car-share matching service There is already a recognised car share matching service in Swindon that may be promoted (www.carshareswindon.com) • Corporate membership of the car club, if applicable • Annual event (eg coffee morning) for staff to meet each other with a view to setting up car share arrangements.
Recommended Requirement	• Promote eco driving • Installation of electric charging points • Provide pool cars for staff (or corporate membership of the car club if applicable) • Offer driver training to improve safety and skills



Promotion, Communications and Events Actions	
Minimal Requirement for all sites	• Sustainable transport information on the company website and intranet • Welcome packs for new starters to contain: - Details of online journey planning - Local bespoke travel map - Swindon Cycle Map - Local Get Walking magazine - Swindon Cycling magazine - Advice leaflets (range) - Details of the Active Swindon Challenge - Car share information - Details of Swindon Cycle campaign - Details of development website / journey planner - Car Club information / membership voucher (if relevant) - Bus timetables, details of ticketing options, smartcard details and voucher for a week's pass • Company travel policies / benefits • Promotional events • The Travel Plan Coordinator should conduct two promotional events each year, it is often appropriate to use national' events such as bike to work day, catch the bus week or liftshare week.
Recommended Requirement	• Commitment for the travel plan Coordinator to undertake free travel plan training, courtesy of www.travelplans365.com • Travel plan Coordinator to join SWIFT – the free travel plan network for Swindon businesses.

Failsafe Mechanisms

For developers choosing Option Two, mechanisms need to be in place to ensure that best endeavors are made to meet the travel plan targets. Funds from the bond will need to be retained to allow Swindon Borough Council to implement additional measures if the targets set are not met.

Examples of remedial measures could include – but is not limited to:

- Intensified Personalised Travel Planning with staff
- Additional promotional events
- Creation of walking groups for commuters
- Cycle training for individuals or teams
- Use of video to promote infrastructure, or highlight routes, incentives and interventions
- Traffic Regulation Orders (TROs)
- Implementation of "real time" information boards

Evaluation Criteria

For developers choosing **Option Two**, we will evaluate the initial travel plan using the following criteria:

1. To approve the travel plan, **all sections in Stars Business** (outlined in Table 2 above) need to be completed and kept up to date.
2. We require a **named Travel Plan co-ordinator**. Where the TPC has yet to be appointed, an interim named contact (such as the author of the travel plan) will need to be retained and held responsible for the plan until the TPC is appointed
3. **Baseline survey data** is required to set targets from
4. **Targets need to be set**. We have suggested a minimum as a guide in Table 2, but these are negotiable depending on baseline data and level of infrastructure installed.
5. A commitment to **annual monitoring** is required for a period of the life of the travel plan; this can be included as an action in the Sustainable Travel Action Plan.
6. All the minimum requirements in the **Sustainable Travel Action Plan** (outlined in Table 3 above) need to be included with a realistic target date for completion.
7. For larger or more complex sites, recommended requirements from Table 3 will need to be included.

7. Residential travel plans

Table 4 below relates to headings required for a residential travel plan produced in Stars Community.

Under Option One, Swindon Borough Council will follow this structure, and under Option Two, the developer will be responsible for ensuring that all headings are completed and updated for the duration of the travel plan obligation.

Table 4

1.About the site	Basics are required about the employment site, such as • Site name, address • Details of occupation and build out • Main contacts, including senior management • Details of Travel Plan Coordinator(If not yet appointed, the authors of the travel plan will be held accountable as the Travel Plan Coordinator until this field is updated). A TPC needs to be appointed prior to first occupation and employed for a minimum of 5 years, or until completion of the plan, whichever is later. • Aims and objectives of travel plan
2. Working Group	• Add working group contacts in this section once known. (This may include developer, public transport operator, neighbouring business contacts, and resident group.)
3. Site Audit	This section deals with the operational side of the development, such as • Location details, site plans, layouts • Travel and transport infrastructure (eg cycle stands, storage, facilities, bus routes and stops, access arrangements) • Arrangements for car travel and parking We require the site audit to be reviewed and resubmitted annually.

