



Land South of Maidenhead Road, Windsor
Framework Travel Plan

Client: Crest Nicholson South

i-Transport Ref: MS/ITB18514-003 R

Date: 09 May 2023

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SECTION 1 Introduction

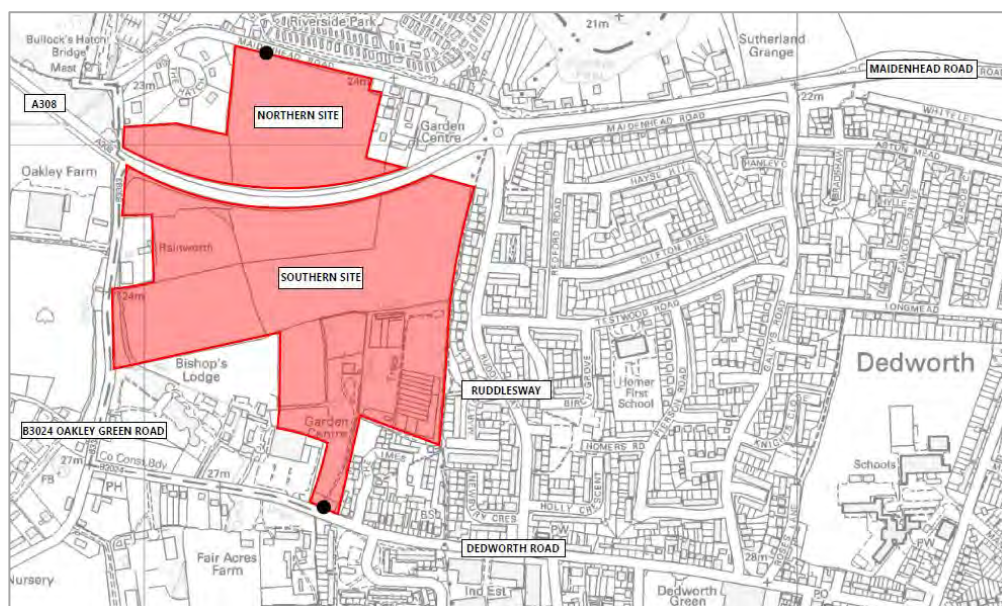
1.1 Background

- 1.1.1 Outline planning permission (with all matters reserved apart from access) was granted by Royal Borough of Windsor and Maidenhead (RBWM) on 17th November 2022 (planning ref: 22/00934) for:

“Erection of up to 135 new homes (40% affordable), areas of open space including play spaces and allotments together with associated landscaping, car parking, footpath/ cycle connections and vehicular access onto Old Maidenhead Road.”

- 1.1.2 The site was the northernmost of two sites allocated for residential led development in the adopted Borough Local Plan (2013-2033) (ref: Policy AL21 and known as Land North of the A308, Windsor).

Image 1.1: Illustrative Site Location Plan



- 1.1.3 A Framework Travel Plan was submitted in respect of the outline planning application site (and a separate Travel Plan for the site south of the A308). No objection was raised by the highway authority
- 1.1.4 Crest Nicholson South now controls the site and has instructed i-Transport LLP to provide highways and transport advice in respect of their reserved matters application on the northern site, known as Land South of Maidenhead Road, Windsor. The applicant is also seeking to

discharge planning conditions associated with the outline application. Condition 23 requires submission of a Travel Plan be submitted prior to occupation.

Image 1.2: Reserved Matters Application Site Layout



- 1.1.5 Agreement of a Framework Travel Plan would also accord with Schedule 7 of the Section 106 agreement signed in association with the outline application. This requires agreement of a 'Final Travel Plan' within 3 months of 50% occupation of the site, when information on residents' travel habits is available.
- 1.1.6 This Framework Travel Plan outlines the measures to encourage travel by modes other than single occupancy car use for future residents in the proposed site. It has been developed in accordance with Planning Practice Guidance.
- 1.1.7 This Framework Travel Plan should be read in conjunction with the Transport Assessment (*i-Transport report ITL9307-032a R*) for the outline development proposal, which assesses the wider transport implications of the proposed development.

1.2 Relevant Planning Policy

National Planning Policy Framework (NPPF)

- 1.2.1 The National Planning Policy Framework (July 2021) sets the relevant policy background for the development of Travel Plans.

- 1.2.2 The NPPF states that development proposals should protect and exploit opportunities for use of sustainable modes of transport. A key tool to facilitate this will be a Travel Plan, which is required to support all developments that generate significant amounts of movement. The sustainable travel objectives include the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote sustainable alternatives including increased walking, cycling and public transport use.

Planning Practice Guidance (PPG, March 2014)

- 1.2.3 PPG was originally published in March 2014 (it is subject to ongoing updates) and at Paragraph 003 sets out the key role of Travel Plans in new development:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).”

“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”

Borough Local Plan (2013-2033) Adopted 8th February 2022

- 1.2.4 The Borough Local Plan provides the framework to the future development of Royal Borough of Windsor and Maidenhead. Setting out a spatial strategy and policies for management development and infrastructure, the emerging Local Plan sets out the opportunities and challenges for the period up to 2033.
- 1.2.5 The following policies relate to transport or the allocated site (Policy AL21).

Policy IF2 – Sustainable Transport

“4. Transport Assessments and Statements and Travel Plans will be required to be prepared and submitted alongside development proposals, including residential schemes, in accordance with Department for Transport guidance and local authority requirements. Appropriate provision for public transport services and infrastructure will also be required.”

- 1.2.6 Policy AL21 in respect of the allocation site states that any development of the site should:

“Develop and implement a robust residential travel plan to manage travel to and from the site and reduce instances of single-occupancy car trips, including a car club for residents.”

1.3 Structure

- 1.3.1 The remainder of this Framework Travel Plan is structured as follows:

- Section 2 sets out the objectives and potential benefits of the Travel Plan;
- Section 3 explains the development proposal;
- Section 4 describes existing transport conditions and local travel patterns;
- Section 5 identifies the targets of the Travel Plan;
- Section 6 sets out the role of the Travel Plan Co-ordinator;
- Section 7 sets out the infrastructure and 'soft' measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- Section 8 provides an 'action plan' for the implementation of the Travel Plan;
- Section 9 includes a monitoring strategy; and
- Section 10 provides a summary.

SECTION 2 Objectives and Benefits

2.1 Objectives

2.1.1 The overarching objective of a Travel Plan is to influence behavioural change towards sustainable modes of travel. In this context, the primary purpose of this Travel Plan is to put forward a framework to ensure measures are provided to promote shared car use, walking, cycling and public transport as alternatives to single occupancy car travel.

2.1.2 In line with current national and local government guidance, the main objectives for the Travel Plan will be:

- To reduce the number of car journeys generated by the site; and
- To promote the accessibility of the site for non-car modes of transport.

2.1.3 The Travel Plan will have the following additional objectives:

- To minimise the impact of car-based travel to the site on the local and strategic highway network and environment;
- To provide residents with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- To promote walking, cycling, car sharing and public transport as safe, efficient, and affordable alternatives to the private car by highlighting the health and environmental benefits of using sustainable travel modes; and
- To develop an awareness of the options for sustainable travel opportunities to and from local services and facilities within and around Oakley Green / Windsor.

