Cholsey Meadows Travel Survey November 2013

Table of Contents

Report prepared by Mary Miller

1. Introduction

As part of the obligations placed on the developers of the Cholsey Meadows site, the developers, Linden Homes and Thomas Homes, were required to prepare a transport plan strategy. The aim of the plan was to identify the transport impacts of the development on the transport network within the village and the surrounding area, and to identify actions that would mitigate any adverse impacts. The strategy was prepared by consultants Colin Buchanan and Partners Ltd and further developed by Glanville Consultants in July 2012. The plan proposed a programme of actions designed to achieve a shift from single occupancy car transport to more sustainable transport choices. In addition, the plan proposed a programme of monitoring to measure the impact of the implementation of the proposed actions. The Cholsey Development Trust (the Trust) has taken on the role of implementing the strategy in partnership with Sustainable Cholsey & Wallingford. Information about Sustainable Wallingford and the Trust is provided in the Boxes 1 and 2 on the following page.

This survey is a key element of the Travel Action Plan. The objective of the survey is to identify the travel patterns of the residents of the development. This information will update and improve on that used as a basis for the analysis in the original travel plan which was derived from Census data. In this way the results of this survey will become the baseline against which future surveys will be compared and the effectiveness of actions taken monitored.

This report presents the findings of the survey and includes the following:

- Survey methodology;
- Survey findings;
- Comparison with Glanville Travel Plan;
- Analysis of findings;
- Summary of Travel Group Activities; Conclusions and Recommendations.

BOX 1: Sustainable Cholsey & Wallingford

Sustainable Cholsey is a special interest sub-committee of Sustainable Wallingford.

Sustainable Cholsey will perform the role of Consultant to the Trust, but the Trust will be responsible for the implementation of the plan.
Sustainable Cholsey will provide ongoing support to the Trust by attending biennial meetings of the Transport Steering Group and being responsible for the preparation and distribution of minutes and the monitoring of the achievements of the measures taken through surveys.

BOX 2: Cholsey Community Development Trust

Cholsey Community Development Trust (Cholsey CDT) was set up during early 2011 by the core partners of Linden Homes and Thomas Homes to meet an obligation for a Trust within the Section106 Agreement as part of the Planning approval for the new development at Fair Mile Hospital, Cholsey. The development on the former Fairmile Hospital site will incorporate 354 new homes as well as a cricket pavilion and sports field and a refurbished Great Hall which will house a multi purpose hall and meeting room. A Community Development Trust is a charitable company intended to bring about social, economic and environmental benefits to the community. It is governed by a board of trustees made up of residents, facility user groups, and other local stakeholders. Development Trusts are regarded as community enterprises, which means that they:

- are community-led organisations;
- adopt a self-help ethos, working in partnership but avoiding dependency;
- adopt an enterprise approach to achieve philanthropic and social benefits;
- trade for social purpose, and surpluses are reinvested in further enterprise development and for community benefit; and
- seek community ownership of buildings, land and other assets to build business capacity and achieve community goals.

Cholsey CDT aims to:
Facilitate the creation of a strong and vibrant community
Encourage a low carbon and green lifestyle amongst residents
Own, maintain and manage the community land and buildings at Cholsey Meadows.

2 Travel Survey

2.1 Survey Objective

The objective of this first survey is to establish the current modes of transport of the new occupants of Cholsey Meadows. This data will be used as a baseline against which future surveys will be able to evaluate changes in transport use and occupants behaviours in relation to travel service developments.

2.2 Survey Strategy

The first survey that is the subject of this report has been undertaken on occupancy of the 180th dwelling during September 2013. Thereafter, travel surveys of residents will be taken every two years to monitor future changes.

2.3 Survey Method

The first survey comprises three elements, subsequent surveys will also include a comparison with the findings of previous surveys to identify changes in travel behaviour. The three elements are:

- A questionnaire sent to all residents;
- Full analysis of the results with comparison against the survey data submitted to the council on application for planning permission and the data presented in the Consultant's travel plan; and
- Analysis to compare the results with previous years findings.

The questionnaire was prepared by Sustainable Wallingford as the consultants to the Cholsey Development Trust and was submitted to the Trust and to Oxfordshire County Council for review and approval. The questionnaire was designed to be easy to understand and quick to complete and to avoid asking questions that may be regarded as intrusive. A substantial amount of space was allocated in both the online and paper versions to enable respondents to express opinions or to comment on areas relating to travel that were either covered or not in the main body of the questionnaire.

It was issued in paper and electronic format, and both posted and emailed to residents in September 2013. Three weeks later it was collected, in October 2013, both manually and electronically and the results were processed using Survey Monkey ™. A copy of the questionnaire is included at Annex 3.

3 Findings

A total of 63 questionnaires were returned out of the 180 distributed, a return rate of 35%. This is considered a reasonable response rate and compares

favourably with response rates achieved in other similar surveys. The results of the survey are presented by section below.

However, while this is a good response rate, the absolute number of responses means that this is a small survey and the results need to be interpreted with this in mind. Nevertheless this will almost inevitably continue to be the case in subsequent surveys, although the number of residents will increase to a total of 370 households a similar response rate will yield approximately 130 responses which will remain small for statistical purposes.

3.1 General details of households surveyed

Section 2 of the questionnaire asked respondents to provide details of themselves and their households. These questions were explicitly not compulsory in order to prevent respondents participating if they were not happy to provide personal details.

19 of the 63 respondents provided names and addresses. 34 respondents provided a breakdown of the ages of people living in their households. The results are shown below.

Most of the households surveyed and who replied to this question comprised adults between 20 and 59 years old.

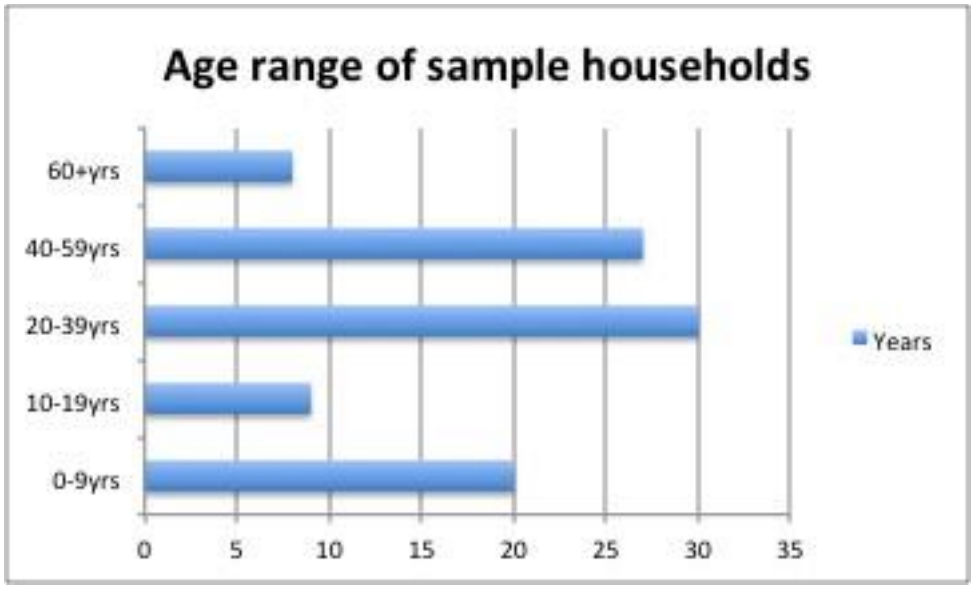

Table 1 – Age breakdown of households surveyed – 36 respondents

One respondent reported that a member of the household had a disability that affected travel arrangements.

Respondents were asked to declare the employment status of up to 2 people in their household. 47 of the 63 respondents had at least one employed person in the household. 29 reported two full time employed members of the household

while not working and volunteering accounted for less than 10. The results are shown in the table below.

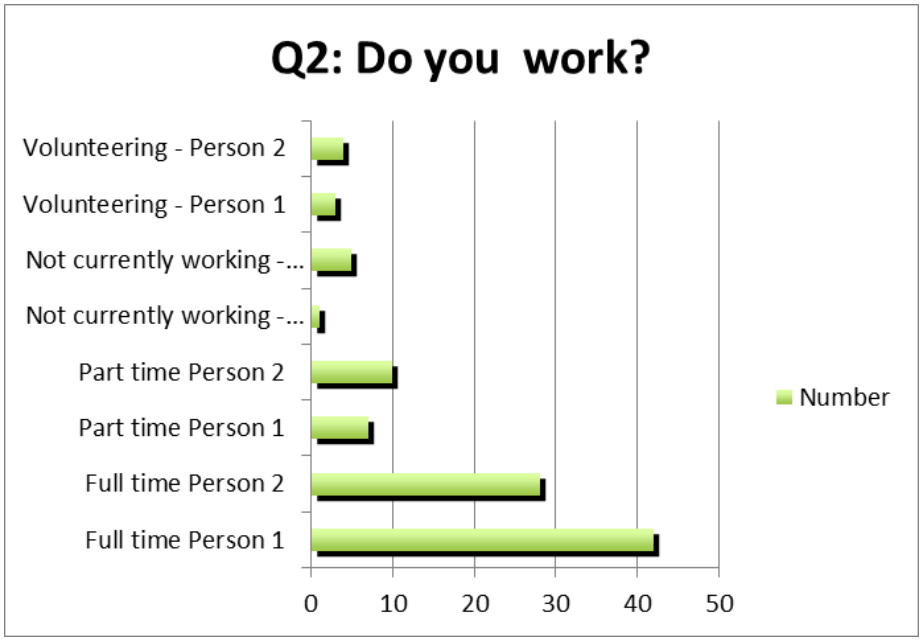

Table 2 - Employment Status – 54 respondents

The first question in section 1 asked how many bikes, cars and vans or motorbikes there were in each household. The results revealed that all except 3 of the respondents had at least one car or van and that 38 households had more than one. Although a large number of bicycles are shown to be present, 23 households had none, while 28 households had more than one. Households with no bikes were predominantly those without children. Cycling is clearly an important activity for families on the development.

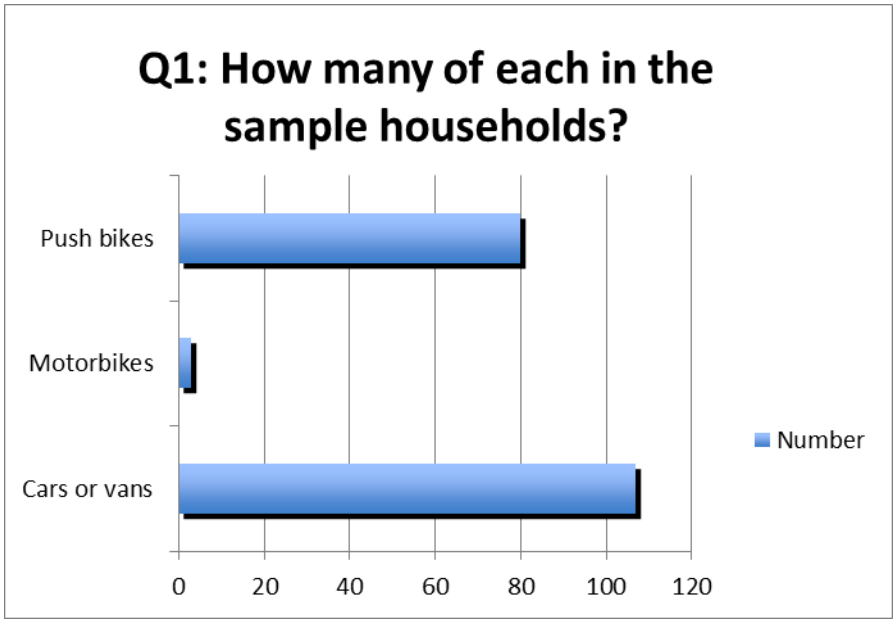

Table 3 – Ownership of vehicles and bicycles – 63 respondents

Figure 1 – Papist Way towards Station

3.2 Travel to work

Respondents were asked to identify their primary mode of transport for travel to work.

The chart below shows that the majority travel by car. A significant proportion of respondents work mostly from home, with the train being the most used form of public transport. This reflects the location of the development, a short distance from the railway station that connects to Oxford, Reading and London.

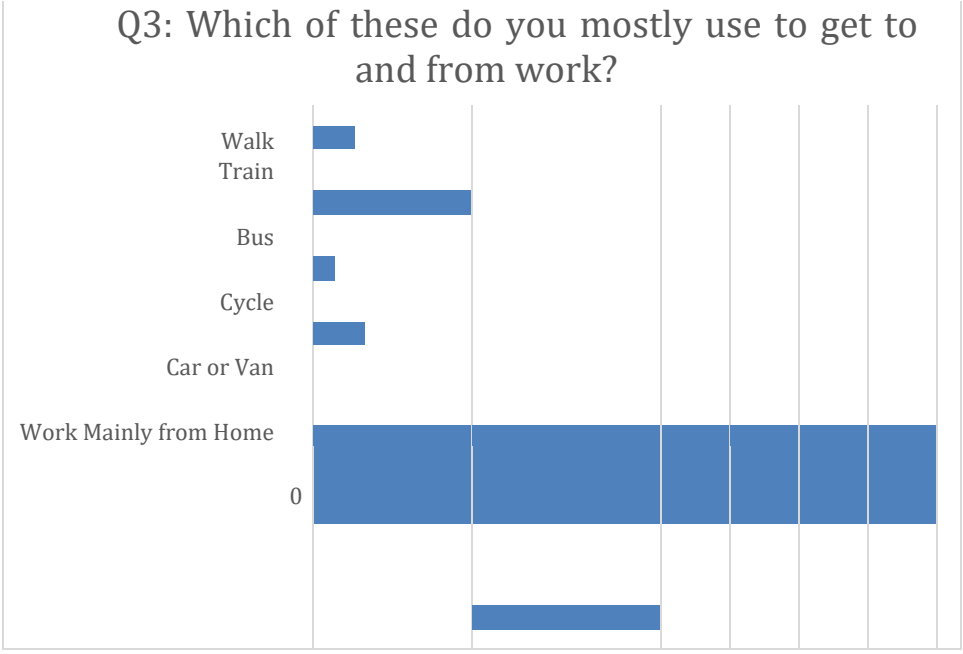

Table 4 - Travel to Work by mode – 56 respondents

In order to determine the significance of the response to the question relating to mode of travel to and from work respondents were asked whether any other means were used at any time. The results show that most only use one means of transport. In total 91 people were represented in this question. 26% answered that they did use other means of travel to work, of which 29% most often used the car and 25% work mostly from home.