Continued overleaf



4. Travel Surveys	• The travel plan officer will assign a resident travel survey through the system – this can be completed electronically or on paper (and inputted into the system), or a mixture of both. • Prior to development, baseline data can be ascertained using census data for the ward, or data from a similar development. This data can be uploaded as PDF or image file from the “Additional Surveys” tab. Trip rates can be stored here too. • We require a baseline resident survey to be undertaken upon 30th Occupation, or 1 year from 1st occupation, whichever is sooner, then annually thereafter for the life of the travel plan • Automatic Traffic Counts may also be appropriate over the same timescales. • A response rate of 30% and higher is acceptable for resident travel surveys, which need to be completed within 6 weeks of survey launch date.
Targets	• From the baseline survey, we require a target to be set to reduce single occupancy vehicle trip rates. As a guide we suggest a target of 8-10 percentage point reduction over the life of the travel plan, to be agreed with SBC. These targets can be negotiable, depending on the nature and location of the development. With the decrease of car rates, an increase in active travel, public transport use and reducing the need to travel (i.e. by working from home / video conferencing) should be evidenced.
5. Travel and transport issues	• This section is to record issues at the development site as they develop
6. Sustainable Travel Action Plan	• This is a key section to add, create and report on actions that support sustainable travel at your site. See table 3 below. Developers choosing Option Two will need to include the minimum requirement of each section for their plans to be approved. • For larger or more complex sites, we will be looking for recommended requirements to be met, where appropriate. The list below is not exhaustive and additional measures are welcomed.

Table 5 – Section and Requirements

Car Travel Disincentives	
Minimal Requirement	• Provide directions to the site (online and embed into marketing materials) that promote active travel, public transport and car sharing over solo car travel. • Regular monitoring of on street parking and take steps to address any issues around problem parking.
Promotion of walking	
Minimal Requirement	• Provision of walking maps / magazines for residents • Provision of personalised route maps for regular journeys on foot as part of a Personalised travel planning offer • Hold annual pedometer challenges for residents (as part of Active Swindon Challenge) • Hold promotional events as part of “Walk to Work week”
Promotion of cycling	
Minimal Requirement	• Provision of cycling maps / magazines / information for users of the site • Cycle maps provided within resident household welcome pack. • Borrow a bike scheme – Free use of a bicycle for up to 4 weeks to “try cycling”. Employees taking up the offer should be helped to purchase a bike afterwards through (for example) a bike discount voucher, cycle to work scheme and information about local bike shops. • Promote Active Swindon Challenge to residents and encourage a community team. • Regular (at least 2 annually) events for users of the site - such as bike breakfasts and doctor bike sessions, security bike marking, led bike ride, cycle skills training
Recommended Requirement	• Cycling club and / or Bike User Group set up for residents



Public transport actions	
Minimal Requirement	- Active dissemination of public transport information. Information on public transport options, including rail, should be actively disseminated in householder welcome packs and on the development website. - Residents offered a week's pass to try the bus for free - Event to promote "Catch the Bus week" each year
Recommended Requirement	Real time bus information at the development's bus stops

Monitoring Actions	
Minimal Requirement	- Baseline resident travel survey within 3 months of first occupation, followed by annual travel surveys for the life of the travel plan - Review actions annually and update according to survey results - Physical trip counts annually across all modes at the development entry and exit points - Annual report to monitor progress towards targets, and report on activity over the past 12 months. Submit to developer (Option One) or SBC (Option Two)
Recommended Requirement	- Counts of bikes on bike stands in community spaces (if applicable) - Increase bike stands if demand exceeds capacity

