



BADBURY PARK, SWINDON: RESIDENTIAL TRAVEL PLAN

2020 MONITORING REPORT

PERSIMMON HOMES AND REDROW HOMES

NOVEMBER 2020



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1. INTRODUCTION

Background

- 1.1. This annual monitoring report has been prepared by PFA Consulting to provide a review of the Residential Travel Plan (RTP) for Badbury Park, Swindon for the past 12-months. The report is submitted to Persimmon Homes and Redrow Homes (the developers) as well as Swindon Borough Council (SBC), for information.
- 1.2. The Covid-19 pandemic has had a significant impact on residents' travel patterns at Badbury Park and the ability of the Residential Travel Plan Coordinator (RTPC) to fully perform their duties. It has resulted in increased numbers working from home, with the use of public transport and car-sharing discouraged as a consequence of the need for social distancing. The pandemic has also halted any Personal Travel Planning (PTP) and promotional events planned for 2020.

Residential Travel Plan

- 1.3. The current Residential Travel Plan was produced and approved by Swindon Borough Council in 2019 and remains active until 2024 or until successful completion of targets at full occupation of the site, whichever is later.
- 1.4. The original RTP was revised in 2019 to reflect the change in land use of Phase 3, from employment land to residential development and superseded the previous RTP produced by WSP in 2010. This updated document covers a wider area than the previous, incorporating both the existing residential development and proposed residential development at Badbury Park (Phases 1, 2 & 3).
- 1.5. An annual monitoring report is required to be produced throughout the Travel Plan Period, as specified in the RTP. These are informative reports produced for the benefit of the clients and SBC to indicate what has taken place and outline plans for the consecutive year. The report documents how the RTP is performing through reviewing the RTP measures implemented in the previous year, since November 2019.

2019 Monitoring Report

- 1.6. The monitoring report produced in December 2019, identified the 'next steps' required to ensure further progress is made on the implementation of the RTP. The 'next steps' were based upon the measures set out in the RTP and are as follows:
 - **Engagement Events** – Plan and undertake two further engagement events in 2020. Consider adding new incentives/themes to events to attract new residents, e.g. led bike rides/ 'biker breakfasts'. Possibly consider walking- promotional event during 'National Walking Month' (May).
 - **Travel Information Packs** – Ensure the packs are updated to include details of the new cycle voucher, any changes/upgrades to pedestrian and cycle network and buses. Include 'order' forms within packs where residents can request hard copies of resources such as Swindon cycle maps, walking information etc. (also provide links to Swindon Travel Choices website resources page where these can be downloaded by residents <http://www.swindontravelchoices.co.uk/resources/>)
 - **Training Sales Staff** – Arrange a time to meet sales office staff to talk them through Travel Plan, Travel Information Packs and incentives to ensure they can be ambassadors for sustainable travel at Badbury Park.

- **Cycle and Bus Incentives** – Continue to promote free bus taster tickets and £100 cycle vouchers to residents via various avenues.
- **Newsletter** – Continue to produce newsletters as and when sufficient news/information is available about the site/upcoming events to populate it.
- **Bus Provision** – Continue to support the provision of a bus service at Badbury Park.
- **Car Club** – Continue to engage with Co-Wheels regarding opportunities to put Car Club on site.
- **Monitoring** – Review level of occupations and organise next site traffic survey when next trigger point is reached (960 occupations).
- **Residential Travel Plan Coordinator** – The RTP requires the continued appointment of a Residential Travel Plan Coordinator (RTPC) to manage and monitor the implementation of the RTP measures. Having been appointed by the developers, PFA Consulting has been assuming this role since December 2014, prior to the first occupation of the development at Badbury Park. A RTPC should be appointed by the developers for the upcoming 12-month period.

1.7. This 2020 monitoring report provides a review of progress of the ‘next steps’ along with outlining what has been achieved since the last report and the plan for the following year.

2. REVIEW OF PROGRESS

- 2.1. A review of the progress made on the 'next steps' set out in the 2019 monitoring report is provided in this section. As previously mentioned, the Covid-19 Pandemic has significantly impacted the implementation of this year's measures, details are provided below.

Engagement Events

- 2.2. An engagement event was planned for June 2020 to coincide with National Bike Week, with the idea for a further event to take place in the Autumn. Both Mitchell Cycles and Recycles, local cycle retailers whom supported the previous year's events, along with SBC's Travel Plan Officer were due to attend. As with previous successful events, a stand with travel information, the offer of personalised travel planning and the provision of bike safety checks and repairs to resident's bikes were planned. In addition, a led bike ride and 'Bike Week' promotional activities were also proposed to build upon the previous year's offering.
- 2.3. Unfortunately, due to the unforeseen circumstances of Covid-19 pandemic the planned public engagement event and any subsequent events in 2020 were unable to go ahead. However, the events are hoped to be adapted for 2021 to ensure that they are able to go ahead in a Covid-secure way.