Figure 2 Reading Road outside Cholsey Meadows Farm entrance

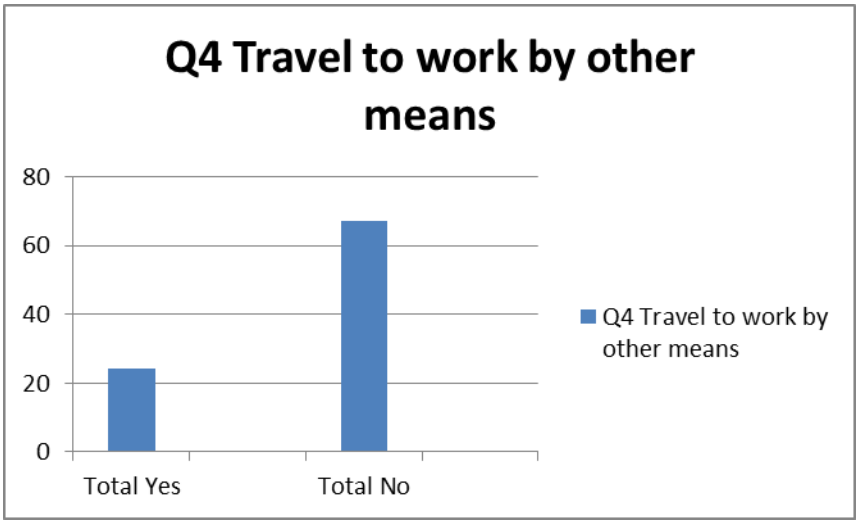

Table 5 – Significance of alternative transport modes – 50 respondents

Question 5 asked how far residents travelled to their place of work. A significant proportion of respondents travel over 60km, reinforcing the notion that the development has attracted commuters who work in larger towns some distance away.

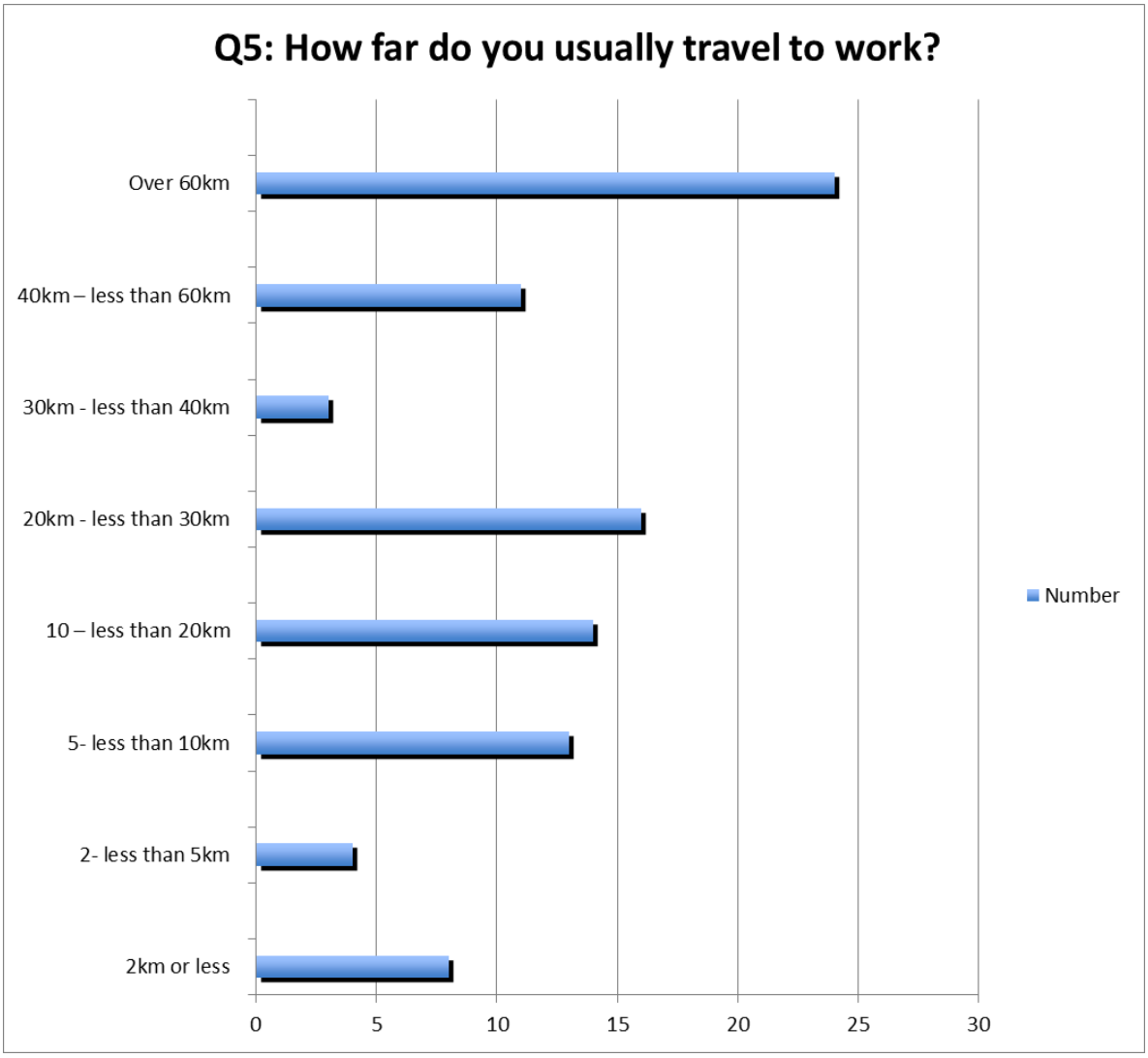

Table 6 – distances travelled to work – 53 respondents

Question 6 asked respondents to identify the reason behind choosing the car as the primary means of travel to work. The results show that the majority of decisions to use the car are because it is convenient and because respondents have children to drop off on their way. The lack of an alternative was selected by 13 respondents.

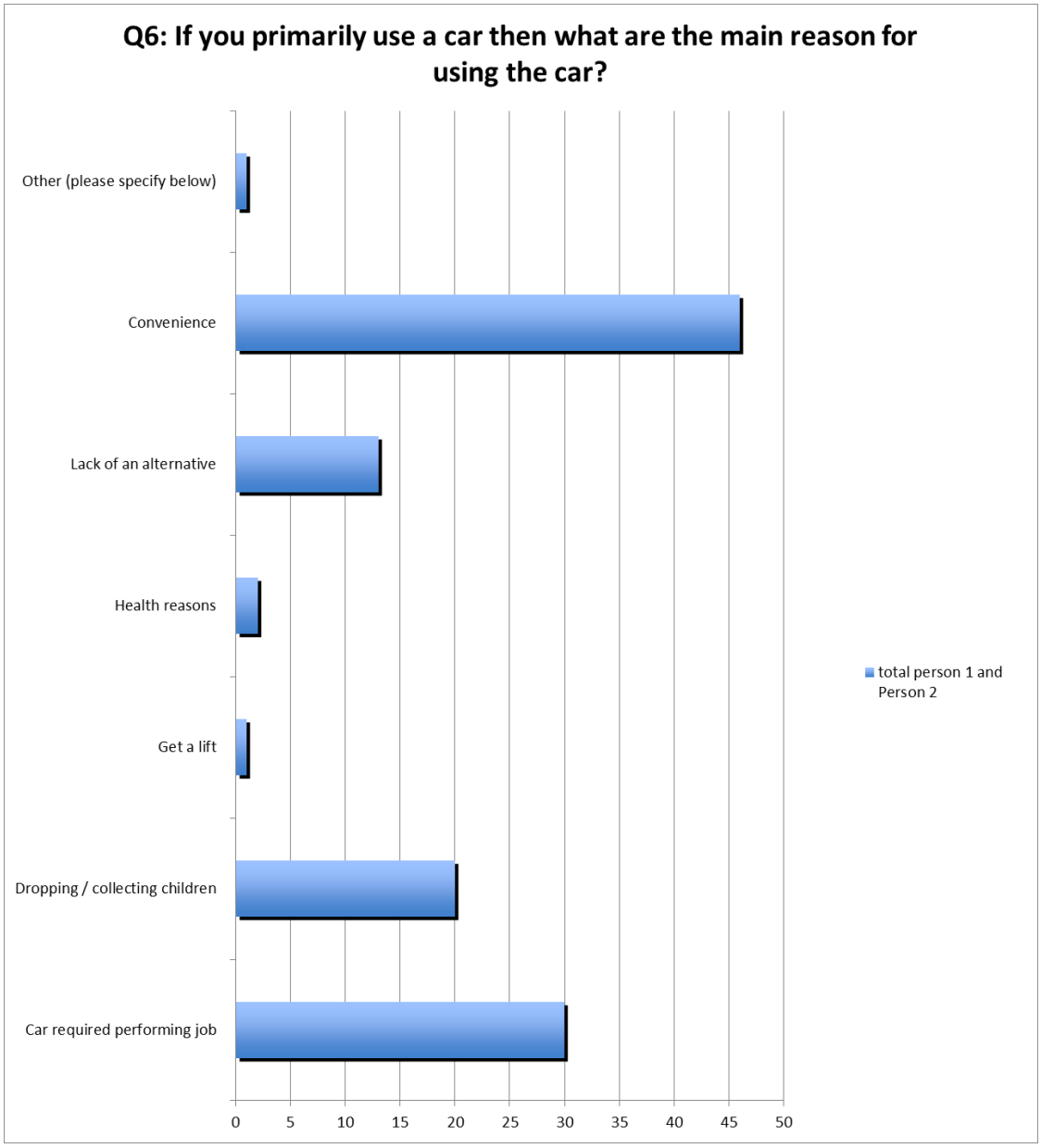

Table 7 – Reason for choosing car to travel to work -60 respondents

When asked if there were any measures that could encourage cycling to work the majority responded that none of the measures suggested would be sufficient. Improved cycle paths were the only measure that would have a significant impact. This suggests that the distances involved in much of the work travel limits the potential to shift transport to work from the car to cycling.

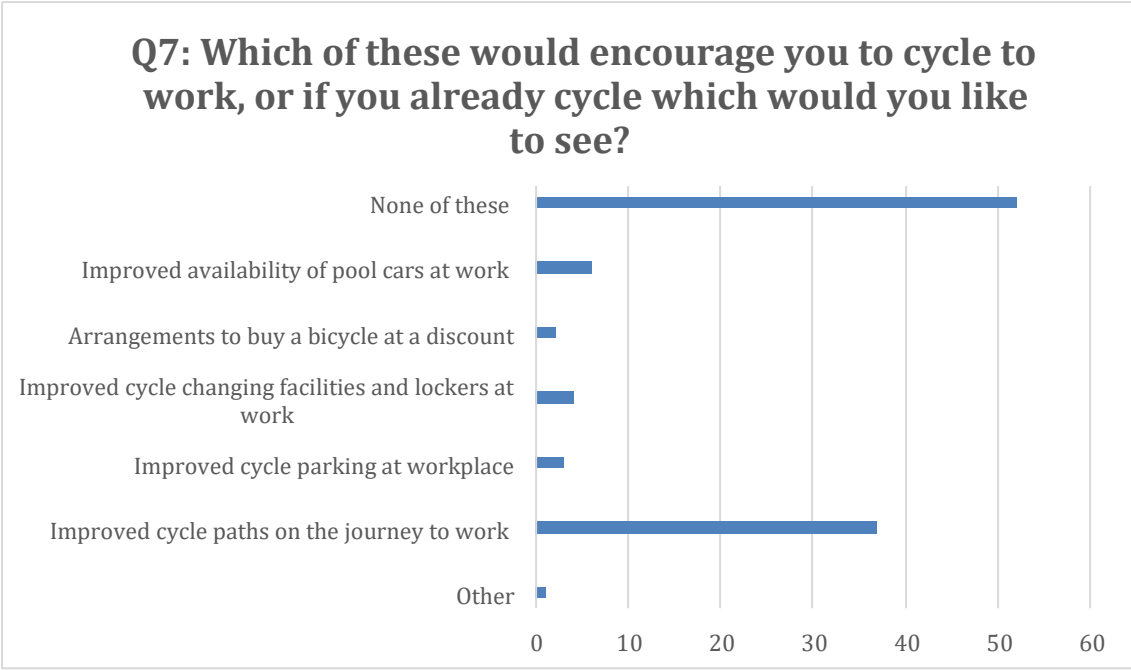

Table 8 – Potential to shift travel to work to cycling - 60 respondents

Question 8 asked whether any measures would encourage the use of public transport instead of the car. Again the majority responded that none of those measures suggested would have any impact on the use of the car as a main means of travelling to work. Although a large number of respondents felt that improved connectivity, more direct routes and cheaper public transport would encourage more use of public transport. Perhaps the most significant in the context of the development is the indication that improved connections from home to the station would encourage about 39% of respondents to use the train.