Smarter Driving Actions (inc car sharing)	
Minimal Requirement	- Promotion of a car-share matching service There is already a recognised car share matching service in Swindon that may be promoted (www.carshareswindon.com) - Free membership to the car club (where provided) - Annual event (eg coffee morning) for residents to meet each other with a view to setting up car share arrangements.
Recommended Requirement	- Promote eco driving - Installation of electric charging points - Provide one car club vehicle and space for every 500 dwellings

Promotion, Communications and Events Actions	
Minimal Requirement	• Sustainable transport information for residents on the development website • Sustainable transport information for residents on the development website • Householder welcome packs to contain: - Details of online journey planning - Local bespoke travel map - Swindon Cycle Map - Local Get Walking magazine - Advice leaflets (range) - Details of the Active Swindon Challenge - Car share information - Details of Swindon Cycle campaign - Details of Borrow a Bike scheme - Car Club information / membership voucher (if relevant) - Bus timetables, details of ticketing options, smartcard details and voucher for a week's pass. • Promotional events • The Travel Plan Coordinator should conduct two promotional events each year, it is often appropriate to use national' events such as bike to work day, catch the bus week or liftshare week.
Recommended Requirement	• Commitment for the travel plan Coordinator to undertake free travel plan training, courtesy of www.travelplans365.com

Failsafe Mechanisms

For developers choosing Option Two, mechanisms need to be in place to ensure that best endeavors are made to meet the travel plan targets. Funds from the bond will need to be retained to allow Swindon Borough Council to implement additional measures if the targets set are not met.

Examples of remedial measures could include – but is not limited to:

- Intensified Personalised Travel Planning with residents
- Additional promotional events
- Cycle training for individuals or families
- Use of video to promote infrastructure, or highlight routes, incentives and interventions
- Traffic Regulation Orders (TROs)



Evaluation Criteria

For developers choosing Option Two, we will evaluate the initial travel plan using the following criteria:

1. To approve the travel plan, **all sections in Stars Community** (outlined in Table 4 above) need to be completed and kept up to date.
2. We require a **named Travel Plan co-ordinator**. Where the TPC has yet to be appointed, an interim named contact (such as the author of the travel plan) will need to be retained and held responsible for the plan until the TPC is appointed. The TPC will need to be appointed prior to occupation and be retained for the life of the travel plan.
3. **Baseline survey data** is required to set targets from
4. **Targets need to be set**. We have suggested a minimum as a guide in Table 4, but these are negotiable depending on baseline data and level of infrastructure installed.
5. A commitment to **annual monitoring** is required; this can be included as an action in the Sustainable Travel Action Plan.
6. All the minimum requirements in the **Sustainable Travel Action Plan** (outlined in Table 3 above) need to be included with a realistic target date for completion.
7. For larger or more complex sites, recommended requirements from Table 3 will need to be included.

Smaller residential developments

Developments between 20 and 60 dwellings

Option One is not appropriate for developments of between 20 and 60 dwellings, so developers are responsible for these requirements. However, no bond will be taken and the travel planning requirement can be secured by condition.

A shorter travel statement will be required within Stars Community, along with commitment to providing the following;

- Cycle storage for residents and visitors as per Swindon Borough Council's cycle parking guidelines.
- Household travel information packs along with the option of choosing either a monthly bus pass (value approx £50) or a cycle discount voucher of equivalent value. The packs should include details about the local walking, cycling and bus routes and time, the car share scheme, localised maps, contact details of where to find out more information and the facilities and incentives available.
- Telecommunication points to allow on-line shopping and home working, reducing the need for travel
- Travel information provision and promotion of sustainable transport in estate agents / show rooms etc.

Developments of flats and apartments

Cycle parking will be required for all flats/apartments regardless of the size of development. This will depend on the density of flats and location but as a general rule, there should be one space provided per flat. Visitor cycle parking is also required; the number of stands will depend on the size of development, number of blocks etc.

Cycle parking for residential developments should be as per Swindon Borough Council's Cycle Parking Guidelines.