Travel Information Packs

- 2.4. Redrow and Persimmon sales offices have confirmed that despite the Covid-19 pandemic the Travel Information Packs are still being distributed to new residents.
- 2.5. Once again, due to the uncertainties of the Covid-19 pandemic the RTPC was unable to produce and distribute updated Travel Information Packs during 2020. These packs are however now in production with the aim of the roll-out of updated packs in the New Year.

Training Sales Staff

- 2.6. Since visiting the sales offices in 2019 the TPC has been unable to arrange further training in light of the pandemic however e-training options will be investigated for the upcoming year.

Cycle and Bus Incentives

- 2.7. To encourage travel by sustainable means each household is offered the opportunity to obtain a £100 cycle voucher or 4-week bus Travelcard. The cycle voucher can be used against the purchasing of a bike/equipment from a local bike shop or repair services to an existing cycle.
- 2.8. The availability of both the cycle voucher and bus travelcard has continued to be promoted within the Travel Information Packs which residents receive on occupation, as well as on the Badbury Park Residents Group (BPRG) website and by word of mouth.
- 2.9. There continues to be a steady uptake of cycle vouchers from residents, with a further 13 being claimed over the past 12 months. This is despite the Covid-19 pandemic preventing promotional events and activities going ahead. In total over 100 vouchers have been claimed, which equates to a site-wide uptake of over 10% of households.
- 2.10. There has not been any further uptake of the 4-week bus taster tickets this year. However there is still no bus service routing within the Badbury Park development itself, despite bus stops being present on Homington Avenue and Biddestone Avenue. The Covid-19 pandemic has also resulted in a decreased demand for public transport since the government actively advised against travel in this form.

Newsletter

- 2.11. Due to the lack of activity resulting from the Covid-19 Pandemic it was not deemed appropriate to produce a newsletter in the present year (2020). The TPC will investigate virtual or e-options regarding a newsletter in the coming few months, taking into consideration accessibility of the newsletter to all residents.

Bus Provision

- 2.12. No further development has taken place regarding the routeing of a bus service within Badbury Park. Discussions are on-going with bus companies but were delayed through the Covid-19 Pandemic. The S106 agreement for Badbury Park Phase 3 provides a financial contribution from the developer towards a bus service at Badbury Park prior to any occupations.
- 2.13. BPRG has been working with SBC to obtain improvements to a Public Right of Way (PROW) which routes between the southern end of Homington Avenue and Great Western Hospital. This PROW is currently formed of an unsurfaced, muddy Public Footpath and is unsuitable for access by wheelchairs, mobility scooters and push chairs. The BPRG propose widening and tarmacking of the path along with providing ramped access for improved mobility (currently stepped access). The path provides a key access point to the hospital, where many residents of Badbury Park work or use the services regularly. It also provides access to regular bus services. The upgrade of this route could significantly boost access to a wide range of bus services for residents of Badbury Park. The situation will therefore be monitored and the RTPC will support action to improve this path for all users.

Car Club

- 2.14. No further consultation with Co-Wheels has occurred regarding the implementation of the car club on site.

Monitoring

- 2.15. The RTP aims for an 8% reduction in vehicular trip rates from the baseline trip levels. As agreed with Swindon Borough Council (SBC) the trip rates associated with the Badbury Park development will be monitored at the following occupations:
- 960 occupations
 - 1271 occupations (full occupation of the site)
- 2.16. As of November 2020 site occupations have been confirmed at 894. It is therefore likely that in the coming year occupations will exceed the initial trigger point and a traffic survey will be required to establish current trip rates to and from the site.

RTPC Appointment

- 2.17. A RTPC should be appointed to continue the monitoring and implementation of the RTP for the next 12-month period.

3. LOOKING AHEAD

Changing our Approach

- 3.1. The Covid-19 Pandemic has greatly impacted the lives and travel behaviours of resident in 2020 and is likely to continue to have an effect in the coming years. Due to the pandemic site construction was delayed and the planned activities of the RTP were unable to be undertaken. In light of the uncertain future and presence of Covid-19 in our daily lives RTP measures are being reviewed with the focus on delivering measures in an effective and Covid-secure way. This is likely to mean the availability of more resources in e-format, as well as maintaining hard copies of resources for those less able to access such forms of communications.
- 3.2. With public transport and car-sharing being discouraged it may be challenging to restrain the increase in private vehicle movements at the site. However, the 1st lockdown in April 2020 saw a nationwide 'cycling boom', with an average 300% rise in journeys being made by bike and cycle sales up by 60%. Amid the continuation of social-distancing measures the greatest gains in modal shift are likely to be towards cycling, and to a lesser extent, walking. In light of this, there will be a continued focus on primarily promoting these active modes of transport through 2021.
- 3.3. The recommended 'next steps' for the RTPC to implement in the next 12 months are as follows:

Engagement Events

- 3.4. Aim to plan and undertake 1-2 public engagement events in 2021. Suggested events include: event during 'Bike Week' in June 2021 and on 'Cycle to Work Day' in August 2021.
- 3.5. Such events will need to be structured differently than in previous years to restrict crowds and remain Covid-secure. It is proposed that once again a gazebo and information stand is erected in the car park outside the Persimmon Sales offices (off Homington Avenue), a highly visible location for residents entering the site. Recycles or Mitchell Cycles would offer residents free bike safety checks and minor repairs on an appointment-based system. Appointments shall be booked online through the RTPC or via email/phone. Each appointment will also be a chance to undertake some 'Personalised Travel Planning' (PTP) with the resident, providing them with personalised information on walking, cycling and bus routes as well as other support to help them get around in more sustainable ways.