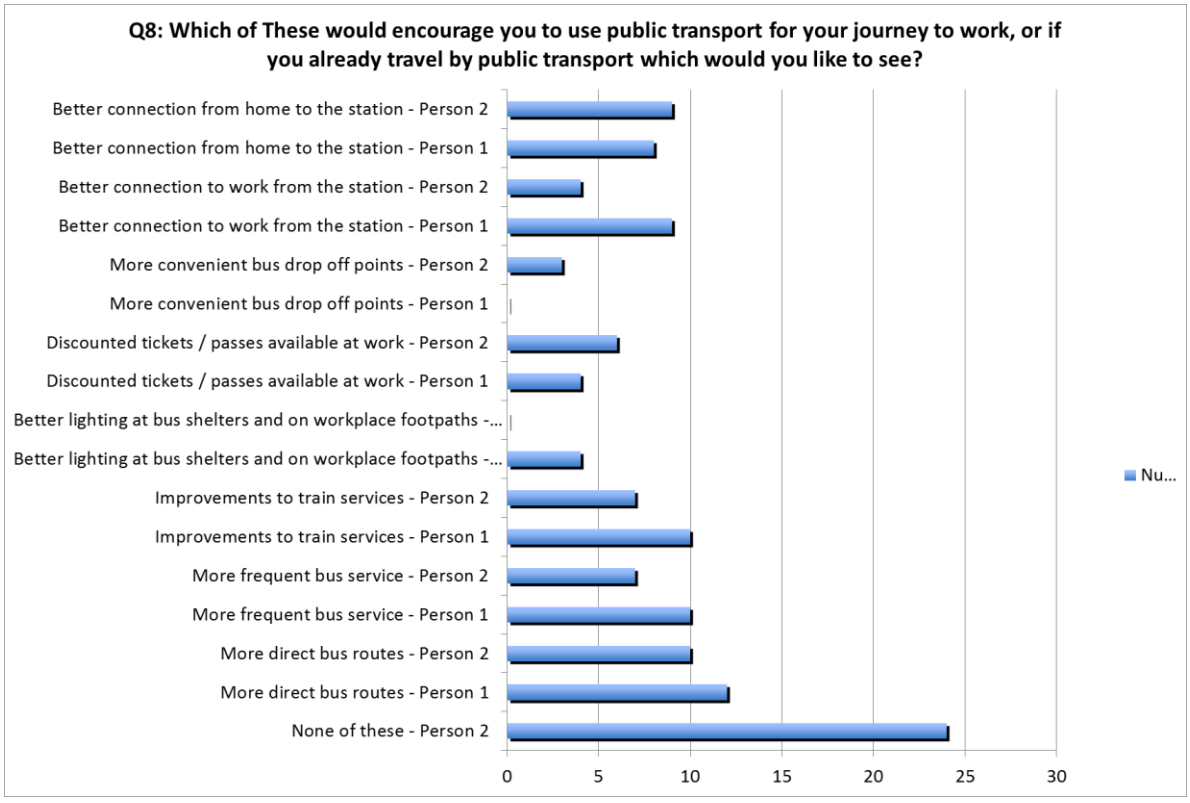

Table 9 Potential to shift to public transport for travel to work – 54 respondents

The answers to question 9 shown below reveal that there is a high propensity to share cars, although more would prefer to be the driver than passenger.

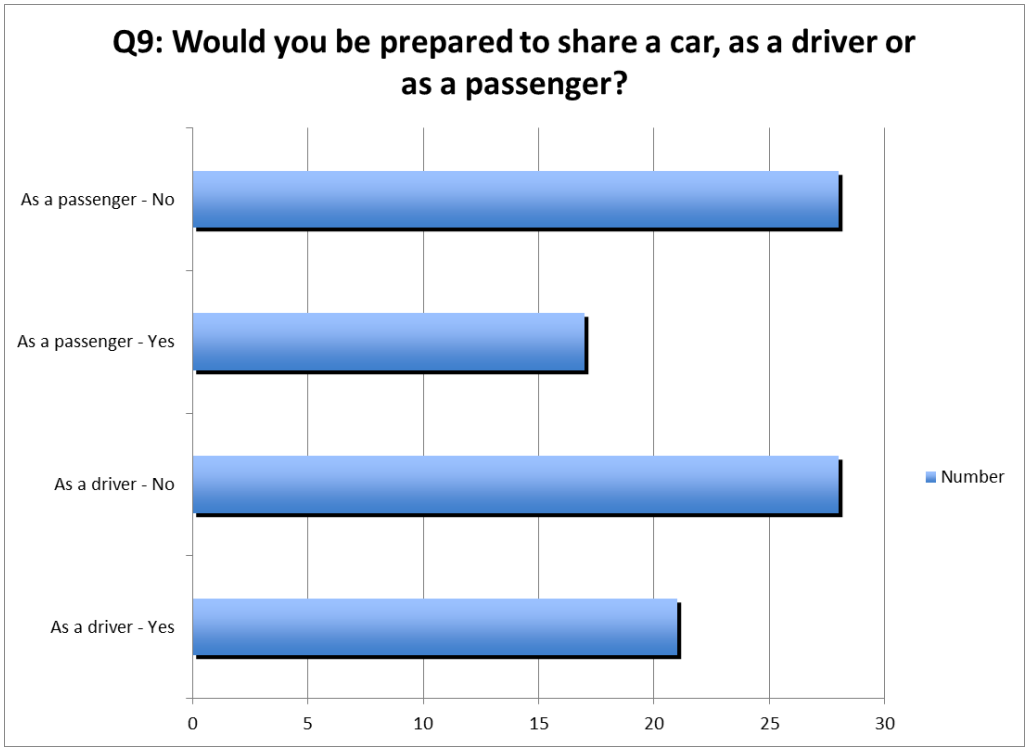

Table 10 – Preparedness to share car transport to work – 49 respondents

3.3 Travel to School

The next section concerns travel to full-time education establishments. The answers to question 10 indicate that the development features a high proportion of primary school aged children with an equal number of nursery and secondary school age children. The school travel information for 36 children in total was provided.

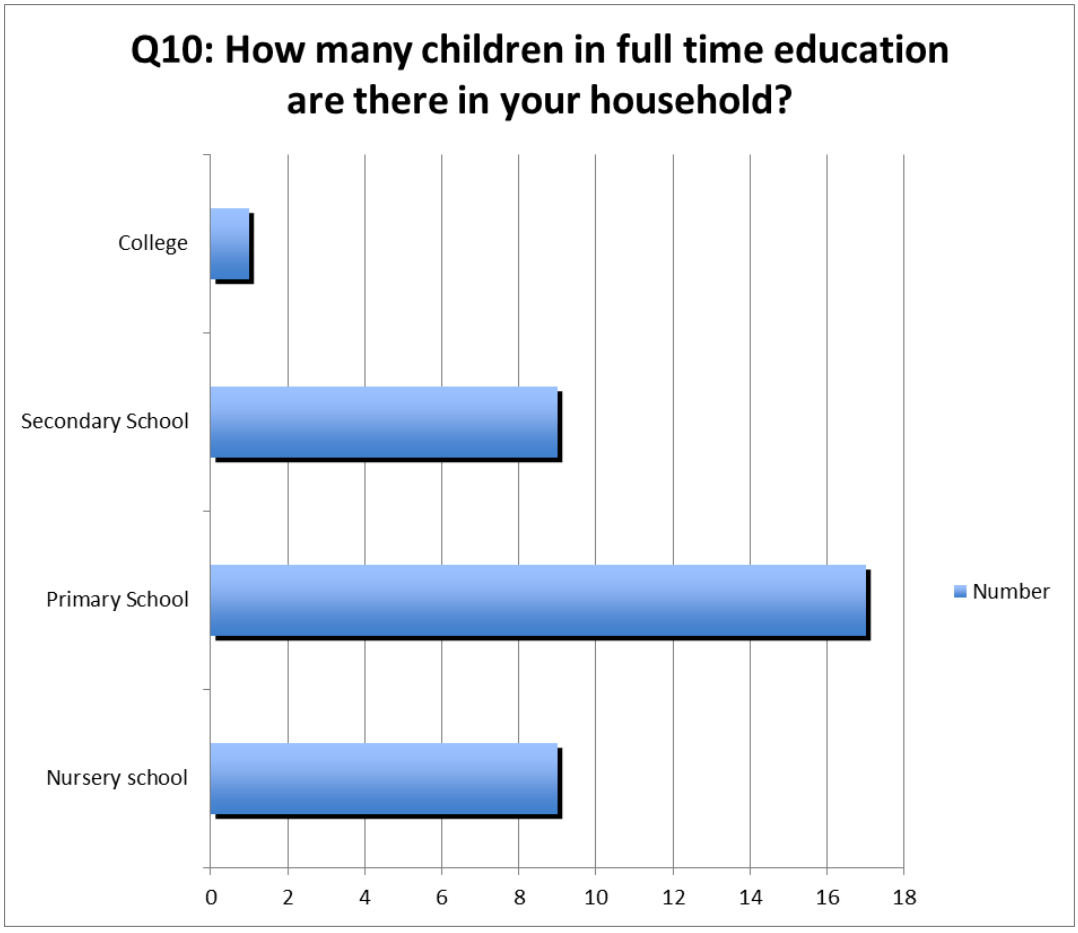

Table 11 – Numbers of school aged children in households surveyed – 23 respondents

The mode of transport for travel to school is primarily by car. The results are consistent with the provision of bus transport for those who attend Wallingford Secondary School and the train service to the Didcot Secondary Schools. The high car use is most likely to represent journeys to primary and nursery schools, predominantly those in Cholsey. This is confirmed by the distances travelled – since most children transported by car travel between 2 and 5km which would imply that most are attending Cholsey Primary School. These journeys are the ideal distance for cycling and walking, particularly on fine days. However, very few do so.

The response to the questions regarding the measures that would encourage more cycling or the use of public transport to school reveal that improved cycle routes would be effective and that more direct routes, better facilities and cheaper tickets would encourage the use of public transport.

In the case of travel to school the potential to reduce car journeys appears to be substantial.