2.1.4 The Travel Plan promotes measures which will help ensure that the objectives and outcomes are met. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to local residents and businesses.

2.1.5 All of the measures will look to reduce the dependence on the private car for travel to work, leisure, retail and other purposes and enable smarter travel choices, where this is feasible.

2.2 Benefits of a Travel Plan

2.2.1 The development of a Travel Plan has a number of direct benefits, not only for future residents and visitors, but also for the existing local community and the surrounding environment.

Benefits to Residents

- Improved health and fitness through increase levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices; and
- A better environment within the site and its immediate environs with vehicular movement minimised and parking pressures reduced.

Benefits to Local Community and Environment

2.2.2 The Travel Plan will provide the following benefits to the local community and the environment:

- The Travel Plan will help to reduce the impact of traffic generated by the development on the local highway network;
- The Travel Plan will help to reduce the impact of the site on the environment by reducing emissions through fewer car journeys. This will help to contribute to both local air quality management and national climate change reduction targets; and
- The measures contained within the Travel Plan will also help to reduce the impact of transport related noise from vehicular movements into and out of the site and to improve public connectivity in the area.

2.2.3 Overall, it is anticipated that the Travel Plan will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Development Proposal

3.1 The development of the wider allocation is as follows:

- In the southern site: up to 320 dwellings, community facilities and open space with land for a school for children with special educational needs; and
- In the northern site: 135 dwellings.

3.2 This section describes the development proposal including its access arrangements (for both vehicles and non-motorised traffic) and a package of off-site infrastructure improvements aimed at improving road safety and encouraging sustainable travel.

3.3 An illustrative masterplan for the wider outline permission can be found in **Appendix A** and is outlined below:

Image 3.1: Illustrative Masterplan



Site Access Arrangements

3.4 To deliver safe and suitable vehicular access, the following access strategy is proposed:

- Southern Parcel
 - Simple priority junction from Dedworth Road which will also provide pedestrian and cycle connections;
- Northern Parcel
 - A primary site access drawing to the western side of the northern parcel via a simple priority junction from Maidenhead Road with pedestrian and cycle facilities; and
 - A secondary site access to the east of the primary access, also in the form of a simple priority junction.

3.5 In addition, a total of 16 pedestrian or pedestrian / cycle accesses are to be provided in multiple locations into and between the two sites. These are summarised overleaf:

Image 3.2: Site Access Locations



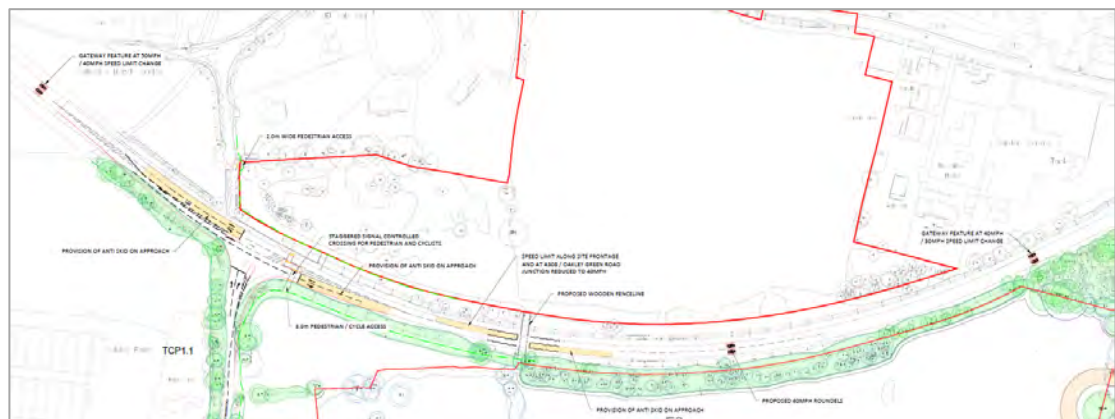
Table 3.1: Summary of Accesses

Connection Point	Pedestrian / Cycle Connection?	Description
Southern Site		
A	Main Vehicular Access – with pedestrian and cycle access	2.0m wide footway on the eastern side of the proposed access with a separate 3.0m wide shared footway / cycleway
B	Pedestrian	2.0m wide footway onto The Willows footpath adjacent Martin Close
C	Pedestrian / Cycle	3.0m wide shared footway / cycleway onto The Willows footpath with connection onto Martin Close
D	Pedestrian	2.0m wide footway access onto The Willows footpath
E	Pedestrian	2.0m wide footway access onto The Willows footpath
F	Pedestrian / Cycle	3.0m wide shared footway / cycleway in north eastern corner (connecting to a proposed parallel crossing on Ruddlesway)
G	Pedestrian / Cycle	Pedestrian and cycle connection, connecting to the northern site via a toucan crossing across A308 Windsor Road.
H	Pedestrian	2.0m wide footway connection onto Oakley Green Road north of Rainsworth linking to a new 1.5m new footway to provide a route to PROW 52.
I	Pedestrian / cycle	3.0m wide shared cycleway connection to Oakley Green Road south of Rainsworth and further pedestrian connection to PROW 52.
J	Pedestrian / Cycle	3.0m shared footway / cycleway access from the north western point of the site connecting to the northern site via a signalised crossing.
Northern Site		
K	Pedestrian	2.0m wide pedestrian connection at the most western part of the site connecting to Oakley Green Road (to the north of A308).
L	Pedestrian / Cycle	3.0m shared footway / cycleway access from the south western point of the site connecting to the southern site via a signalised crossing.
M	Pedestrian / Cycle	3.0m pedestrian and cycle connection, connecting to the southern site via a toucan crossing across A308 Windsor Road.
N	Main Vehicular Access - Pedestrian / Cycle	Separate 3.0m wide shared footway / cycleway on the eastern side of the main vehicular access with a 2.0m wide pedestrian access on the western side of the access road onto Maidenhead Road.
O	Secondary Vehicular Access - Pedestrian	2.0m wide footways on either side of the secondary access onto Maidenhead Road.
P	Pedestrian / Cycle	3.0m wide shared footway / cycleway onto Maidenhead Road.

Off-Site Highways Improvements

- 3.6 The following off-site infrastructure improvements have been agreed with RBWM. Further details are provided in the TA for the outline schemes. A summary of the off-site improvements is presented at **Figure 3.1**.

Image 3.3: Signalisation of Oakley Green Road Junction and A308 Sensitive Enhancement Works



Signalisation of A308 / Oakley Green Road Junction

- i Full signalisation with controlled crossing on A308 for pedestrians / cyclists.
- ii Two lane approaches to A308 / Oakley Green Road junction on all arms.
- iii Addresses capacity issues at existing junction.