Travel Information Packs

- 3.6. Ensure the packs are updated as outlined in the 2019 RTP. The packs shall include details of the £100 cycle voucher, any changes/upgrades to pedestrian and cycle network and buses. The pack will also include links to useful travel and information websites such as Swindon Travel Choices.
- 3.7. The RTPC shall also investigate the provision of TIPs in electronic format. This would help ensure the handover process is more Covid-secure as well as reducing the environmental and monetary costs of printing packs. Another benefit of an e-pack is that information can be updated and distributed much quicker than in paper format.

Training Sales Staff

- 3.8. The RTPC shall contact Persimmon and Redrow sales offices at regular intervals during the year to check sales staff are aware of the Travel Plan, Travel Information Pack and associated incentives (dependent on rate of staff turnover). Any training is likely to take place over the phone or via sending resources and information through email.

Cycle and Bus Incentives

- 3.9. The £100 Cycle voucher will continue to be promoted into 2021 as a key incentive to help residents make more journeys by bike. The RTPC will ensure that Persimmon and Redrow sales staff, along with the BPRG are fully aware of the scheme and how to signpost residents to apply for it.
- 3.10. The £100 Cycle voucher has now been adapted into an editable e-voucher (fields only editable by the RTPC). This e-voucher will enable vouchers to be sent to residents quicker and in a more Covid-secure way (see **Appendix A**).
- 3.11. The RTPC will ensure that the incentive schemes are promoted as widely as possible, through TIPs, the BPRG website, social media and posters on local noticeboards and in sales offices (if permissible). The RTPC shall also investigate possibility of displaying posters advertising the scheme within Mitchell Cycles and Recycles.
- 3.12. The 4-week bus taster ticket will continue to be promoted through the same avenues as the cycle voucher, but with the appreciation that the use of public transport is discouraged due to social distancing measures associated with the Covid-19 pandemic.

Newsletter

- 3.13. A Travel Plan newsletter shall be produced and distributed to residents of Badbury Park at the start of 2021. This newsletter will contain information on the following:
- New/improved onsite footpaths, cycleways and access routes (e.g. new/improved links from Badbury Park to Day House Lane and GWH hospital & Bus services)
 - New/improved foot and cycle connections within the wider area (e.g. Marlborough Road advisory cycle lanes and improvements to the Old Town Railway Path)
 - Renewed promotion of the £100 Cycle voucher and 4-week bus travelcard with links to apply directly. Including reminders that the cycle voucher can be used towards the purchase of e-bikes/ child-seats/bike repairs/pannier bags etc., not just adult bicycles.
 - Promotion of the Swindon Travel Choices website, updated Swindon Cycle Map and cycle orienteering map.
 - Promotion of useful travel-planning apps and handy websites to help encourage residents to get out walking/cycling in their local area. (e.g. 'Lets Ride' website – to find safe local cycle routes and guided rides)

Bus Provision

- 3.14. Continue to support the provision of a bus service at Badbury Park, engaging in discussions with bus operators and SBC whenever the opportunity arises. Support improved pedestrian link to GWH bus services from Badbury Park.

Car Club

- 3.15. Monitor the situation and continue to engage with Co-Wheels regarding opportunities to put Car Club on site.

Monitoring

- 3.16. Continue to monitor the level of occupations and organise next site traffic survey when next trigger point is reached (960 occupations). As of November 2020 occupation numbers are 894,

thus it is likely that the trigger point will be reached within the next 12-month period, however, depending on the Covid-19 situation it may not be appropriate to undertake any monitoring until the situation returns to some kind of 'normality' with regard to travel patterns.

Residential Travel Plan Co-ordinator

- 3.17. Appoint the Residential Travel Plan Co-ordinator (RTPC) for the next 12 month period.

Resident's Cycle Voucher



"I'm a Badbury Park Resident"

Name:

Address:

..... Post Code:



recycles

A Salvation Army Social Enterprise

This voucher is redeemable at either Mitchell Cycles or Recycles

What can I use my voucher for?

Your Resident's Cycle Voucher can be used towards the purchase of an adult bike and/or any bike safety equipment (including helmet, lock, lights, hi-vis wear, pannier bags, child seat etc).

£100

Voucher No:

Resident's Cycle Voucher



Terms & Conditions

- One voucher per household
- Only valid with proof of name and address (Driving licence, passport, recent bill etc)
- This voucher cannot be exchanged for cash
- Vouchers will not be replaced if lost, stolen or damaged
- Vouchers must be used in one single transaction
- No change or voucher for another amount is available if less than the £100 limit is spent
- Only valid for the purchase of adult bikes or equipment