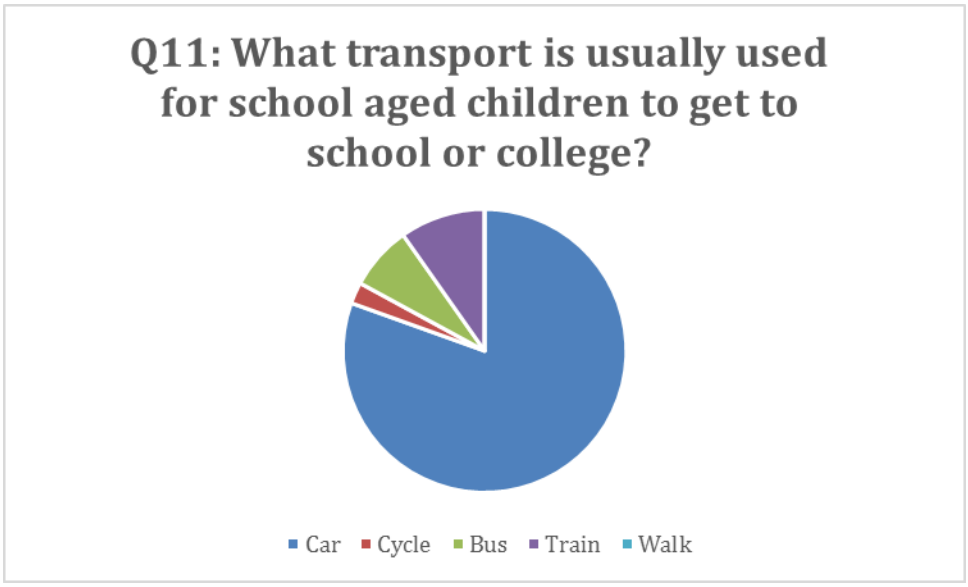

Figure 3 – Travel mode for school trips – 36 children

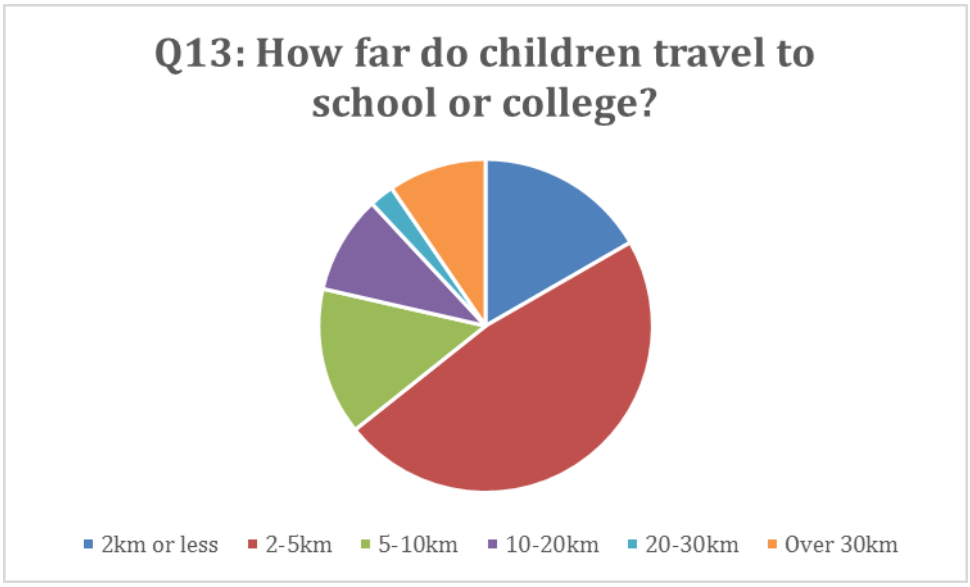

Figure 4 – Distances travelled to school – 36 children

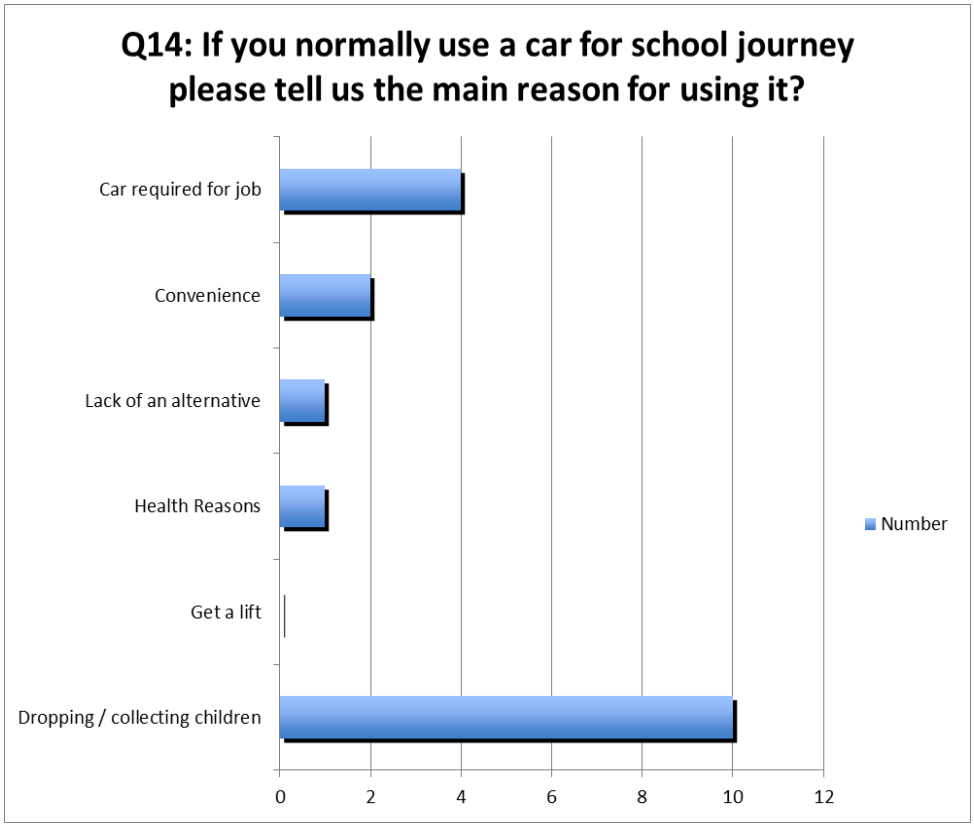

Table 12 – Reasons for choosing car as main travel mode for school trips – 23 respondents

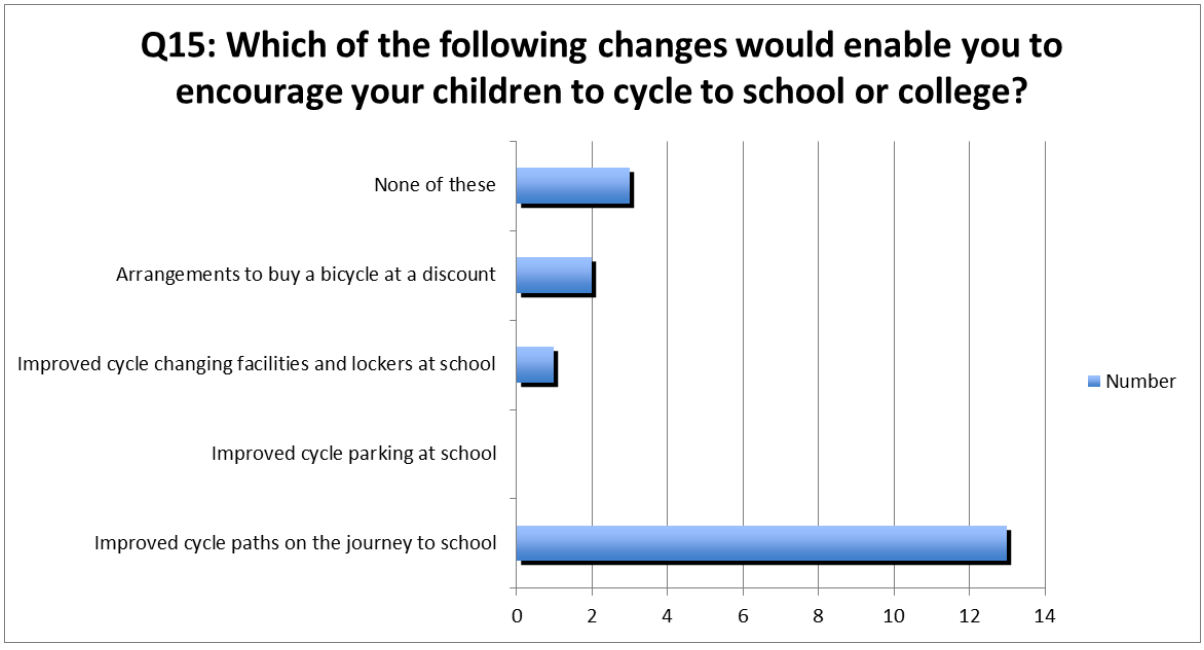

Table 13 – Requirements to encourage cycling to school – 19 respondents

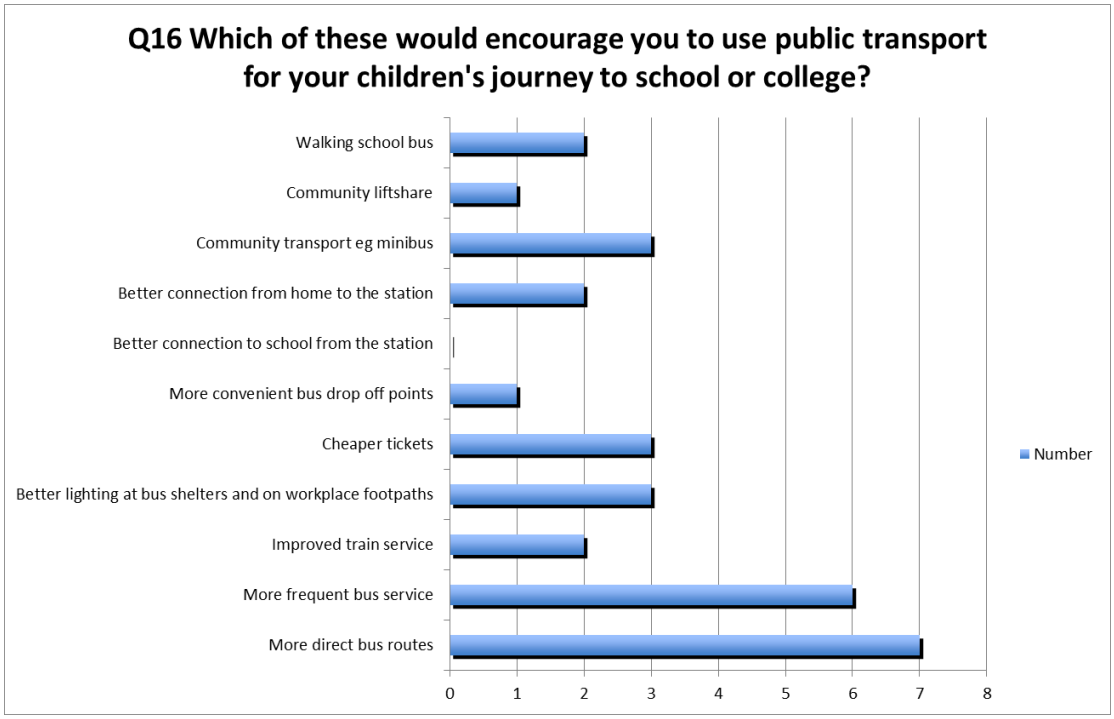

Table 14 – Requirements to encourage use of public transport for school journeys – 14 respondents

3.4 Leisure travel

It is very difficult to assess travel choices for leisure activities. This is because leisure activities are so broad and varied within and between households and over time. However, an attempt was made through the survey while being mindful of not overloading the respondents with complicated questions. The results, therefore, necessarily reflect a compromise between the need for detailed information and the imperative to keep the survey simple.

The objective of the first question (Q17) in this section was to identify the type of leisure activity that residents travelled to participate in.

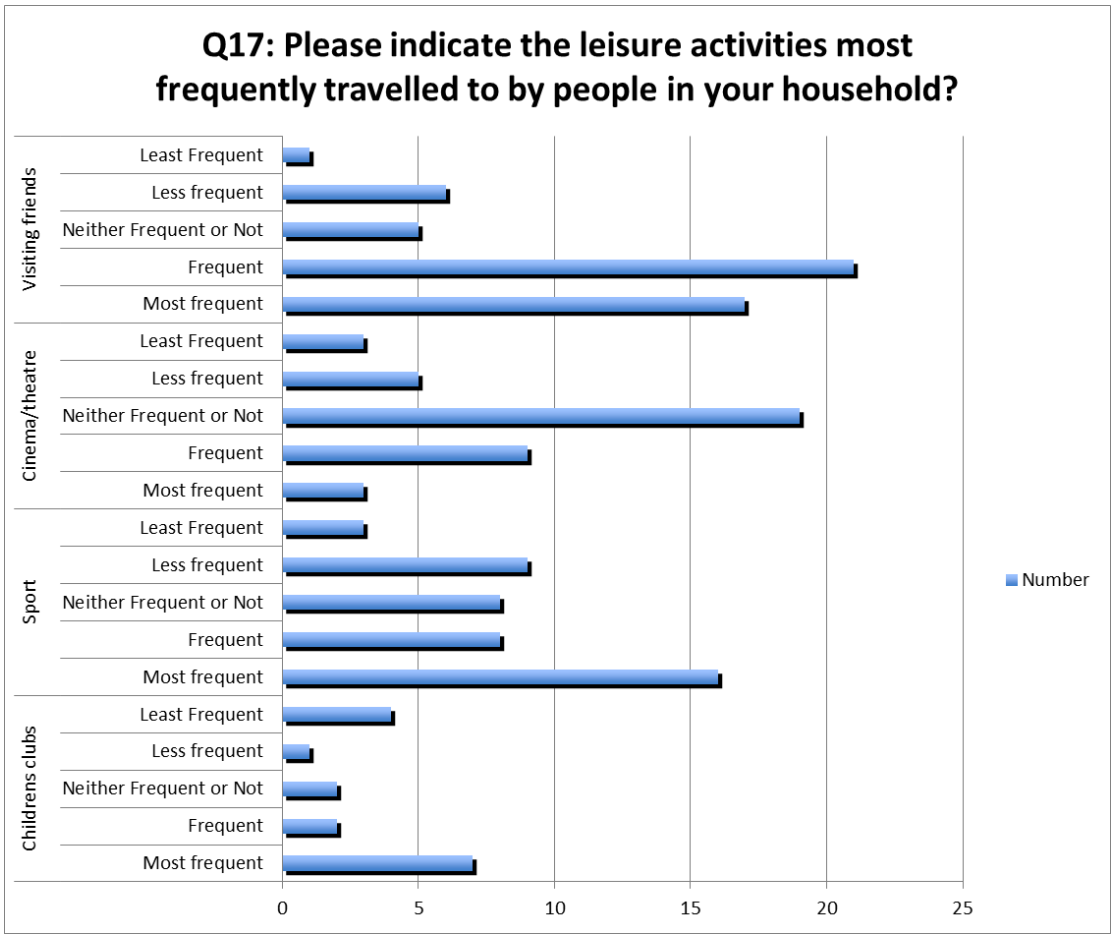

Table 15 – Frequency of different trips for leisure – 52 respondents

The responses to question 17, shown in the chart above, show that the most frequent journeys for leisure purposes are for visiting friends and family and sport.

Question 18 concerns the mode of transport used for leisure activities. The results show that the majority of journeys are made by car.