Pedestrian / Cycle Site Access Points

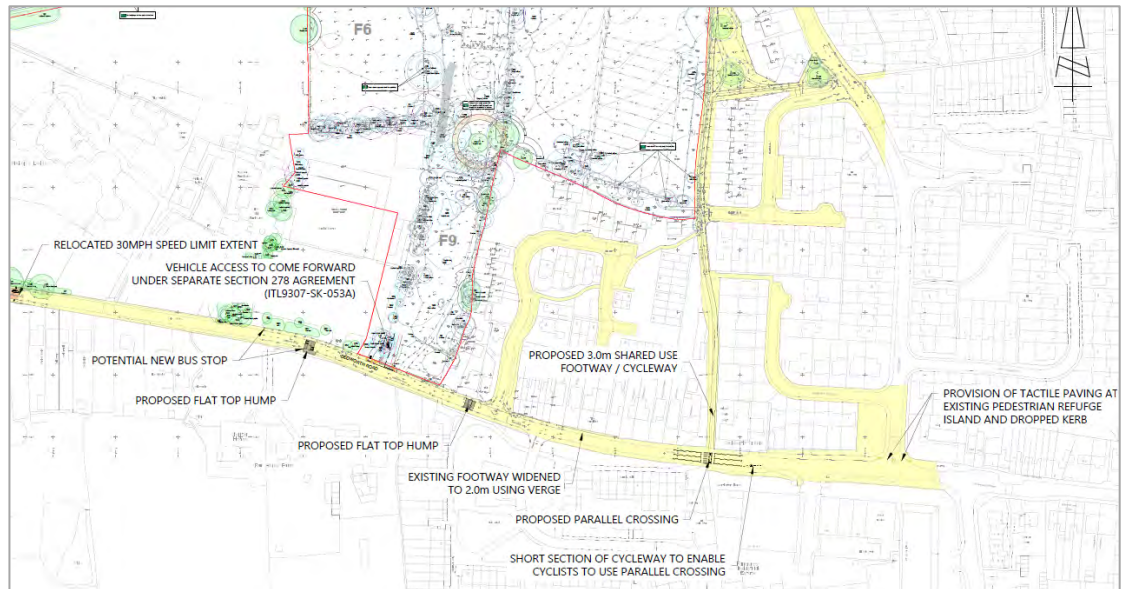
- iv Pedestrian access into western corner of northern site.
- v Pedestrian / cycle access into south of northern site and north-western corner of southern sites.
- vi Toucan crossing on A308 providing additional pedestrian / cycle connection between sites (sensitively landscaped with wooden fences).

Environmental Enhancements

- vii Change from 50 to 40mph speed limit relocated west of A308 / Oakley Green Road junction.
- viii Repeat roundels provided.
- ix Signal controlled junction and Toucan crossing provide further reminders to drivers that they are entering an urban area.

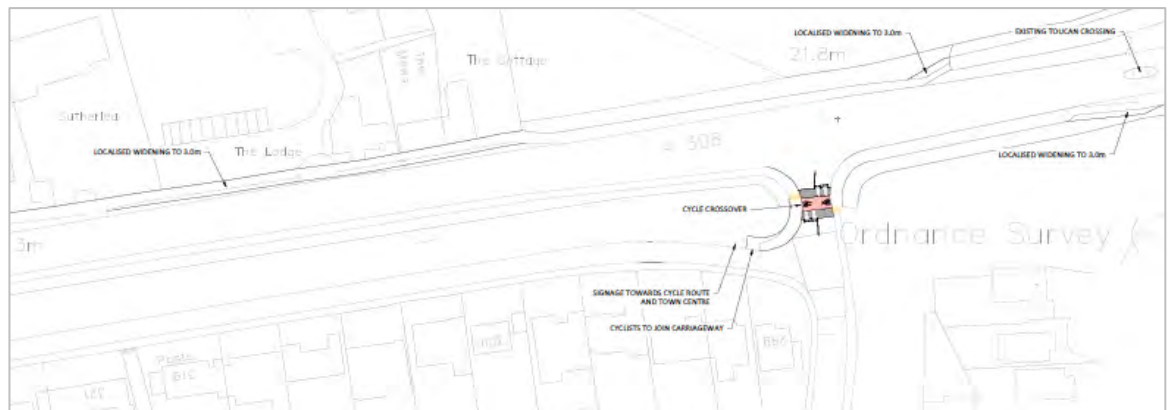
- x Anti-skid surfacing on approaches to stop lines.

Image 3.4: Pedestrian Cycle enhancements to Dedworth Road in the vicinity of the Site



- i Footway widening using verge in highway between The Nest and The Elms.
- ii Tactile paving at dropped kerb on Ruddlesway north of Dedworth Road junction.
- iii Extend 30mph speed limit further west to edge of built-up area.
- iv Provide new bus stops in front of Aldi (and crossing to / hardstanding on southern side) to minimise walking distance from southern site to service 16A.
- v Provide raised table crossings / speed cushions in keeping with the existing ones east of Ruddlesway so as to extend the environmental enhancements westwards in a consistent manner.
- vi Provide dropped kerb / tactile paving crossing on Ruddlesway at mini-roundabout.
- vii Parallel crossing at southern end of Willows Path and short section of cycleway on southern side of A308 east of parallel crossing - to allow cyclists to exit the carriageway and cross Dedworth Road without dismounting.

Image 3.5: Cycling Enhancements to A308



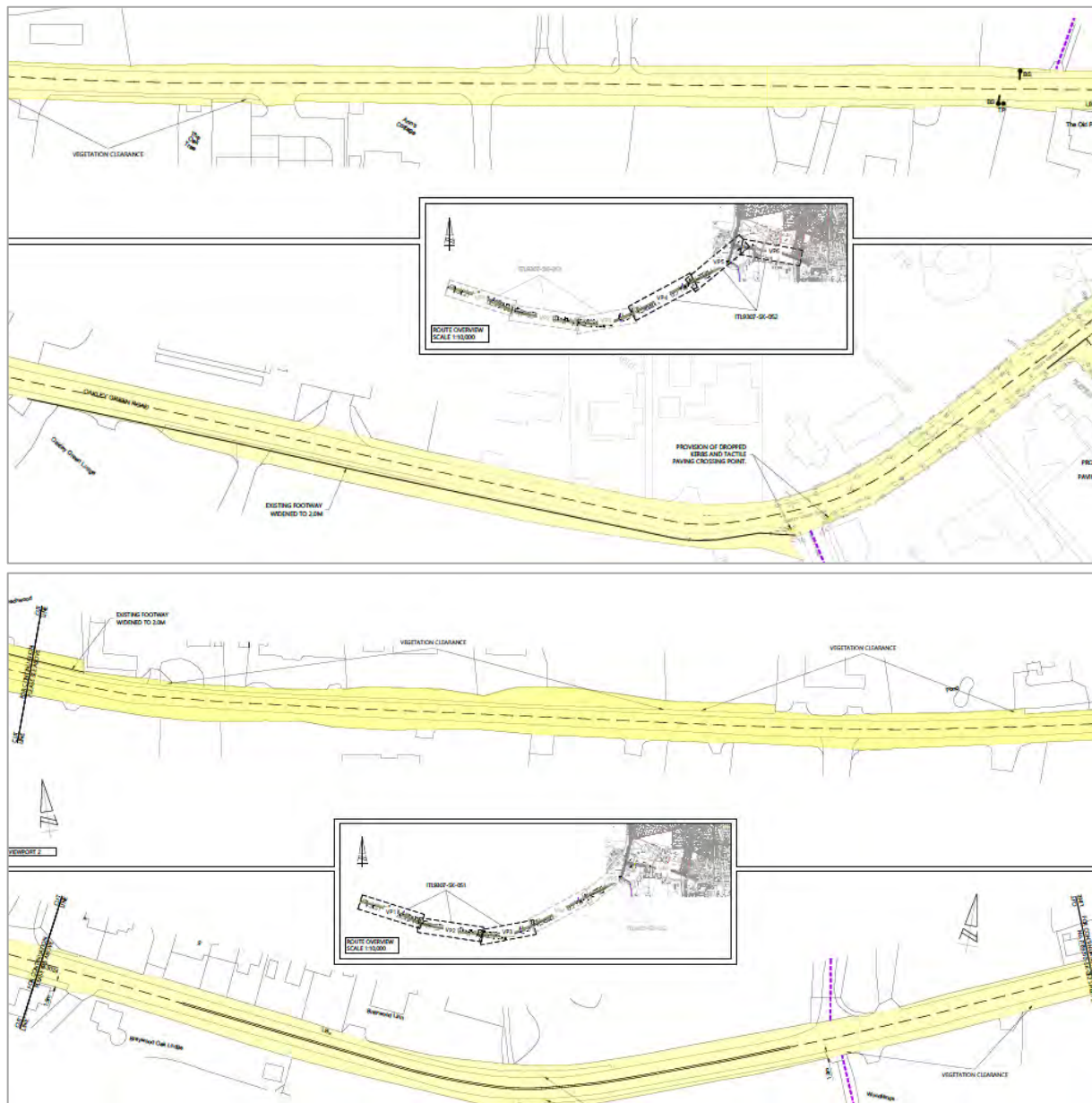
- i A cycle crossover on Gallys Road.
- ii Improved signage from both sites to the cycle route east of Gallys Road.
- iii Localised widening of pinch points where achievable.
- iv Tactile Paving / Dropped Kerb crossing on 'old' Maidenhead Road east of Ruddlesway junction north and south of A308 (facilitating the walk from the northern site to schools in the absence of links within the southern site).