Developments with less than 1:1 car parking ratios

Given that this will mean some households will have no access to a car, provision for other modes of transport are essential. Additional travel plan measures, such as a car club, are likely to be requested for such developments. Where the majority of houses have parking but some don't, additional incentives should be provided to these households (e.g. free car club membership, cycle vouchers in addition to bus passes for the household, taxi discounts etc).

These should be discussed with Swindon Borough Council prior to the submission of a planning application.



8. School travel plans

All new schools in Swindon are required to submit and implement a travel plan. We define a school as any educational facility for children up to the age of 16, including (but not limited to) nurseries, primary, secondary, academy, independent, Voluntary Aided and SEN.

A School Travel Plan (STP) is a document which sets out how a school will promote safer, active and sustainable travel to school, with the main emphasis being on reducing the number of children being driven to and from school. A good STP should be based on consultation with teachers, parents, pupils and governors and the local community.

In order to ensure that the plan remains relevant and appropriate to changing circumstances it is essential that the plan is reviewed and updated regularly.

Using Modeshift STARS Education to support your planning application

Swindon Borough Council are now incorporating Modeshift STARS into the planning process to make it easier for schools to implement and maintain their STP once the development has been completed.

The information required to support a planning application should be submitted via an Interim School Travel Plan form – See <http://www.swindontravelchoices.co.uk/business/travel-plans-guidance/>.

The Interim School Travel Plan form is designed in such a way as to allow the information to be transferred easily to the School's STARS application once the development is complete. The STARS application will then become the School's live travel plan and should continue to be maintained.

In particular, as a minimum standard we will be looking for

- A **designated STP champion** / co-ordinator
- Establishment of a **working group**
- Clear identification of the **travel and transport issues** (that the plan will seek to mitigate)
- **Travel surveys** and consultation exercises undertaken at least yearly
- **A range of initiatives** to increase active and sustainable travel to the site that will be implemented before and after occupation – We advise using Modeshift Stars list of initiatives
- **Monitoring schedule**
- A **commitment to achieve accreditation**: bronze accreditation within 1 year of opening, and silver accreditation (or higher) within 5 years.

There is no Option One for schools, as the school community need to take responsibility for its own travel plan, and embed this into the school culture for future generations. Swindon Borough Council will not be seeking a bond nor monitoring fee for School Travel Plans.

9. Contacts and links

For further information and advice on travel plans contact:

Travel Plan Officer

Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
Wiltshire
SN1 2JH

Email: transportplanning@swindon.gov.uk

Transport Development Management Team

Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
Wiltshire
SN1 2JH

Email: TransportDevelopment@swindon.gov.uk



Appendices

APPENDIX A

Example of contribution costs under Option One and Option Two

1. Employment Travel Plan

The *Employment Travel Plan package* (Option One) would require a ‘per square metre’ (GFA) contribution from each developer to Swindon Borough Council, who would then effectively adopt the management, implementation and monitoring of the travel plan for the development.

Benefits of the Employment Travel Plan Package

By committing to the *Employment Travel Plan package*, the developer is benefitting from the scale and strategic nature of Swindon Borough Council’s resources, rather than relying on the final occupiers creating their own individual travel plan. A Swindon wide approach to employment travel planning allows for stronger connections to be made between the new developments and existing communities, as well benefitting from economies of scale with town wide schemes, such as online travel surveys, a car club and “borrow a bike” scheme.

What measures are included in the Employment Travel Plan Package?

The breakdown of what will be provided under Option One for the *Employment Travel Plan package*, has already been outlined in Chapter Six.

What level of funding are developers required to contribute to join the Employment Travel Plan package?

The level of funding required to join the *Employment Travel Plan package* is outlined in Table 6 on page 29. This amount has been calculated using costs for the measures outlined in Chapter Six multiplied up over a proposed 5 year delivery period. We can then convert this per employee cost to a square metre ¹ (GFA) cost- per land use- using the HCA employment densities table ¹. This amount is index linked (base date July 2019).

Is it a compulsory charge?