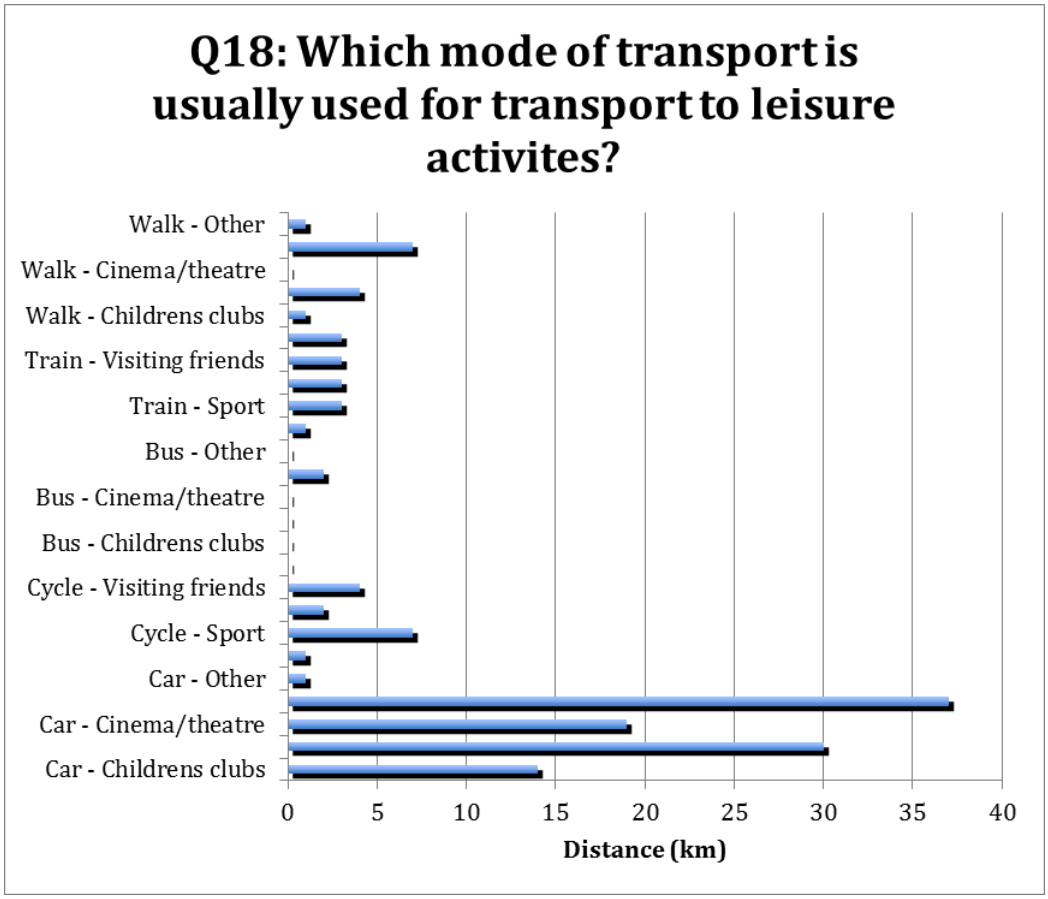

Table 16 – Mode of transport used by type of leisure trip – 51 respondents

The answers to question 19 shown below suggest that, travel for leisure purposes is much more varied than travel for work, school or college.

Children's clubs	None
Sport	Bike, Walk, Car
Cinema/theatre	Train, Train to Oxford
Visiting friends	Train, Car to station then train, walk
Other	Walk and bus, walk, train

Table 17 – Use of other methods of transport by type of leisure trip – 20 respondents

The distances travelled for leisure purposes are also varied. The greatest distances travelled are primarily for visiting friends and family with sport, children's clubs and other accounting mostly for journeys of less than 10km.

In the case of leisure travel the reasons stated for using the car is predominantly convenience.

Q20: How far do you travel for the two most frequent leisure activities?

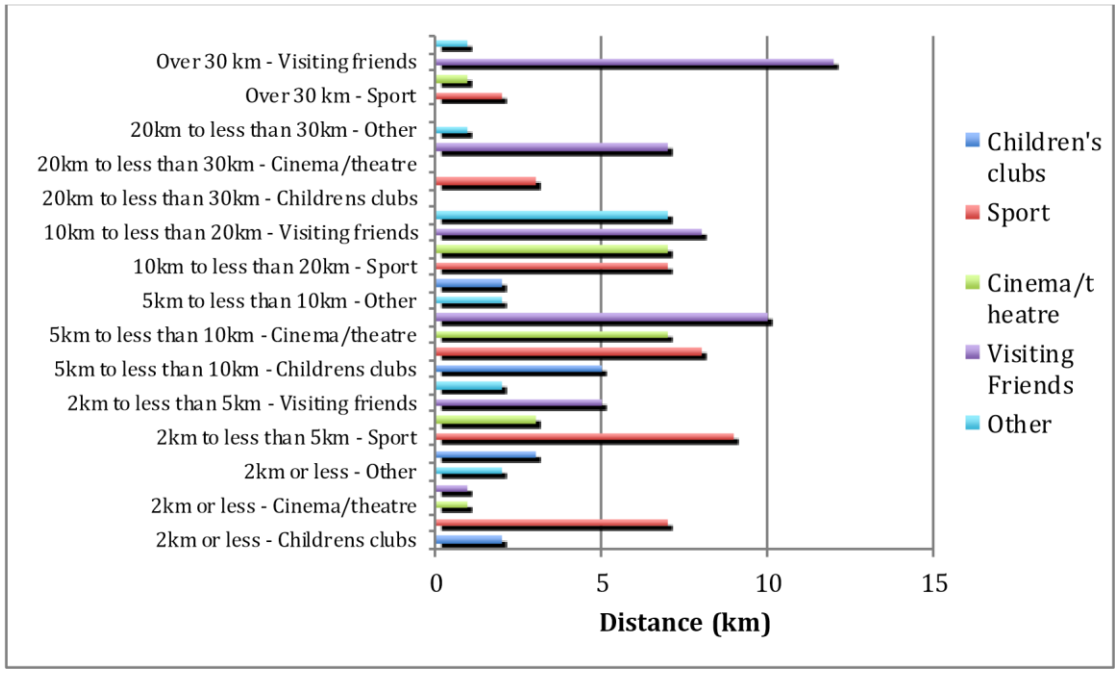

Table 18 – Distances travelled for leisure - 50 respondents

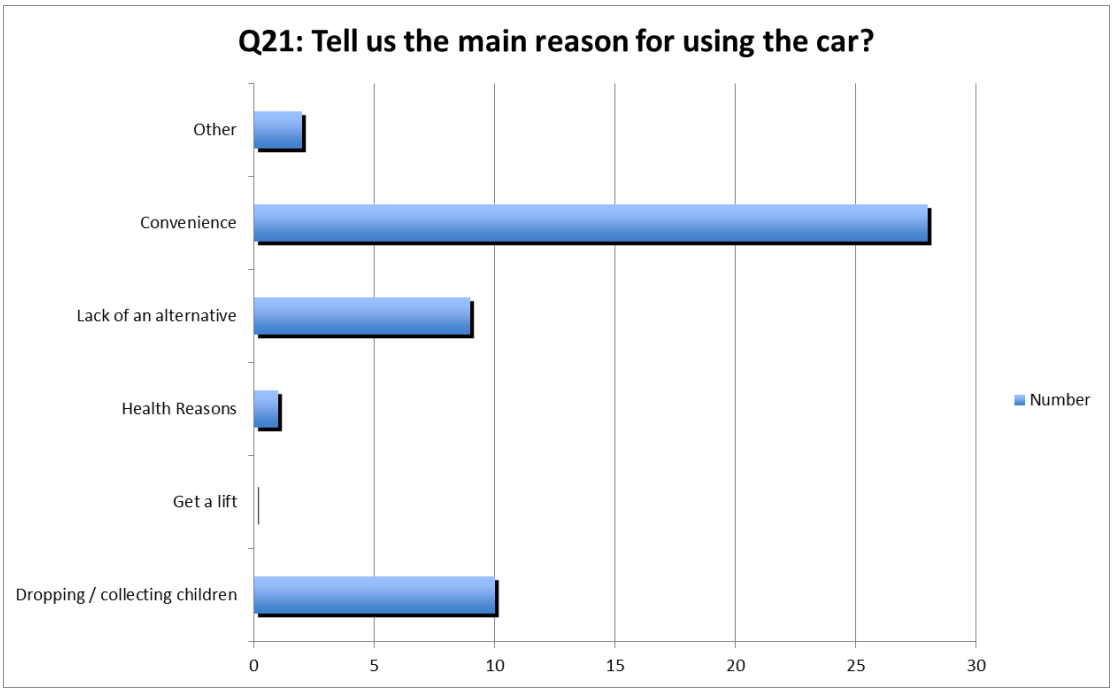

Table 19 – Reasons for choosing car for leisure travel – 50 respondents

The answers to the questions regarding the potential to use public transport or cycling rather than the car indicate that residents would be more likely to change for leisure travel than for work or education.

It appears that cycling could be encouraged by better cycle routes and public transport by more frequent bus and train services, with better connections between home and the transport nodes.

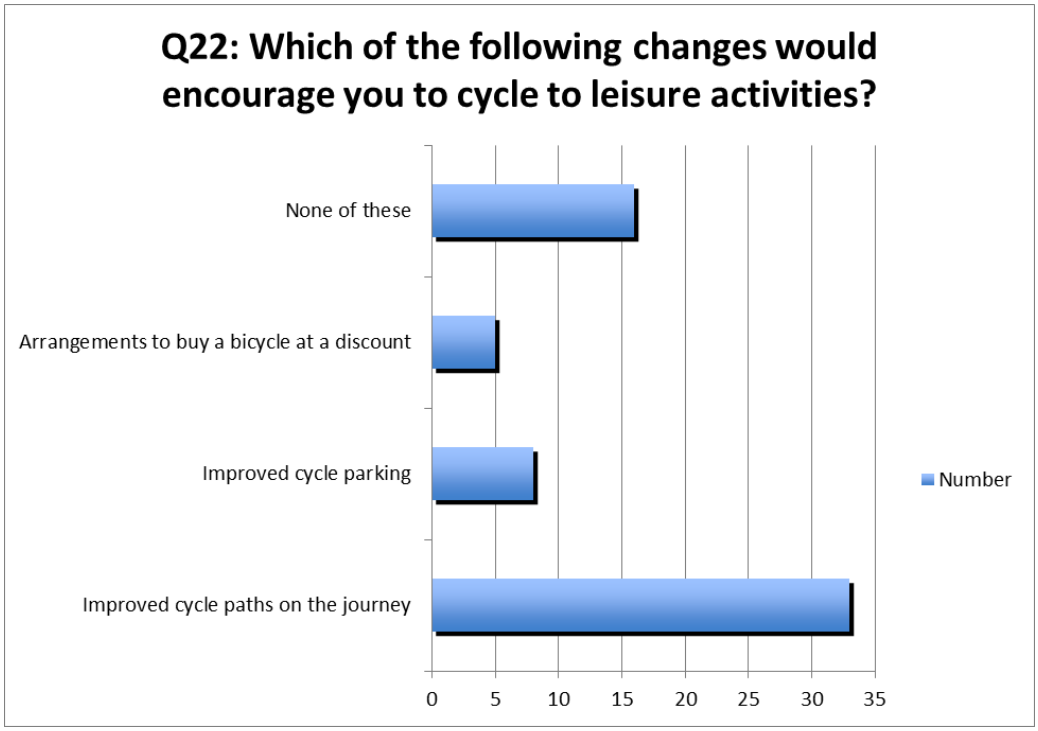

Table 20 – Propensity to cycle for leisure trips – 33 respondents

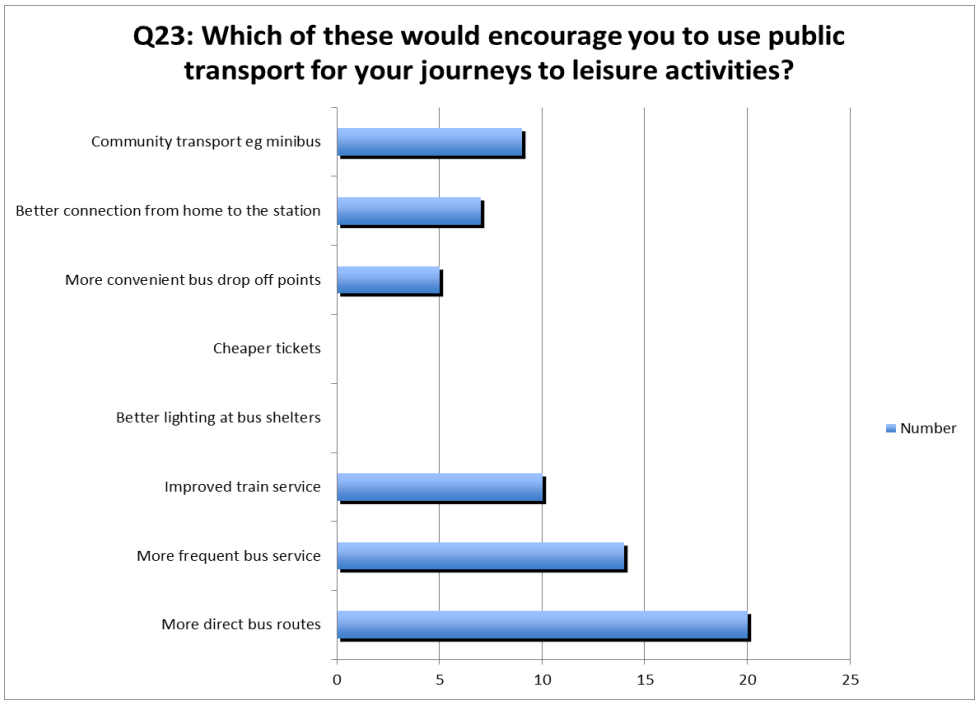

Table 21 - Requirements to use public transport for leisure travel – 20 respondents

3.5 Shopping

The final set of questions in Section 1 of the survey relates to travel for shopping. The first question aims to identify how often respondents go on shopping trips of different types. The three types of shopping are described as:

- Clothing and household
- Large grocery

- Small grocery

The survey indicates that the most frequent type of shopping undertaken by residents is for small and large groceries with clothing and household shopping trips occurring monthly or less frequently.

Q24: How often do people in your household go shopping?