Image 3.6: Testwood Road



- i Tactile paving at dropped kerb on Cooper Beech Close and Birch Grove at their junctions with Testwood Road.

Image 3.7: Oakley Green Road



- i Vegetation clearance and footway widening along extensive sections of the 1.8km walk from the site to Braywood CE Primary School; and
- ii Dropped Kerb on Tarbay Lane.

On site

- 3.7 The masterplan will deliver highly permeable sites with pedestrian connections onto Dedworth Road, Maidenhead Road, the Willows Path, A308 and Oakley Green Road. It will deliver a street pattern that generates natural surveillance where entrances and frontages face all public routes and an internal layout that encourages low vehicle speeds and therefore creates an environment where pedestrians and cyclists are not intimidated by motor traffic.
- 3.8 The masterplan includes a network of walking and cycling routes designed to minimise the walking and cycling distances to all of the points of access, in accordance with Stakeholder Masterplan principles. An extract from the Stakeholder Masterplan is illustrated below:

Image 3.8: On site Walking and Cycle Routes to Come Forward in Accordance with Stakeholder Masterplan



- 3.9 The key routes through the sites are:

- A north-south route through the sites along the main spine road from Dedworth Road;
- A north-south route between the northern and southern sites, using the Toucan crossing;
- An east-west route along the northern boundary of the southern site (facilitating links between the northern site and Ruddlesway); and
- An east-west route from The Willows path to Oakley Green Road.

3.10 These follow the most direct routes possible, whilst respecting on site features / constraints such as mature trees, views or vegetation.

3.11 The reserve matters application retains these proposed links:

Image 3.9: Reserve Matters Application Site Layout



3.12 A community hub is proposed at the centre of the southern site (shown indicatively as a blue circle in Image 3.6) at a nodal point for the above connections. This will provide a multi-functional building with a range of possible uses. The aim is to provide further on site facilities (precise uses to be confirmed but likely to include meeting rooms, offices, remote working space, kitchen, coffee shop and 'hireable' space for fitness groups / toddler classes etc.). Outdoor sports and play facilities are also proposed. This is an important part of the sites' sustainable travel strategy as it will reduce the need for existing and new residents to make trips further afield.

3.13 **Car Club**

- 3.14 Three car club vehicles are to be provided at the southern site, when it comes forward for development.

3.15 **Car Parking and Electric Vehicle Charging**

- 3.16 Car and cycling parking provision will be in accordance with the local prevailing.
- 3.17 In addition, electric vehicle charge points will be provided in accordance with Building Standards. The applicant will accept a planning condition committing to a strategy for the implementation of EV.

SECTION 4 Existing Conditions and Travel Patterns

4.1 Introduction

- 4.1.1 This section of the Framework Travel Plan describes the existing accessibility of the site by walking, cycling and public transport as well as existing travel patterns in the local area.

4.2 Walking and Cycling

Dedworth Road

- 4.2.1 Dedworth Road is a single carriageway road which has a continuous footway along the northern side of the carriageway (within the vicinity of the sites) connecting both Oakley Green Road to the west and into Windsor to the east. A footway on the southern side begins opposite Bridleway 4 (The Willows) where a zebra crossing is provided to facilitate access to the southern side of Dedworth Road.

Ruddlesway

- 4.2.2 Ruddlesway is a single carriageway road which has a footway on both sides (set back from the carriageway for the northernmost 55m) providing access to the local bus stops (south of the A308 Roundabout and opposite Martin Close), the A308 to the north and Dedworth Road to the south.

Oakley Green Road

- 4.2.3 At the junction of Dedworth Road, a footway is provided on the eastern side of the carriageway, which provides a route south / west. There is a continuous footway on one side of the road heading towards Oakley Green / Fifield. There is no footway along Oakley Green Road between Dedworth Road and the A308.

A308 Windsor Road

- 4.2.4 There are currently no pedestrian facilities on A308 Windsor Road in between the two outline application sites. A pedestrian connection to the north of the A308 Windsor Road (opposite the junction with Oakley Green Road) connects with Maidenhead Road.
- 4.2.5 Further east there are continuous pedestrian and / or cycle routes on the A308 between Ruddlesway and the A332 and on to the town centre.

Public Rights of Way

- 4.2.6 Bridleway 4 (The Willows) follows the eastern boundary of the southern site providing a 2m wide traffic free pedestrian and cycle connection between the A308 and Dedworth Road. In addition, footpath PROW 52 can also be accessed from Oakley Green Road. This leads to footpath PROW 57 and into the rural areas to the west. The public rights of way within the vicinity of the outline application sites are presented on **Image 4.1**.

Image 4.1: Public Rights of Way



Source: Royal Borough of Windsor and Maidenhead Interactive Map

- 4.2.7 A shared footway / cycle way is located to the northern side of the A308 Windsor Road and provides a route to Windsor to the east and Maidenhead to the west. For a small section, the shared footway / cycleway also routes away from the A308 onto Maidenhead Road and past the site frontage of the northern site (on the northern side of the carriageway). The Jubilee River and Slough Linear Park cycle map (which illustrates this route) is provided at **Appendix B** with an extract provided at **Image 4.2**.