It is not compulsory to pay the Employer Travel Plan contribution, but SBC consider it a more cost effective option for all concerned. Furthermore, the developer would be released from certain obligations such as monitoring their development after construction commences.

¹<https://www.gov.uk/government/publications/employment-densities-guide-3rd-edition>

Table 6 below demonstrates the contribution cost per square metre GFA based on the planning land use.

Land Use	Cost per square metre (GFA)
A1 Retail - Food	£28.10
A1 Retail – Non food	£28.10
A2 Financial and Professional	£35.13
A3/A4/A5 Food and Drink	£28.10
B1 including Offices	£46.84
B2 Industrial	£15.61
B8 Warehousing and Distribution	£8.03
C1 Hotels	£281.07 per bedroom
C2 Residential Institutions - Hospitals and nursing homes - Residential education - Hostels	£281.07 per bed
D1 Non-residential institutions	Discuss with Swindon Borough Council : Based on predicted staffing and user levels
D1 Schools	No contribution sought
D1 Higher and Further Education	Discuss with Swindon Borough Council : Based on predicted staffing and student levels
D2 Assembly and Leisure	Discuss with Swindon Borough Council : Based on predicted staffing and customer levels

What if I decide to do Option Two instead?

Developers can choose to be responsible for funding and implementing their own travel plan, including providing incentives, the appointment of a travel plan coordinator, conducting monitoring and implementing remedial measures should targets not be met. **This option also requires a bond**, repayable on successful completion of the travel plan, or retained to implement remedial measures if the developer/owner does not meet the set targets and / or comply with the S106 agreement.

The bond for Option Two (in addition to funding the travel plan) will follow the same cost as the “per square metre” costs outlined in Table 6 above. We also require a **non-refundable monitoring deposit** of £5000 for a travel plan covering 5 years. For developments phased beyond a five year period, further monitoring deposits would be required.

For illustration purposes, the contributions for the following sized developments would be as follows;

Employment Land	Option One	Option Two ²
1000 Sq metre A1 food store	£28,100	£28,100 + £5000
5000 Sq metre B8 distribution warehouse	£40,150	£40,150 + £5000
200 bedroom hotel	£56,214	£56,214 + £5000

² This bond / deposit is on top of the costs to implement your own travel plan. The bond is refundable on successful completion and achieving targets, but the £5000 monitoring contribution is not.

2. Residential Travel Plan

The residential travel plan package would require a 'per dwelling' contribution from each developer to Swindon Borough Council, who would then effectively adopt the management, implementation and monitoring of the travel plan for the development.

Benefits of the Residential Travel Plan Package

By committing to the Residential Travel Plan package, the developer is benefitting from the scale and strategic nature of Swindon Borough Council's resources, rather than creating their own individual travel plan. A Swindon wide approach to residential travel planning allows for stronger connections to be made between the new developments and existing communities, as well benefitting from economies of scale with town wide schemes, such as a car club and "borrow a bike".

What measures are included in the Residential Travel Plan Package?

The breakdown of what will be provided under Option One for the Residential travel plan has already been outlined in Chapter Seven.

What level of funding are developers required to contribute to join the Residential Travel Plan?

The level of funding required to join the Residential Travel Plan package is £288.00 per dwelling. This amount is index linked (base date July 2019) This has been calculated by determining costs for the measures outlined in Chapter Seven over the proposed delivery period. This approach is considered to offer greater benefits to SBC, developers and prospective residents, rather than through the delivery of piecemeal travel plans.

Is it a compulsory charge?

It is not compulsory to pay the Residential Travel Plan contribution, but SBC consider this is a more cost effective option for all concerned. Furthermore, the developer would be released from certain obligations such as monitoring their development for years after construction commences.

What if I decide to do Option Two instead?

Developers can choose to be responsible for funding and implementing their own travel plan, including providing incentives, the appointment of a travel plan coordinator, conducting monitoring and implementing remedial measures should targets not be met.