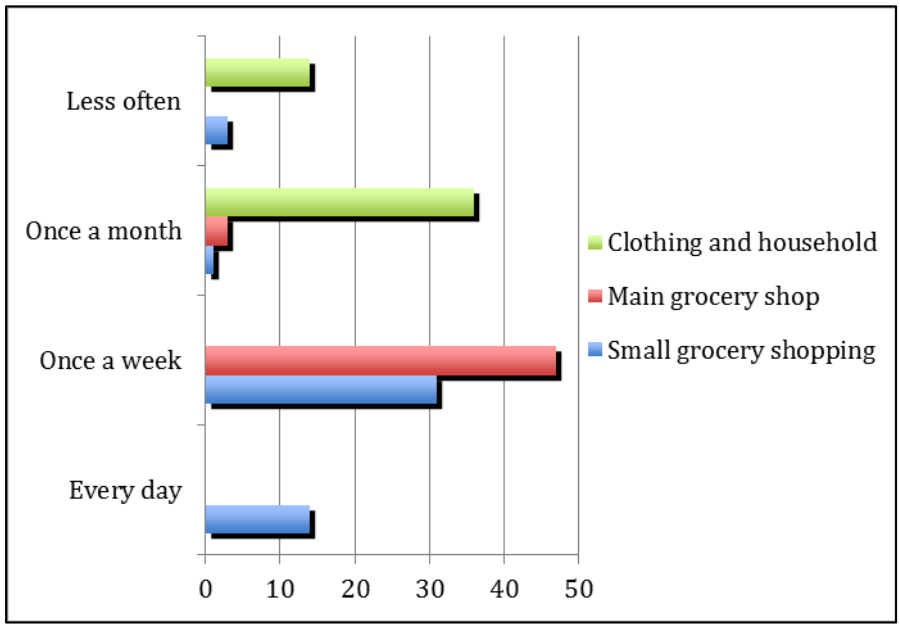

Table 22 – Frequency of shopping trips – 52 respondents

The mode of transport used for shopping trips is predominantly the car although a fairly high proportion of small grocery shopping is either on foot or by bicycle.

Q25: Which of these are normally used for shopping trips?

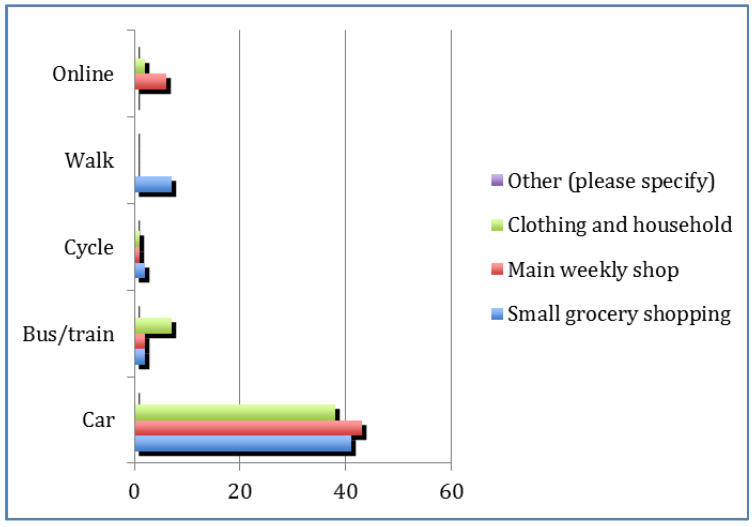

Table 23 – Mode of transport used for shopping trips – 54 respondents

As with leisure travel there is a greater variety of transport modes used for shopping, as demonstrated in the response to the question regarding other travel methods.

Q26: Are other travel methods used at any time? Please provide details.

Small groceries	Walk, Cycle
Main weekly shop	
Clothing and household	Train x 4, Bus x 1

Table 24 – Other travel modes used for shopping – 21 respondents

The distance travelled for shopping trips is predominantly five miles or less for grocery shopping with larger distances travelled for clothing and household goods.

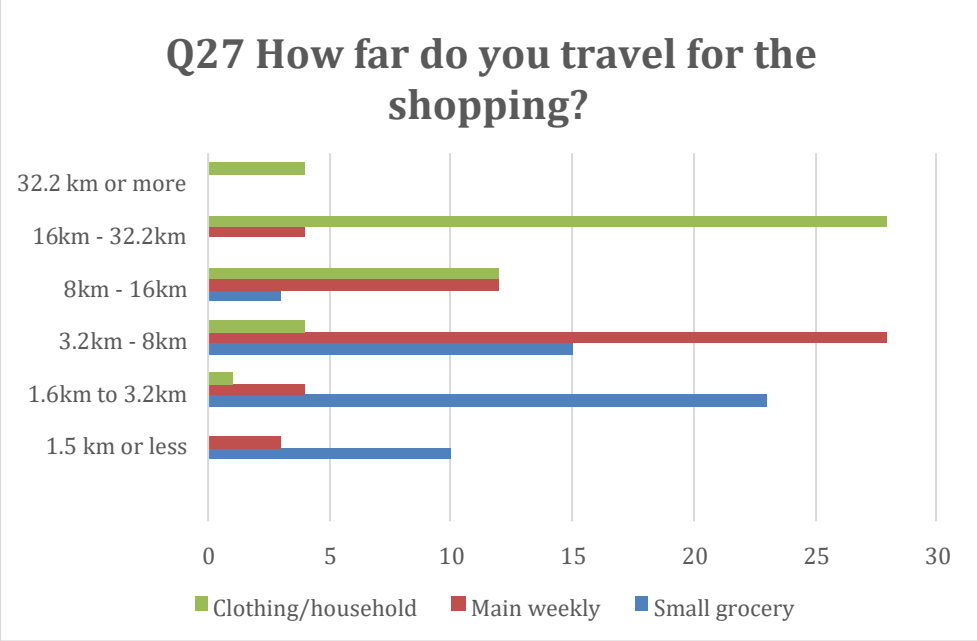

Table 25 – Distances travelled for shopping – 52 respondents

Q28: If you normally use a car please tell us the main reason for using the car?

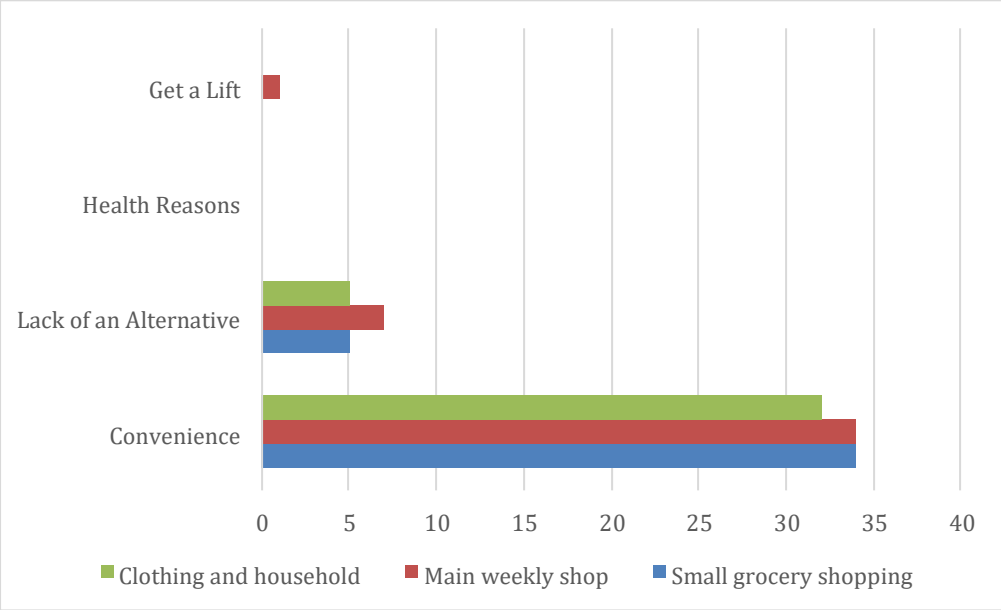

Table 26 – Reasons for choosing to use the car – 54 respondents

Convenience is the main reason for the dominant use of the car for shopping trips.

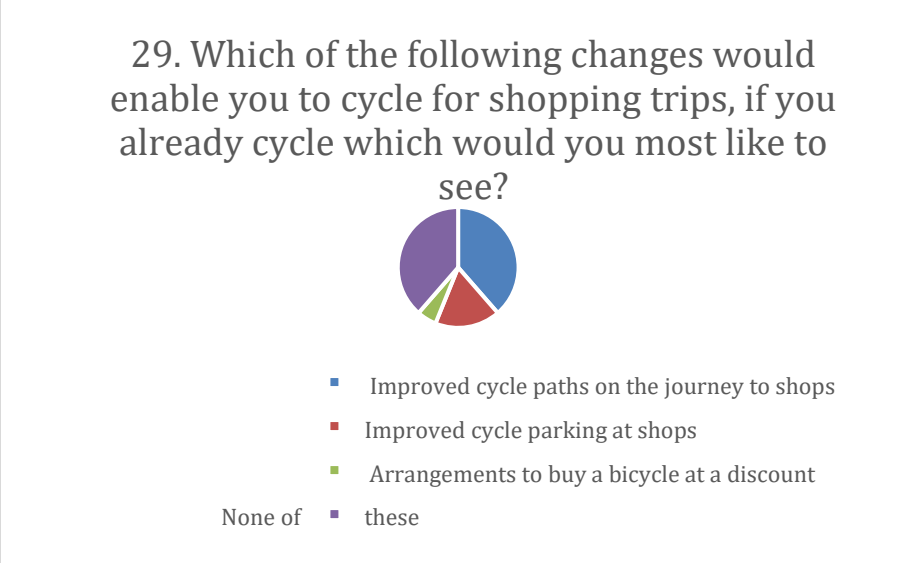

Table 27 – Requirements to encourage cycling for shopping trips – 31 respondents

The survey findings suggest that improved cycle routes to local shops would encourage more cycling for small grocery shopping.

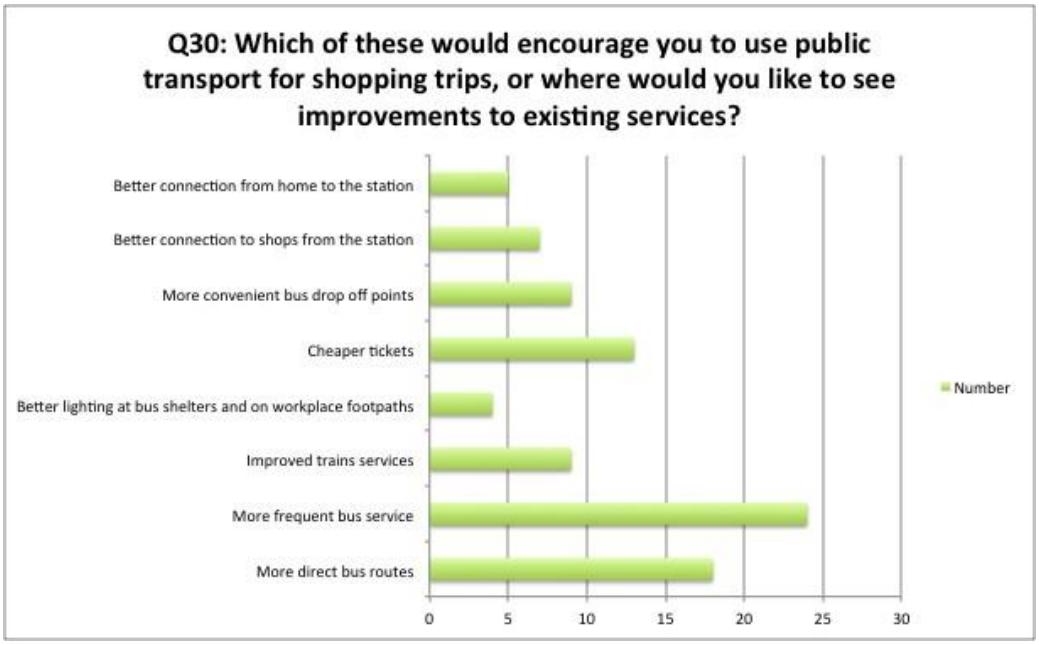

Table 28 – Requirements to encourage greater use of Public Transport – 32 respondents

Public transport would be more likely to be used for shopping if there were improvements to the services and facilities.

Q31: If you have answered that you 'get a lift' for any travel purpose, can you tell us whether your lifts are arranged using a formal lift sharing scheme or informally from friends and family?

One response was given as 'friends and family'. This would suggest that lift sharing is not common practice for shopping journeys.

Figure 5 Ferry Lane Entrance to Cholsey Meadows

Section 3 responses

Section three of the survey asked residents to consider how convenient they felt the development was to travel to and from for each of the travel categories, work, school, leisure and shopping.