Image 4.2: Extract of Cycle Map



Source: The Jubilee River & Slough Linear Park Cycle Map

- 4.2.8 In addition, PROW 4 (The Willows) is a bridleway. It is therefore possible to cycle off road along the eastern site boundary of the southern site.

4.3 Public Transport

- 4.3.1 Public transport is accessible, providing opportunities for accessing local facilities and services as well as those further afield.

Bus

- 4.3.2 The nearest bus stops are:

- 1 On Ruddlesway, 55m south of the A308. The southbound bus stop has a flag, pole and timetable information while the northbound bus stop has a shelter and bench in addition;
- 2 On Ruddlesway in the vicinity of Martin Close. These benefit from flags / poles, timetable information and laybys;
- 3 On Dedworth Road. The closest eastbound bus stop is currently opposite Guards Road and has a flag, pole and timetable information. The closest westbound bus stop is east of The Greene Oak and also has a flag, pole and Timetable information.

- 4.3.3 Table 4.1 provides a summary of the walking distances to the local bus stops.

Table 4.1 Bus Stops and Routes

Bus Stop	Walk Distance to Closest Stops
Ruddlesway (northern bus stop)	500m
Dedworth Road (south of A308)	1,200m

4.3.4 **Table 4.2** summarises the bus services available from these stops.

Table 4.2: Bus Services

Bus Stop	Bus Service	Destinations	Frequency		
			Mon-Fri	Saturday	Sunday
Dedworth Road	16A	St Marks Hospital (Maidenhead) to Windsor via Maidenhead, Bray, Holyport, Dedworth	Four services a day (first service at 07:35, last service at 14:31)	Five services a day (first service at 08:44, last service at 18:12)	-
Ruddlesway (south of roundabout)	16	St Marks Hospital (Maidenhead) to Windsor via Maidenhead, Bray, Holyport, Dedworth	Six services a day (first service at 06:51, last service at 17:11)	Seven services a day (first service at 07:47, last service at 18:42)	Hourly service (first service at 09:46, last service at 17:46)
	W1	Windsor – Clewer – Dedworth	Hourly service (first service at 09:58, last service at 13:58)	-	-
	16A	Windsor – Clewer – Dedworth	Broadly as above	Broadly as above	-
Ruddlesway (opp Martins Close)	2	Slough to Dedworth via Windsor	Hourly service (first service at 06:18, last service at 19:24)	Hourly service (first service at 06:24, last service at 19:09)	-

Source: Travel Line

4.3.5 The site is therefore accessible by bus to local destinations including Windsor town centre.

Rail

4.3.6 The nearest railway station is Windsor and Eton Railway Station and is located approximately 3.3km east of the site. Windsor is the terminus of a branch line from Slough. A summary of the services available is provided in **Table 4.3**.

Table 4.3: Summary of Local Railway Services

Destination	Frequency of Services		Journey Time (minutes)
	Peak	Off-Peak	
Slough	2	2	6 minutes

Source: National Rail Enquiries

4.4 Accessibility to Local Facilities and Services

4.4.1 The site is located in close proximity to a range of facilities, which offer the potential for future residents of the site to travel by sustainable modes. A plan showing the locations of the key local shopping, education, leisure, health, and employment facilities is included in **Figure 4.1**.




4.4.2 **Table 4.4** identifies that there is a good range of day-to-day facilities located close to the site. The table below sets out the travel distance to reach the facilities.

Table 4.4: Summary of Local Facilities and Services – Land South of Maidenhead Road

Purpose	Destinations	Land South of Maidenhead Road		
		Total Distance (m)	Walking Journey Time (mins)	Cycle Journey Time (mins)
Leisure	The Greene Oak PH	1,100	13	4
	Windsor Marina	350	4	1
	Dedworth Green Baptist Church	1,800	21	7
	Scout Hut (Wolf Lane)	1,900	23	7
	Dedworth Library	2,000	24	8
	Foster Avenue Open Space	1,900	23	7
	New Windsor Community Association Centre	2,200	26	8
	Clewer Memorial Recreational Ground	2,200	26	8
	Clewer Park and Allotment Gardens	2100	25	8
	Royal Windsor Racecourse	1,900	23	7
	Dedworth Manor Open Space	1,400	17	5
	Fairacres Industrial Estate	1,200	14	5
Employment	Centrica Offices (Maidenhead Road)	1,500	18	6
	Industrial Estate (Shirley Avenue)	2,100	25	8
	Windsor Town Centre	3,400	40	13
Retail	Aldi	1,400	17	5
	The Parade Local Shops	1,150	12	4
	Dedworth Road Local Shops (Inc. Post Office)	1,300	15	5
	Tesco	1,400	17	5
	Vale Road / Dedworth Road Local Shops	2,500	30	9
Education	Homer First School	950	11	4
	Alexander First School	1,700	20	6
	Dedworth Middle School	1,900	23	7

Purpose	Destinations	Land South of Maidenhead Road		
		Total Distance (m)	Walking Journey Time (mins)	Cycle Journey Time (mins)
	Dedworth Green First School and Nursery	2,000	24	8
	Hill Top First School	2,300	27	9
	St Edwards First and Middle Schools	2,900	35	11
Healthcare	Windsor Dental Practice	2,300	27	9
	Tesco Pharmacy	1,400	17	5
	Boots Pharmacy	2,100	25	8
	Dedworth Medical Centre	2,500	30	9

Key:

	Within 800m – Comfortable Walking Distance
	Within 2,000m – Reasonable Walking Distance
	Within 3,200m – Maximum Walking Distance

Source: Consultants Estimates

4.4.3 **Table 4.4** demonstrates that there are a wide range of everyday facilities within a comfortable or reasonable walking distance of residents including education, convenience retail, healthcare, and employment opportunities.

4.5 Existing Travel Characteristics

4.5.1 A summary of the 2011 Census dataset 'Method of Travel to Work' (*ref: Table Qs701ew*) for residents of the Middle Super Output Area (MSOA) Windsor & Maidenhead 013 is outlined in **Table 4.3**.

Table 4.3: 2011 Census Method of Travel to Work (Windsor & Maidenhead 013 MSOA)

Mode	Number of Trips by Mode	%
Driving a Car or Van	2,259	72%
On Foot	294	9%
Train	151	5%
Passenger in a Car or Van	146	5%
Bus, Minibus or Coach	83	3%
Bicycle	135	4%
Underground, Metro, Light Rail, Tram	8	0%
Motorcycle, Scooter or Moped	38	1%
Taxi	19	1%
Other Method	19	1%
Total	3,152	100%

Excluding those who work from home and those not employed

- 4.5.2 Less than three-quarters of work trip are by car. A notable proportion (9%) are on foot, with cycling (4%), bus (3%) and train (5%) travel each being the other main modes. This is a good starting point for the Travel Plan – existing local residents are prepared to travel to work by means other than driving a car, and already do so to a good degree.