This option requires an additional bond, repayable on successful completion of the travel plan, or kept to implement remedial measures if the developer/owner does not meet the set targets and / or comply with the S106 agreement.

We also require a non-refundable monitoring deposit of £5000 for a travel plan covering 5 years. For developments phased beyond a five year period, further monitoring deposits would be required.

For illustration, the contributions for the following sized developments are as follows;

Residential Units	Option One	Option Two ²
60	£17,280	17,280 + £5000
90	£25,920	£25,920 + £5000
150	£43,200	£43,200 + £5000
250	£72,000	£72,000 + £5000
500	£144,000	£144,000 + £5000
1000	£288,000	£288,000 + £5000



SOUTHERN FLYER

CAMBRIA BRIDGE

TOWN CENTRE

CANAL
WALK

CAMBRIA
BRIDGE

YOU ARE HERE

JOSEPH
STREET

SHIRE
COURT

TURNER
STREET

WOOTTON
BASSETT
ROAD

NATIONAL
CYCLE
ROUTE 45

BEAVANS
BRIDGE

PEGLARS
WAY

45



APPENDIX B

Example S106 agreements

Condition

A condition is only suitable for physical infrastructure required as a means of aiding the measures of the travel plan. For example: A pedestrian and/or cycle way that could be promoted and would offer improved access and/or a link to local services.

Some smaller developments could also have their travel plan or travel plan statement secured by condition.

Contribution

Contributions will be agreed on a development specific basis, please refer to Appendix A above for levels of contribution.

Legal Agreement (Section 106)

Travel plans should be secured through legal agreements to ensure ample flexibility and the ability to include related costs and contributions.

Example clauses

We have provided some example Section 106 templates below. These are for guidance only and agreements will be agreed on a development specific basis.

There are 5 template agreements;

Template 1- Residential Travel Plan Option One- contribution only (for SBC to deliver the travel plan)

Template 2- Employment Travel Plan Option One- contribution only (for SBC to deliver the travel plan)

Template 3- Residential Travel Plan Option Two- Implemented by Developer

Template 4- Employment Travel Plan Option Two- Implemented by Developer

Template 5- Planning condition for travel plan

Template 6- Planning condition for travel plan statement

Template 1

Residential Travel Plan Option One - contribution only (for SBC to deliver the travel plan)

‘the Travel Plan’ means a plan on Modeshift Stars to deliver a modal shift away from the private car in favour of sustainable transport.

‘the Travel Plan Contribution’ means the sum of XXX pounds (£XX) to be used towards:-

and (a) the production and implementation of the Travel Plan;

(b) the employment of a person or organisation (at the discretion of the Director) to co-ordinate the Travel Plan

and (c) monitoring the Travel Plan

The Travel Plan Contribution

The parties hereby agree and covenant with each other that:-

(a) the Owner will pay the Travel Plan Contribution to the Council on the following trigger points;

Phase of development	% of contribution due
Commencement of development	25%
1st occupation	20%
50% occupation of site	40%
Prior to 100% occupation of site	15%

(b) the Council will implement the Travel Plan in accordance with Schedule A

(c) in the event the targets in Schedule A are not met, the Council will continue travel planning activity at the Development for a further 2 years at its own cost.

SCHEDULE A

The council will undertake the following upon receipt of the Travel Plan Contribution

Travel Plan

The council will produce the Travel Plan on Modeshift Stars and make this available to all relevant parties.

Travel Plan Coordinator

The council will employ a named person to act as Travel Plan Coordinator for a minimum period of 5 and a half years. The Travel Plan Coordinator will be recruited no later than 3 months prior to first occupation.

Targets

Overall trip reduction rates by private car will be set at X% after X years from baseline data gathered at 30th occupation. There will be an interim target reduction of X% X years from baseline survey.

Monitoring

The council will undertake surveys upon 30th occupation and annually thereafter for a period of X years. The surveys will include, but not be limited to, resident surveys and traffic counts.