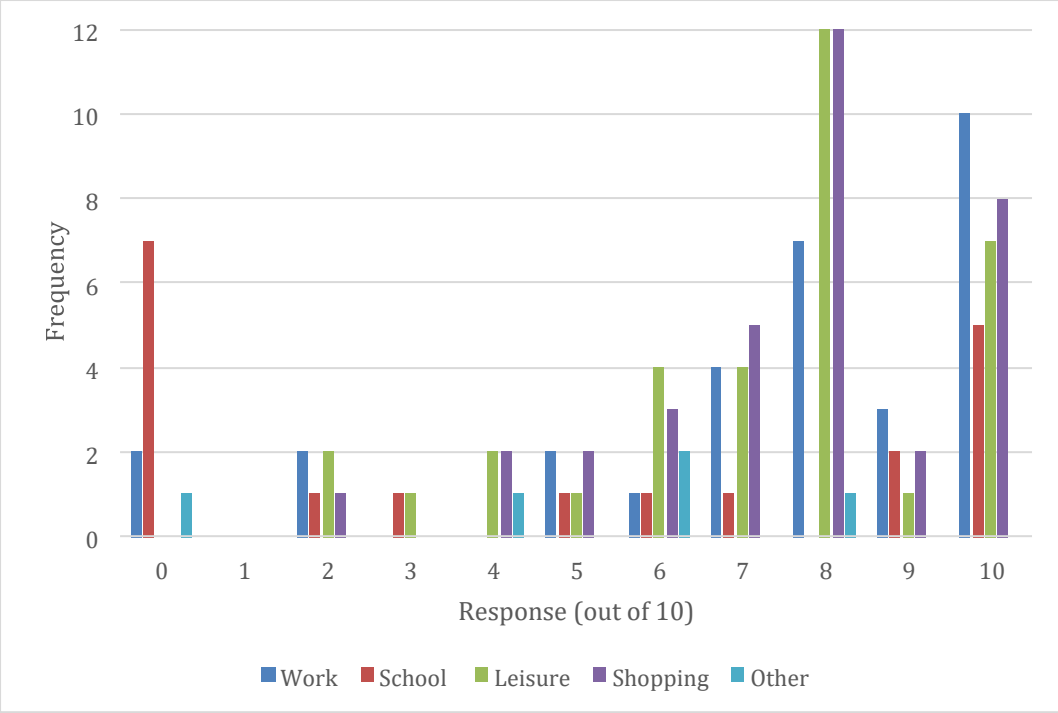

Table 29 Perceptions of convenience of Cholsey Meadows – 42 respondents

In general the development is regarded as conveniently situated by the respondents to the survey, with scores of 8 or more out of 10 being the most commonly achieved for most types of trips. It is regarded as most convenient for leisure and shopping trips with more respondents indicating lower scores for work and school travel.

Section 4 Responses

Finally respondents were given the opportunity to make any comments they would like to, relating to travel to and from the development. These comments have been collated and summarised below.

4.1 Public Transport

Rail

Two respondents highlighted the lack of a lift at the station and the difficulty this causes for those with bikes, pushchairs and for the elderly. The cost of rail travel was also brought up, as were the infrequency of direct trains to London and the lack of available lines and routes.

Bus

The main concerns regarding bus travel among respondents was the infrequency of service and limited number of buses running per day. The bus service to Cholsey train station was generally regarding as poor, while several respondents complained that the number of destinations was too low. Additionally, the cost of bus services was mentioned twice, while the provision of timetables and bus shelters was mentioned three times.

4.2 Private Car/Taxi

The over-riding concern among respondents was the difficulty of access to and from Ferry Lane, with six separate respondents citing this as being an area of concern. Speeding cars on Reading Road arose frequently, as did the fact that Cholsey Meadows postcode is not recognised by Sat-Navs and taxi drivers. Finally, guest parking provision is felt to be limited.

4.3 Pedestrians

The lack of crossing on the A329 was identified as dangerous by many respondents, while one also highlighted the concern in crossing the Wallingford bypass. Others simply stated that the walk to school was 'unsafe.' The poorly maintained and incomplete footpath to Wallingford was a concern for several respondents.

Figure 6 – Reading Road crossing point at Ferry lane

4.4 Cycling

Along with concerns over the footpath to Wallingford mentioned above, the overall opinion of cycle paths around Cholsey Meadows was that their provision is very poor, particularly to Wallingford along Reading Road and to Cholsey and Cholsey Station on Papist Way. Parked cars along these routes are a major caused of concern.

4.5 Community Travel Schemes

Three respondents had suggestions for community travel schemes, one suggesting a car share scheme, one making a request for a Community Bus and one requesting coach trips for pensioners.

Figure 7 Old cycle storage at Cholsey station – covered and new uncovered stands

4 Discussion

4.1 Comparison with data used for original travel plan

The Travel Plan prepared for the development in accordance with local authority requirements used data from the 2001 census for South Oxfordshire and for Cholsey.

The original travel plan showed the modal split for travel to work journeys in the diagram and table reproduced below.

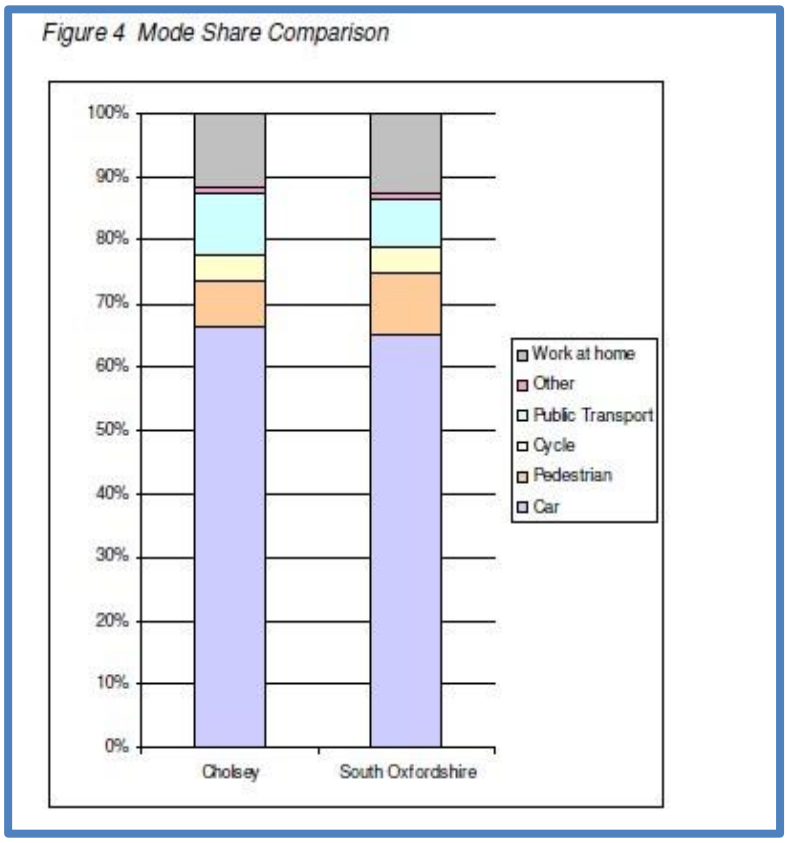

Figure 8 - Modal share diagram from original travel plan document

*Table 3: Mode share (2001 Census Data)**

Mode	Mode Share
Car	63%
Car Passenger	5%
Public Transport	9%
Cycle	4%
Motorbike	1%
Walking	7%
Other	1%
Home Working	11%
All Person Trips	**100%**

**updated from Outline Travel Plan to omit those not working*

Figure 9 – Census data table from original travel plan

The data from the survey of 2012 residents has been put into the same format to enable a comparison to be made. The survey suggests that car use at Cholsey Meadows is less than for the Cholsey Ward at 53% of travel to work journeys and that more work mainly from home- 25% rather than 11% from the census.

The explanation for this can only be a matter of conjecture but it is quite possible that the proportion of people working from home has increased throughout the population since the census data was collected, or it could be that Cholsey Meadows has attracted a particularly high proportion of home workers.

Other categories of travel to work are broadly comparable indicating that home working has replaced the numbers travelling by car.

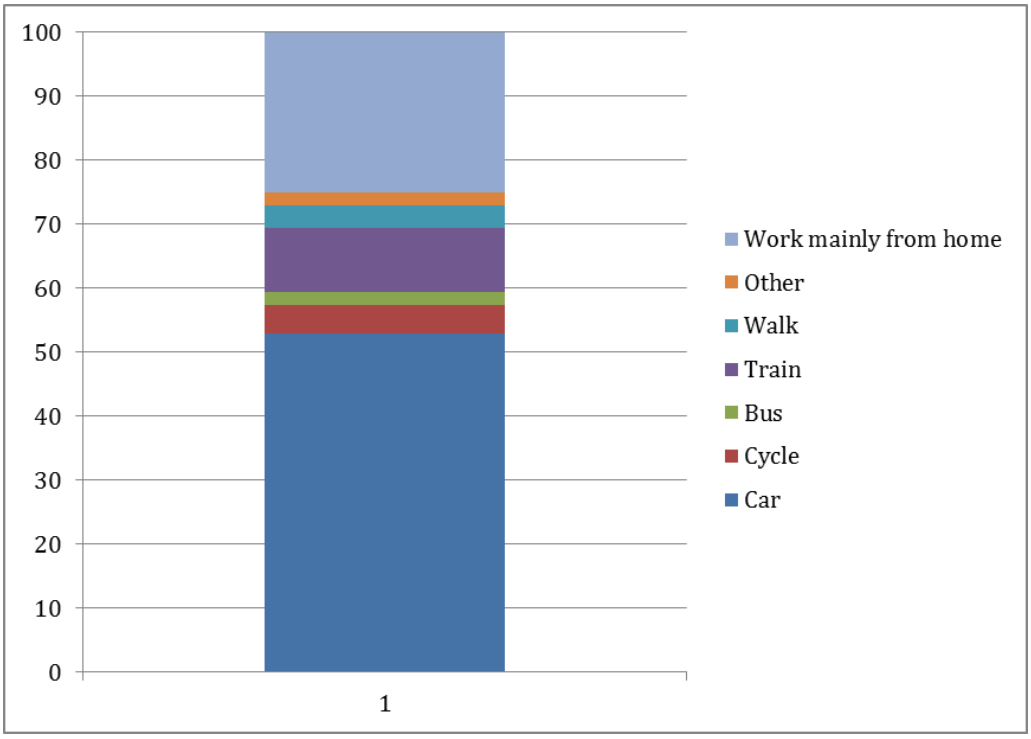

Figure 10 – Mode of Travel for work journeys from 2013 Cholsey Meadows Travel Survey

A further comparison of the original data from the census and from the Travel To Work survey together with the more recent data from the 2011 census supports these conclusions as shown in figure 11.

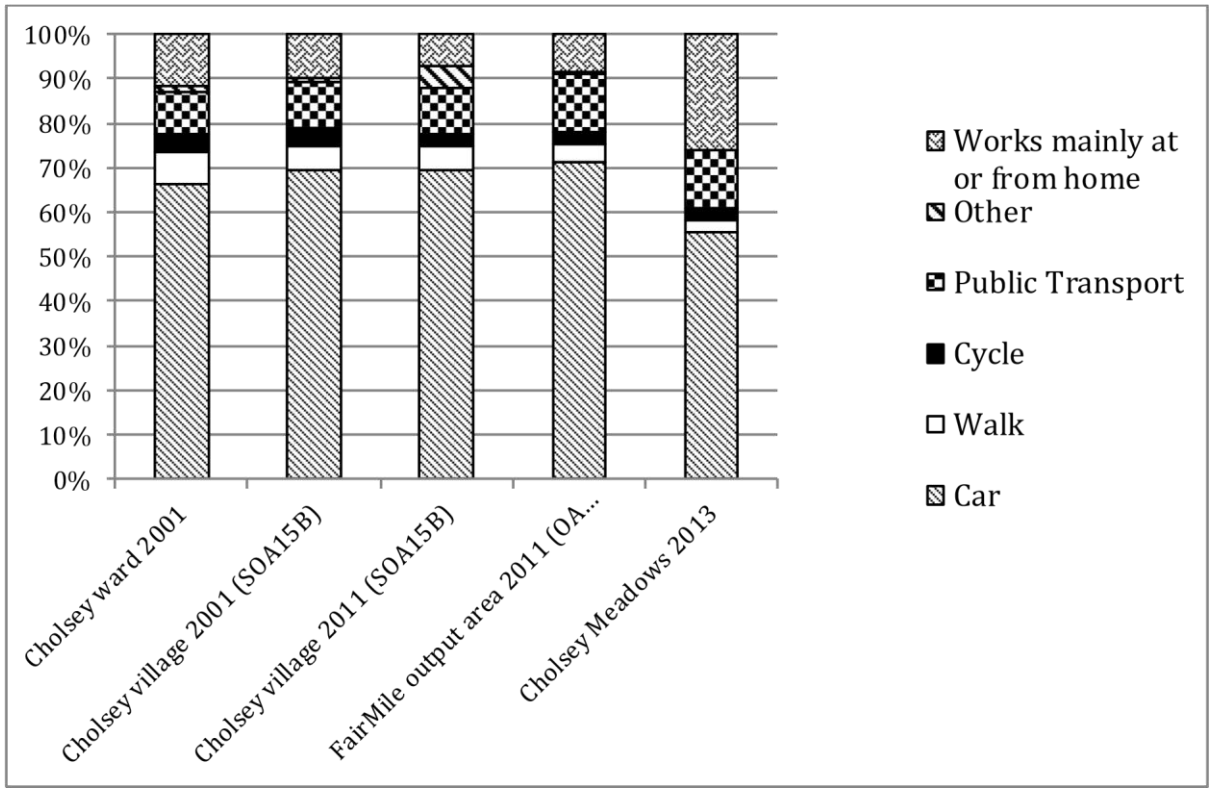

Figure 11 – Comparison of data from 2001, 2011 census and TTW output and the survey results.

4.2 Key Issues

The travel survey has revealed that travel for all types of journey is dominated by the private car, which has been identified as the primary focus for the Travel Plan actions identified in the original document. The results of this survey will help to inform the further development of the action plans and strategy.

Travel to work

The results of the survey indicate that the use of the car dominates travel to work and that people tend to travel long distances. The propensity to change is limited by the distances travelled and the need for access to a car to perform the job. Although travel to work represents the most frequent and involves the most distance, it appears to have the least potential for change.