SECTION 5 Targets

- 5.1 The key aim of the Travel Plan is to reduce the number of single occupancy vehicular trips generated by the site. Targets are the measurable goals against which progress towards the aims and objectives of the Framework Travel Plan can be assessed.
- 5.2 Targets should follow the SMART principle (specific, measurable, adjustable, realistic, and time-bound) and focus on reducing the trip generation of the site as a whole, along with single car occupancy to the site. The targets of the Travel Plan therefore relate to traffic generation and mode share and are set out below.
- 5.3 The targets are initial and will be refined upon completion of the first monitoring surveys at each application site. The refined targets will be presented in the Final Travel Plan.

5.4 Initial Traffic Generation Targets

- 5.4.1 A key target of the Travel Plan will be to achieve a 10% reduction in forecast peak hour traffic flow over the lifetime of the Travel Plan. **Table 5.1** outlines the residential traffic generation figures used in the traffic analysis in the TA (i.e. without modal shift), along with the target traffic generation figures allowing for a 10% reduction in peak hour car use.

Table 5.1 Initial and Target Trip Generations – AM and PM Peak Hour Periods

Land Use	AM Peak (0800 – 0900)			PM Peak (1700 – 1800)		
	In	Out	Total	In	Out	Total
<i>135 dwellings – based on TA</i>	18	49	68	47	21	68
With 10% reduction	16	44	61	42	19	61

Interim Modal Split Targets

- 5.5 Travel to work data contained within the 2011 Census has been reviewed to identify the likely modal split for journeys to and from the site. The data for the residents of the “Windsor and Maidenhead 013” MSOA has been used as it is directly comparable to the development in terms of location.
- 5.6 The mode split data forms the basis of a further target of achieving a 10% modal shift away from car use, with a corresponding increase in sustainable travel.

- 5.7 The single occupancy car use mode share targets are summarised in **Table 5.2**. This includes targets for both the end of the Travel Plan and interim targets.

Table 5.2: Baseline and Interim Targets

Mode	Baseline 2011 Census	Year 1 Target	Year 3 Target	Year 5 Target
Car Driver	71.9%	71.9%	68.3%	64.7%
Foot	8.8%	8.8%	9.5%	10.2%
Train	5.2%	5.2%	5.2%	6.6%
Car Passenger	4.8%	4.8%	5.5%	6.2%
Bicycle	4.5%	4.5%	5.2%	6.0%
Bus	2.6%	2.6%	3.3%	4.0%
Motorcycle	1.3%	1.3%	1.3%	1.3%
Taxi	0.6%	0.6%	0.6%	0.6%
Other	0.3%	0.3%	0.3%	0.3%
Total	100%	100%	100%	100%

Source: Consultant's Estimates / 2011 Census

- 5.8 The interim target of a 10% reduction of total residential trips would result in a modal shift for car drivers from 71.9% on the basis of 2011 Census data to broadly 64.7%, five years following the first occupation of the development.
- 5.9 The mode share targets will be refined upon completion of the first monitoring surveys at the site and issued to RBWM for approval – see Section 9.
- 5.10 It should be noted that the TA has not considered the benefits of the Travel Plan and makes no allowance in its traffic assessment for the Travel Plan. The acceptability of the applications in planning terms is therefore not dependent upon the success of the Travel Plan. Therefore, the expected reductions in the number of vehicle movements generated by the site will reduce the (acceptable) traffic impacts on the highway network identified in the TA.

SECTION 6 Travel Plan Coordinator

- 6.1 This section of the Travel Plan provides an overview of the roles and responsibility of the Travel Plan Co-ordinator.
- 6.2 It is proposed that the developer will provide a Travel Plan Co-ordinator (TPC). The appointed person will assume overall responsibility for the Travel Plan. In terms of timing, the TPC will be appointed prior to the occupation of any dwelling on the site and upon appointment, the TPC's contact details will be provided to the Royal Borough of Windsor and Maidenhead Council. The TPC will be funded for an agreed five-year period by the developer after first occupation of the site. The TPC will provide continuity and a common point of contact for residents.
- 6.3 The TPC will also commit to liaising with other development sites within the local area (including at the adjacent site) who are also delivering a Travel Plan to ensure integration of the Travel Plan objectives and targets between the sites.
- 6.4 The TPC will undertake the following functions:
- Develop the final Travel Plan following completion of the first monitoring period, in line with this FTP;
 - Manage the day-to-day delivery of the measures contained in the Action Plan (set out in Section 7);
 - Market the Travel Plan to encourage interest and involvement of residents at the site;
 - Maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for all users, i.e., how to access the site and key destinations by non-car modes;
 - Manage the dissemination of sustainable transport information to help promote travel by sustainable modes;
 - Liaise with both public transport operators and local authorities on appropriate measures such as negotiating possible discounted bus tickets or obtaining information on any local Travel Plan measures and networks;
 - Liaise with RBWM as appropriate;
 - Give a 'human face' to the Travel Plan. The TPC will ensure that all residents receive the Travel pack information; and

- Undertake travel surveys and monitor the progress of the Travel Plan against the targets in line with the monitoring strategy in Section 8 of this Framework Travel Plan.

6.5 The TPC will set up a steering group to assist with the future development of the Travel Plan. This steering group will consist of residents of the site, the TPC, any TPC of the school, and public transport operators and local cycle shops will also be invited to attend the steering group meetings as necessary.

SECTION 7 **Soft Measures**

7.1 **Introduction**

7.1.1 The key measures for a Framework Travel Plan are the provision of infrastructure to facilitate the use of non-car modes of transport, the provision of information on opportunities for active travel, and the promotion of these modes.

7.1.2 Section 3 sets out the infrastructure measures to be delivered in association with the development of the two sites, which, in summary include:

- Highly permeable site layout with 16 points of access for pedestrians and cyclists;
- Widening of The Willows path
- Extended 30mph speed limit, widened footways, traffic calming and new bus stops on Dedworth Road;
- Widening of footway to Braywood CE Primary School where achievable;
- Improved crossing facilities including parallel crossings on Ruddlesway and Dedworth Road and cycle crossover on Gallys Road;
- Signalisation of A308 / Oakley Green Road junction with provision of controlled crossings for pedestrians / cyclists;
- New Toucan crossing between the sites on the A380;
- Westward extension of 40mph speed limit on A308 fronting the site and associated traffic calming;
- Network of direct pedestrian and cycle routes within and between the two sites to minimise walking and cycling distances to / from the site;
- Provision of community hub on site to reduce the need to make journeys off-site; and
- Provision of cycle parking in accordance with parking standards.

7.1.3 The applicant will deliver the improvement works on the A308 and delivery of site accesses under S278 agreement. The applicant will make a proportionate contribution under S106 to the remainder of the works.

7.1.4 This section of the Framework Travel Plan identifies the 'soft' measures to encourage and promote the use of modes of travel other than single occupancy car use for residents and visitors. It covers:

- Promotion of walking and cycling;
- Introduction of a Car Club
- Measures to encourage future residents to car share;
- Information provision and marketing; and
- Residents' Travel Pack and website, for all new residents on first occupation; and
- Involvement of Residents

7.2 Promotion of Walking and Cycling

7.2.1 The development will be designed to facilitate walking and cycling in particular for local journeys to key destinations. All dwellings will be provided with cycle parking in line with current local parking standards.

7.2.2 Information on the walking and cycling routes and facilities within the development will be made available to new residents through the residents travel information pack and the other means described in the following sections.

7.2.3 Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores.