The council will produce an annual monitoring report outlining activity and survey results. The report will be made publically available to all relevant parties.

Sustainable Travel Action plan

The council will undertake the following activity to achieve the outcomes of the travel plan;

- Local sustainable travel information will be provided to sales office staff for distribution to prospective residents
- Householder welcome packs will be distributed when residents first occupy their new property. The packs will include travel maps for the local area, bus timetables, details of the car share scheme and an outline of special offers for the household.
- Special offers will be offered to each household. These include a free “borrow a bike” scheme, and week’s pass to try the bus for free.
- The travel plan Coordinator will plan and hold promotional activities on the site – such as led bike rides or local walks, in addition to car share coffee mornings or events tied into national events (e.g. catch the bus week / bike week). There will be a minimum of two activities per year, increased in years 3-5 if targets are not on track to be met.

Remedial measures

If targets outlined above are not met after 5 years, the council will extend the employment of the travel plan coordinator for a further two years to continue travel planning activity outlined above at its own cost.

Template 2

Employment Travel Plan Option One - contribution only (for SBC to deliver the travel plan)

‘the Travel Plan’ means a plan on Modeshift Stars to deliver a modal shift away from the private car in favour of sustainable transport.

‘the Travel Plan Contribution’ means the sum of XXX pounds (£XX) to be used towards:-

and (a) the production and implementation of the Travel Plan;

(b) the employment of a person or organisation (at the discretion of the Director) to co-ordinate the Travel Plan

and

(c) monitoring the Travel Plan

The Travel Plan Contribution

The parties hereby agree and covenant with each other that:-

(a) the Owner will pay the Travel Plan Contribution to the Council on the following trigger points;

Phase of development	% of contribution due
Commencement of development	25%
1st occupation	20%
50% occupation of site	40%
Prior to 100% occupation of site	15%

(b) the Council will implement the Travel Plan in accordance with Schedule A

(c) in the event the targets in Schedule A are not met, the Council will continue travel planning activity at the Development for a further 2 years at its own cost.

SCHEDULE A

The council will undertake the following upon receipt of the Travel Plan Contribution

Travel Plan

The council will produce the Travel Plan on Modeshift Stars and make this available to all relevant parties.

Travel Plan Coordinator

The council will employ a named person to act as Travel Plan Coordinator for a minimum period of X years. The Travel Plan Coordinator will be recruited no later than 3 months prior to first occupation.

Targets

Overall trip reduction rates by private car will be set at X% after 5 years from baseline data gathered at 30% occupation. There will be an interim target reduction of X% X years from baseline survey.

Monitoring

The council will undertake surveys upon minimum 30% occupation and annually thereafter for a period of X years. The surveys will include, but not be limited to, staff surveys and traffic counts.

The council will produce an annual monitoring report outlining activity and survey results. The report will be made publically available to all relevant parties

Sustainable Travel Action plan

The council will undertake the following activity to achieve the outcomes of the travel plan;

- Local sustainable travel information will be provided to staff upon induction. The packs will include travel maps for the local area, bus timetables, and details of the car share scheme and an outline of special offers at the workplace.
- Special offers will be offered to the workplace. These include a free “borrow a bike” scheme, and week’s pass to try the bus for free.
- The travel plan Coordinator will plan and hold promotional activities on the site – such as led bike rides or local walks, in addition to car share coffee mornings or events tied into national events (e.g. catch the bus week / bike week). There will be a minimum of two activities per year, increased in years 3-5 if targets are not on track to be met.

Remedial measures

If targets outlined above are not met after X years, the council will extend the employment of the travel plan coordinator for a further two years to continue travel planning activity outlined above at its own cost.

Template 3

Residential Travel Plan Option Two - Implemented by Developer

‘the Travel Plan’ means a plan submitted on Modeshift Stars Community to deliver a modal shift away from the private car in favour of sustainable transport.