However, the survey response suggest that there could be interest in car sharing and that better connectivity for public transport services would encourage the use of bus and train transport.

Travel to School

Many journeys made by secondary and college age students are already by public transport or dedicated school bus services. The main use of the car is for transporting primary and nursery aged children.

Figure 12 – Dedicated bus service to Wallingford School

This can cause a major problem for residents of the development and for the village as a whole. Parking at the local school is very limited and on street parking at peak times is already causing congestion and compromising the safety of pedestrians and cyclists. Reducing the use of car transport for children attending Cholsey School would be a major improvement.

The survey responses indicate that there is a high propensity to use alternative modes of transport for school journeys and these should be the subject of continued focus for the travel strategy.

Leisure and shopping Travel

While transport for leisure is also dominated by the car, it is clear that there is the potential for alternatives to be used. With improved access for pedestrians and cyclists and improved connectivity between bus and rail routes a significant modal shift could be achieved.

5 Travel Plan Actions

5.1 Review of Actions and Targets set out in Travel Plan

Table 4 of the Travel Plan sets out targets and actions with a view to reducing single occupancy car use and increasing cycling, walking and the use of public transport. The actions proposed are summarised below, the full action plan is reproduced in Annex 1:

Objective	Action	Target by Year 5
Marketing, travel information and awareness	Provide on-site travel information points	
	Produce a travel options guide	
	Promote the location of travel information	
Increase cycling and walking	Increase journeys on foot	From 7% to 10%
	Increase journeys by cycle	From 4% to 6%
Increase bus and train travel		From 9% to 11%
Reduce car use		From 63% to 53%

The targets set out are based on the modal share from the census data and relate only to travel to work. The survey indicates that travel to work behaviour has the least potential to shift from the car to alternatives in the case of Cholsey Meadows. However for illustrative purposes the targets have been adjusted to reflect the data collected from the survey below.

Objective	Action	Target by Year 5
Marketing, travel information and awareness	Provide on-site travel information points	
	Produce a travel options guide	
	Promote the location of travel information	
Increase cycling and walking	Increase journeys on foot	From 4% to 7%
	Increase journeys by cycle	From 5% to 8%
Increase bus and train travel		From 12% to 15%
Reduce car use		From 53% to 43%

5.2 Achieving modal shift

Increasing journey by foot

The travel plan set out actions for increasing journeys by foot. These are:

- Raising awareness of the benefits of walking;
- Set up a walking group.

There is no doubt that these are valid actions, particularly the setting up of a walking group. The feasibility of setting up a walking bus to the school is already under investigation.

Key to the increase in walking for short journeys within the village and to connect to bus and train services is the provision of a safe crossing point from the development across the Reading Road.

Figure 13 Ferry Lane crossing point

Increasing journeys by cycle

The travel plan set out actions to increase the proportion of journeys undertaken by cycle. These are:

- To introduce a 1 month rent a bike scheme with cycle training and discounted high visibility equipment;
- To Identify safe cycle routes and produce a cycle map;
- Work with OCC on emerging cycle initiatives and run promotional activities and events;
- To set up a bicycle user group.

Cycling has seen a huge increase in participation throughout the country since the travel plan was produced. Unfortunately the results of the survey suggest that the residents of Cholsey Meadows have not followed this trend. Although the level of cycle ownership is high the use of cycles for journeys is comparatively low.

The survey suggests that this may be due to the lack of safe cycle routes within the development and to key local destinations; the school, the village shops, the station and the town of Wallingford. It is clearly of little value to promote cycling as a healthy and convenient mode of transport if it is not considered safe.

Suggested Further Actions

Further actions should be included to improve the safety of cycling. Measures are currently being investigated including the provision of a cycle route to the village via the 'vets' track linking Reading Road with Ilges Lane and improving the route from the development to Wallingford. Further measures should be investigated to improve the safety of the route to the station and the school. The issue of parked cars should be addressed, perhaps identifying a means of encouraging more station users to use the station car park – which is currently under occupied. In addition, the safety of the Reading Road crossing point needs to be reviewed.

Figure 14 – Site of the new cycle path linking Cholsey Meadows with Ilges Lane

Increasing the use of public transport

The travel plan set out the following actions:

- Introduce and promote 'taster' bus passes;
- Liaise with public transport operators for the introduction of flexible money saving ticket options which suit part-timers

The provision of public transport needs to be reviewed, in light of the survey results and in view of the substantial increase in subsidy arising from the distribution of Section 106 monies. The services provided currently are not sufficient to achieve the targeted modal shift.

In particular services need to be more frequent, cheaper and offer better connections to onward services by both rail and bus.

Suggested further actions:

- Investigate the possibility of replacing the current franchise holder with an operator more able to deliver flexibility and better value for money;
- Investigate the feasibility of offering cut price bus passes;
- Introduce a scheme whereby those without a car can exchange their parking space for a bus pass making their space available for those with additional cars at a price to cover the cost. This would help those disadvantaged by not having a car and reduce the level of unauthorised parking around the site;

- Seek to improve the connectivity of services with public transport operators.

Details of the price and connectivity of services are set out in Annex 2.

Reduce SOV car use

The following actions were set out in the travel plan:

- Increase Car Sharing;
- Set up a secure car sharing database and promote for commuting travel; Tight enforcement measures for unauthorised parking; Review allocation of parking spaces to benefit car sharers.

The survey responses suggest that there is a significant appetite for car sharing among residents. This should be exploited as a priority. In order for a car sharing scheme to work it is essential that a database and form of communication is established. It might more effective if it were expanded to incorporate a larger area – perhaps the whole of Cholsey or even Wallingford and Moulsford. There is already an Oxfordshire car share scheme in operation but none of the residents have indicated that this is a useful resource. A more local scheme might be more attractive.

Reducing car usage will depend on alternatives being offered that are convenient, cost effective and safe. While the development is well placed to access public transport and local facilities, the distances involved from the development to key locations including the station, school and shops are such that in poor weather or when pushed for time the car is often the preferred option.

6 Conclusions

The objective of the travel plan is to set targets for reducing single occupancy car journeys from the development and to identify measures that would achieve those targets. The objective of this survey has been to establish the baseline so that the targets can be set in relation to actual data from the development. This has been achieved. In addition, the survey has revealed a number of issues that should be reviewed and taken into account when revising the action plan.

7 Recommendations

As a result of this survey the targets and actions outlined in the original travel plan should be amended. The revised targets are set out in section 5.1. The actions should be revised to include the following:

- The work of the travel group to be supported
- Discussions with the PT operators as a matter of urgency
- Improve cycle routes
- Reduce parking along potential cycle routes
- Introduce a car sharing scheme
- Introduce a parking space for bus tickets scheme
- Investigate potential for community bus
- Disseminate information about safe cycle routes
- Better transport integration .

Annex 1 – Travel Plan Actions and Targets

Table 4: Travel Plan Targets

Objective and Action	Lead Person / Team	External Partners	Baseline		Full Occupation		Year 1		Year 3		Year 5	
			[1] Apr 11	Mar 12	Jun 2012 Target	Jun 2012 Actual	Jun 2013 Target	Jun 2013 Actual	Jun 2015 Target	Jun 2015 Actual	Jun 2017 Target	Modal Shift
Marketing, travel information and awareness												
Provide on-site travel information points	TPC	-										-
Produce a travel options guide / Welcome Home Packs	TPC	-										-
Promote the location of travel information	TPC	-										-
Cycling and Walking												
Increase journeys on foot	-	-	7%		7.5%		8%		9%		10%	+3%
Increase journeys by cycle	-	-	4%		4.5%		5%		5.5%		6%	+2%
Raise awareness of the health, social, financial and environmental benefits of walking	TPC	-										-
Introduce 1 month trial a bike scheme with cycle training and discounted high visibility equipment	TPC	-										-
Identify safe cycle routes and produce a cycle map	TPC	-										-
Work with OCC on emerging cycling initiatives and run promotional activities and events	TPC	OCC										-

Objective and Action	Lead Person / Team	External Partners	Baseline		Full Occupation		Year 1		Year 3		Year 5	
			† Apr 11	*Mar 12	Jun 2012 Target	*Jun 2012 Actual	Jun 2013 Target	*Jun 2013 Actual	Jun 2015 Target	*Jun 2015 Actual	Jun 2017 Target	Modal Shift
Set up a Bicycle User Group	TPC / BUG	-										-
Set up a walking buddy group	TPC / WUG	-										-
Public Transport												
Increase bus and train travel			9%		9.5%		10%		10.5%		11%	+2%
Introduce and promote 'Taster' bus passes	TPC	Bus operators / OCC										-
Liaise/negotiate with PT Operators for introduction of flexible money-saving ticket options which suit part-timers	TPC	Bus operators / OCC										-
Managing and reducing car use												
Reduce SOV trips	-	-	63%		60%		57%		55%		53%	-10%
Increase car sharing	-	-	5%		5.5%		6%		7%		8%	+3%
Set up secure car sharing database and promote for commuting travel	TPC	Liftshare / oxfordshirecarshare.com										-
Tight enforcement measures for unauthorised parking	Site Manager	-										
Review allocation of parking spaces to benefit car sharers	TPC	-										

† *Percentages total is 88% because of 'Home Working' and 'Other' categories not being included in calculations.*

* *2012 Baseline and Actual splits to be completed at time of surveys*

Objective and Action	Lead Person / Team	External Partners	Baseline		Full Occupation		Year 1		Year 3		Year 5	
			† Apr 11	*Mar 12	Jun 2012 Target	*Jun 2012 Actual	Jun 2013 Target	*Jun 2013 Actual	Jun 2015 Target	*Jun 2015 Actual	Jun 2017 Target	Modal Shift
Set up a Bicycle User Group	TPC / BUG	-										-
Set up a walking buddy group	TPC / WUG	-										-
Public Transport												
Increase bus and train travel			9%		9.5%		10%		10.5%		11%	+2%
Introduce and promote 'Taster' bus passes	TPC	Bus operators / OCC										-
Liaise/negotiate with PT Operators for introduction of flexible money-saving ticket options which suit part-timers	TPC	Bus operators / OCC										-
Managing and reducing car use												
Reduce SOV trips	-	-	63%		60%		57%		55%		53%	-10%
Increase car sharing	-	-	5%		5.5%		6%		7%		8%	+3%
Set up secure car sharing database and promote for commuting travel	TPC	Liftshare / oxfordshirecarshare.com										-
Tight enforcement measures for unauthorised parking	Site Manager	-										
Review allocation of parking spaces to benefit car sharers	TPC	-										

† *Percentages total is 88% because of 'Home Working' and 'Other' categories not being included in calculations.*

* *2012 Baseline and Actual splits to be completed at time of surveys*

Annex 2 – Discussion of Public Transport Connectivity

Cholsey Meadows Travel Integration Summary

While there is overall good integration among bus services, particularly at key times, the integration between bus and train is relatively poor. However, given that Cholsey is a small rural station this is perhaps unsurprising. The provision of transport to and from Cholsey Station to connect with train services is poor.

No information on fares is available on Thames Travel's website, however single and return tickets, rather than passes, have been found anecdotally to be more expensive than in other areas of the UK. Standard peak-time day return train fares are listed below.

Destination	Fare
Oxford	£8.90
Reading	£7.20
Paddington (zone 1-6)	£25.40
Swindon	£41.80
Bristol Temple Meads	£54.00

1. *Wallingford*
There is a frequent direct bus service at peak times, both to and from Wallingford. However this drops to once an hour at less popular times of the day, and to just four times a day on Sundays. The route is circular, and therefore runs at the same frequency in both directions.

2. *Abingdon*
Connections to Abingdon are poor.

Travelling to Abingdon via public transport requires a change of buses at Wallingford, and outside of peak times a change at Wallingford and a further change at Didcot. Buses requiring only a change in Wallingford are not particularly numerous, with two in the morning and one in the late evening. One of the two morning changes is nearly an hour in length. This is the only transfer available on a Saturday.

There are no services to Abingdon on a Sunday.

3. *Oxford*
Oxford can be reached either by a bus to Wallingford, then a bus to Oxford, or by a bus to Cholsey Station and a train to Oxford.

Bus transfers to and from Oxford are generally well timed, being generally between 15 and 30 minutes.

Integration between bus and train to Oxford was found to be poor at morning peak times, with transfer times of either 3-4 minutes or approaching half an hour, however return journey changes were better timed. The majority of changes at other times were in the range of 15-25 minutes.

There is no service from the station on a Sunday.

4. *Reading*

Reading can be reached either by a bus to Wallingford, then a bus to Reading, or by a bus to Cholsey Station and a train to Reading.

Bus connections between Cholsey and Reading are generally good, although Sunday services have a transfer times of around half an hour, and return journeys on Saturdays are subject to a four minute transfer.

Integration between bus and train is generally reasonable, although all Sunday outbound transfers are in the region of one hour.

There is no bus service from the train station on a Sunday.

5. *London*

London is best reached by train. Integration between bus and train is on the whole good at peak times, during the day in midweek and on Saturdays, however there is a wait of approximately one hour on Sundays. There is no bus service from the train station on a Sunday

6. *Swindon/Bristol*

While some transfers are well timed in the direction of Swindon, some peak time midweek transfers are subject are only three minutes long. Outbound transfers at other times generally err towards the lengthy. Return journey transfers are well timed, however there is no bus service from the train station on a Sunday.

.

7 REFERENCES

Colin Buchanan & Partners Ltd (2012) …. Title full reference

Glanville Group Ltd (2012)Travel Plan strategy, Fair Mile Hospital, Cholsey. Issue 1. TRS120679/CB/DW/002. July 2012.