7.2.4 The TPC will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.

7.2.5 The TPC will promote cycle maintenance services such as Bike Doctor (cycle repair), RideRide (training in cycle repair) and Purple Bike Shed (home visits to undertake cycle repair) and negotiate discounts for residents from these services.

7.3 Promotion of Public Transport

7.3.1 Information on the public transport routes serving the new development will be made available to new residents through the residents travel pack.

7.3.2 Information on the public transport routes and facilities will be emphasised and the availability of weekly and monthly bus passes will be promoted. The TPC will also liaise with local bus operators to negotiate any bus fare discounts for new residents of the site in order to encourage a reduction in single occupancy vehicle journeys.

7.3.3 A £75 sustainable travel voucher for every household, with options to encourage public transport use and assist residents with the purchase of bicycles or a £75 sustainable travel voucher which residents can put towards bus and rail use.

7.4 Car Club

7.4.1 As part of the proposals, three Car Club vehicles will be provided at the southern site (when it comes forward for development) as to support residents who only need occasional access to a car. Discussions have been had with Enterprise who have confirmed that they would be able to provide up to three Car Club vehicles in this location. The car clubs will be available to both new and existing local residents. New residents (including at Land south of Maidenhead Road) will benefit from two years of free membership and a £50 drive-time voucher when the car club becomes operational.

7.5 Car Sharing

7.5.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the numbers of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.

7.5.2 Residents will therefore be provided with information about car sharing via the Windsor and Maidenhead liftshare website (<https://liftshare.com/uk/journeys/from/maidenhead-windsor-and-maidenhead-uk>) and other social-media based sites, along with a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

7.6 Information Provision and Marketing

7.6.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development.

7.6.2 To ensure access to up-to-date information for residents a number of community notice boards will be located around the site. These boards will contain up to date bus and rail timetable information, and information on car sharing. The boards will also provide walking and cycling facilities maps.

7.6.3 A site-specific website will be developed and maintained by the TPC and residents to inform residents of travel choices.

7.6.4 Residents will be kept informed of travel options and success of the Travel Plan through the monitoring surveys at least once a year for the duration of the Travel Plan.

7.7 Residential Travel Information Packs

7.7.1 The first occupier of each household will be provided with a resident's travel information pack. The pack will pull together information on the Travel Plan measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included in the resident's travel information pack:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
- Bus and rail maps and timetable information;
- Information on how to obtain a £75 sustainable travel voucher for every household, with options to encourage public transport use and assist residents with the purchase of bicycles or a £75 sustainable travel voucher which residents can put towards bus and rail use.
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Details of any negotiated discounts at local cycle stores etc, information on cycle loan schemes and cycle maintenance organisations such as The Bike Doctor, and Purple Bike Shed;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes and local school Travel Plans;
- Information about car sharing through liftshare website (www.liftshare.com/uk) and other social media-based websites; and

- Information about the proposed car club.

7.7.2 The Travel Pack will also promote useful websites which include the following:

- Walking Related:
 - Living Streets – www.livingstreets.org.uk
 - Ramblers Association – www.ramblers.org.uk
- Cycle Related
 - Cycle 2 Work – www.cycle2work.info
 - Sustrans – www.sustrans.org.uk
- Public Transport Related:
 - Traveline – www.travelinesoutheast.co.uk
 - National Rail Enquiries – www.nationalrail.co.uk
 - Trainline – www.thetrainline.com
- Local
 - RBWM – <https://www.rbwm.gov.uk/home/transport-and-streets/rights-way/maps-signs-and-publications>
 - RBWM – <https://www.rbwm.gov.uk/home/transport-and-streets/public-transport>
 - Liftshare – <https://liftshare.com/uk/community/centrica-windsor>

7.7.3 The TPC will also promote special events via the Travel Packs. Examples of the special events to be promoted are listed as follows:

- Bike to School Week;
- Walk to School Week;
- National Work from Home Day;
- National Lift-Share Day; and
- Energy Saving Week.

7.8 Involvement of Residents

7.8.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a Residents' Travel Information Pack on completion of their purchase.

7.8.2 The Travel Plan Co-ordinator will liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. The Travel Plan Co-ordinator will also aim to maintain interest amongst residents through the following means:

- Invitation to take part in Travel Plan monitoring surveys;
- Occasional leaflet drops/ email updates providing information about the Travel Plan and reporting the results of the monitoring;
- Involvement of resident volunteers in the monitoring process (to be recruited by the Travel Plan Co-ordinator); and
- The steering group will involve resident participation and will review and develop other methods of ensuring ongoing involvement from residents.

7.9 Summary

7.9.1 A comprehensive package of measures is proposed to promote the use of walking, cycling and public transport amongst new residents and to make more efficient use of the private car. The proposed measures aim to ensure that the objectives set out in Section 2 of this Travel Plan are met and to minimise single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the Travel Plan amongst residents from the outset.

SECTION 8 Implementation

8.1 Action Plan

8.1.1 An Action Plan is presented in **Table 8.1** which provides a programme for delivering the Travel Plan measures.

Table 8.1: Action Plan

Measure		Timescale	Responsibility
Travel Plan Co-ordinator		Nominated one to three months prior to 1 st occupation of site	Developer
Steering Group		1 st meeting one month after appointment of TPC. Subsequent 6 monthly meeting for first two years after first occupation, then one meeting in years 3 and 5	TPC
Information about Development and Provision	Training of sales team about the Travel Plan	Training as part of induction process	Developer
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation	TPC
	Production of Residents' Travel Information Packs	To be developed before 1 st occupation. Initial occupations to have simplified version of pack with the full pack provided at a later date	TPC
	Production of Travel Pack website	To be developed before 1 st occupation	TPC
Promote EV Use		Provide EV charging infrastructure prior to 1 st occupation	Developer
Promote Sustainable Travel		Negotiate discounts with providers of walking and cycling equipment, and with public transport operators	TPC
Promote car share schemes		With Residents' Travel Information Pack and website	TPC

Measure	Timescale	Responsibility
Promote Cycling	Deliver on-site infrastructure and cycle parking spaces for each dwelling prior to occupation	Developer
Walking / Cycling / Local Facilities / Rail Maps and Journey Planning Services	With Residents' Travel Information Pack and website	TPC
Information regarding home delivery services	With Residents' Travel Information Pack and website	TPC

Source: i-Transport LLP

8.2 Funding

8.2.1 The developer will fund the following items:

- i The transport infrastructure outlined in Section 7 of the RTP;
- ii The TPC role for 5 years after first occupation of the development;
- iii The implementation of the measures outlined in Sections 7 and 8; and
- iv The monitoring surveys outlined in Section 9.

8.2.2 Going forward, the most likely source of funding for the Travel Plan will be through Management charges. The aim will be to take steps to enable the Travel Plan to become self-funding by the time that the development is complete.

8.3 Delivery and Enforcement

8.3.1 The Travel Plan has been secured within the Section 106 agreement tied to the planning consent for the outline permission site. This provides a mechanism for the Local Planning Authority and Local Highway Authority to ensure the successful delivery of the agreed measures and actions in the Travel Plan. The S106 specifically commits to the payment of £4,121 towards monitoring.