The Travel Plan

The parties hereby agree and covenant with the other that:

- (a) prior to First Occupation the Owner / Developer will submit to the Director the Travel Plan on Modeshift Stars Community for his written approval.
- (b) the Director shall provide his written comments on the documents submitted in accordance with sub-clause (a) of this Clause within 28 days of receipt of the same and confirm in so doing that it is approved (with or without amendment) or not approved and in the absence of a response in that period the document in question shall be deemed approved
- (c) the Owner / Developer shall implement, monitor and review the Travel Plan at its own cost in accordance with the monitoring strategy as approved

Bond

The Owner hereby agrees with the Council that it will upon the execution hereof pay

- (b) a bond in the sum of XXX pounds (£XXX)
- (c) a monitoring contribution of £5000

Bond repayment

X% of the bond will be repaid if Travel Plan targets are met following monitoring at year X.
The remainder of the bond will be repaid if Travel Plan targets are met at year X.

Failure to meet targets by {date} will result in Swindon Borough Council using the bond to implement failsafe measures as outlined in the approved Travel Plan.

Template 4

Employment Travel Plan Option Two - Implemented by Developer

‘the Travel Plan’ means a plan submitted on Modeshift Stars Business to deliver a modal shift away from the private car in favour of sustainable transport.

The Travel Plan

The parties hereby agree and covenant with the other that:

- (a) prior to First Occupation the Owner / Developer will submit to the Director the Travel Plan on Modeshift Stars Business for his written approval.
- (b) the Director shall provide his written comments on the documents submitted in accordance with sub-clause (a) of this Clause within 28 days of receipt of the same and confirm in so doing that it is approved (with or without amendment) or not approved and in the absence of a response in that period the document in question shall be deemed approved
- (c) the Owner / Developer shall implement, monitor and review the Travel Plan at its own cost in accordance with the monitoring strategy as approved

Bond

The Owner hereby agrees with the Council that it will upon the execution hereof pay

- (a) a bond in the sum of XXX pounds (£XXX)
- (b) a monitoring contribution of £5000

Bond repayment

X% of the bond will be repaid if Travel Plan targets are met following monitoring at year X.
The remainder of the bond will be repaid if Travel Plan targets are met at year X.

Failure to meet targets by {date} will result in Swindon Borough Council using the bond to implement failsafe measures as outlined in the approved Travel Plan.

Template 5

Travel Planning condition

The development shall not be occupied until a travel plan has been submitted through Modeshift Stars Community / Modeshift Stars Business and agreed in writing by the Local Planning Authority.

The travel plan should set out:

- i. objectives and targets for promoting sustainable travel,
- ii. appointment, contact details and funding of a travel plan coordinator,
- iii. details of an annual monitoring and review process,
- iv. details of annual reporting to SBC,
- v. means of funding of the travel plan, and;
- vi. an implementation timetable, lasting at least 5 years and 6 months, including the responsible body for each action.

The approved travel plan shall be implemented prior to occupation of any part of the development and shall be continued thereafter in accordance with the details therein.

Reason: To reduce single occupancy car travel and to encourage and promote sustainable transport and travel in accordance with Policy TR1 of Swindon Borough Local Plan 2026.



Template 6

Travel Planning Statement condition

The development shall not be occupied until a Travel Plan Statement has been submitted through Modeshift Stars Community / Modeshift Stars Business and agreed in writing by the Local Planning Authority.

The Travel Plan Statement should set out:

- i. objectives for promoting sustainable travel,
- ii. contact details of a travel plan coordinator responsible for implementing the actions from the travel plan statement,
- iii. an action plan, and;
- iv. an implementation timetable, including the responsible body for each action.

The approved travel plan shall be implemented prior to occupation of any part of the development and shall be continued thereafter in accordance with the details therein.

Reason: To reduce single occupancy car travel and to encourage and promote sustainable transport and travel in accordance with Policy TR1 of Swindon Borough Local Plan 2026.



Notes

[illegible]

Notes

[illegible]