8.4 Framework for Handover

8.4.1 Five years after first occupation of the new development, the developer will no longer be responsible for the management of the Travel Plan. At this time, the management of the Travel Plan will revert to a Travel Plan committee, to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance. It will be the TPC's role to put in place necessary handover mechanisms towards the end of the travel plan period.

SECTION 9 Monitoring

9.1 Introduction

- 9.1.1 The indicative targets set out in Section 5 will be refined following the initial residents' travel survey of each site.

9.2 Monitoring

- 9.2.1 The total monitoring programme of the travel plan will run until four years after the first monitoring takes place and will be carried out by travel questionnaire surveys and TRICS SAM Surveys.

- 9.2.2 Questionnaire surveys will be used to determine the effectiveness of the Travel Plan measures and enable residents to remain involved in the Travel Plan process.

- 9.2.3 The SAM Surveys assist travel plan monitoring by undertaking multi-modal transport surveys to discover how people are entering and leaving the development site on what form of transport.

- 9.2.4 The frequency of the SAM surveys will be as follow as follows:

- Year 1 (within 3 months of 50% occupation in accordance with the seventh schedule of the S106) – TRICS SAM baseline survey;
- Year 3 (i.e. 2 years following first survey) – TRICS SAM survey; and
- Year 5 (i.e. 4 years after first survey) – TRICS SAM survey.

- 9.2.5 The first questionnaire survey (baseline) will also be undertaken within 3 months of 50% occupation of the site in accordance with the Seventh Schedule of the S106. Following the baseline survey, further questionnaire surveys will be undertaken one year after the baseline survey then annually to year 5. An example questionnaire is included as **Appendix C**.

- 9.2.6 The questionnaires will determine a number of important statistics such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. These surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the Travel Plan and to monitor travel patterns at the site over set periods of time to quantify modal shift.

9.2.7 The first survey results will inform refined targets presented in the Final Travel Plan. Subsequent rounds of survey results will monitor progress against the refined targets.

9.2.8 Results will be submitted to RBWM within three months of the survey completion in accordance with RBWM's good practice guidance.

9.3 Remedial Measures

9.3.1 The traffic assessments carried out in the supporting transport assessment are based upon a 'without Travel Plan' situation and so demonstrates that in the event the Travel Plan targets are not achieved, the impact of the development on the local highway network after highway improvements is still acceptable in highway and safety terms. On this basis, notwithstanding the benefits of the RTP, the planning applications are not dependent on the success of the Travel Plan.

9.3.2 The proposed measures will provide a genuine opportunity for the 10% reduction in single occupancy traffic flows associated with the development to be achieved. This will provide further benefit to the operation of the local highway network, as well as offering health, cost, and lifestyle benefits to local people

9.3.3 As per RBWM's Travel Plan guidance, should the Travel Plan targets not be met by the end of the Year 3 monitoring period, the developer will put further reasonable measures in place to get the Travel Plan back on track. These measures might include:

- The TPC negotiating another round of discounts or promotions for residents at local cycle stores;
- The TPC will liaise with local bus operators to negotiate another round of bus fare discounts; and
- A further round of information provision, which will include bus and rail timetables, car sharing information and information on journey planning tools.

9.3.4 Should the Travel Plan targets not be met by the end of the monitoring period, the developer will use reasonable endeavors to work with RBWM to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.

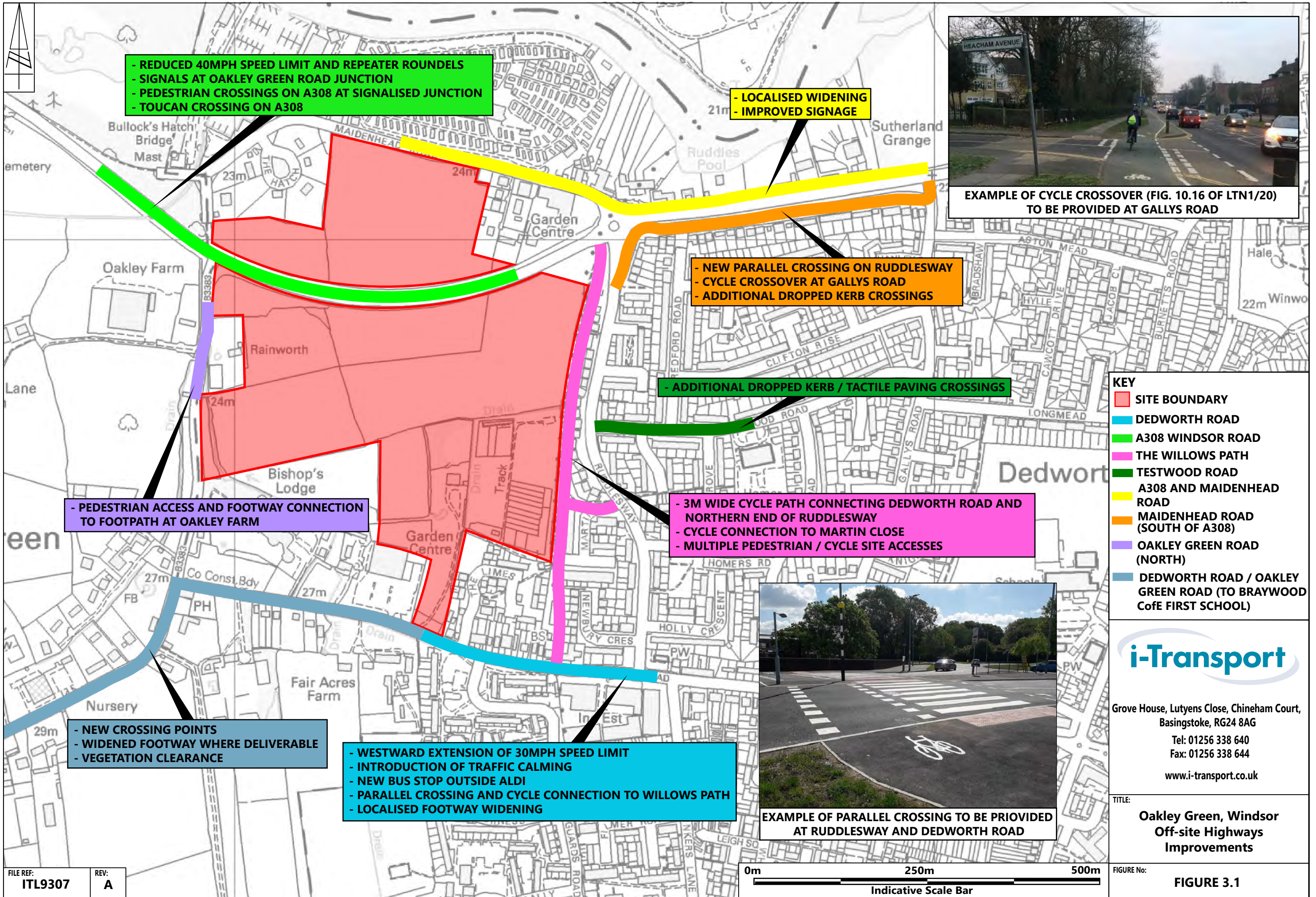
SECTION 10 Summary

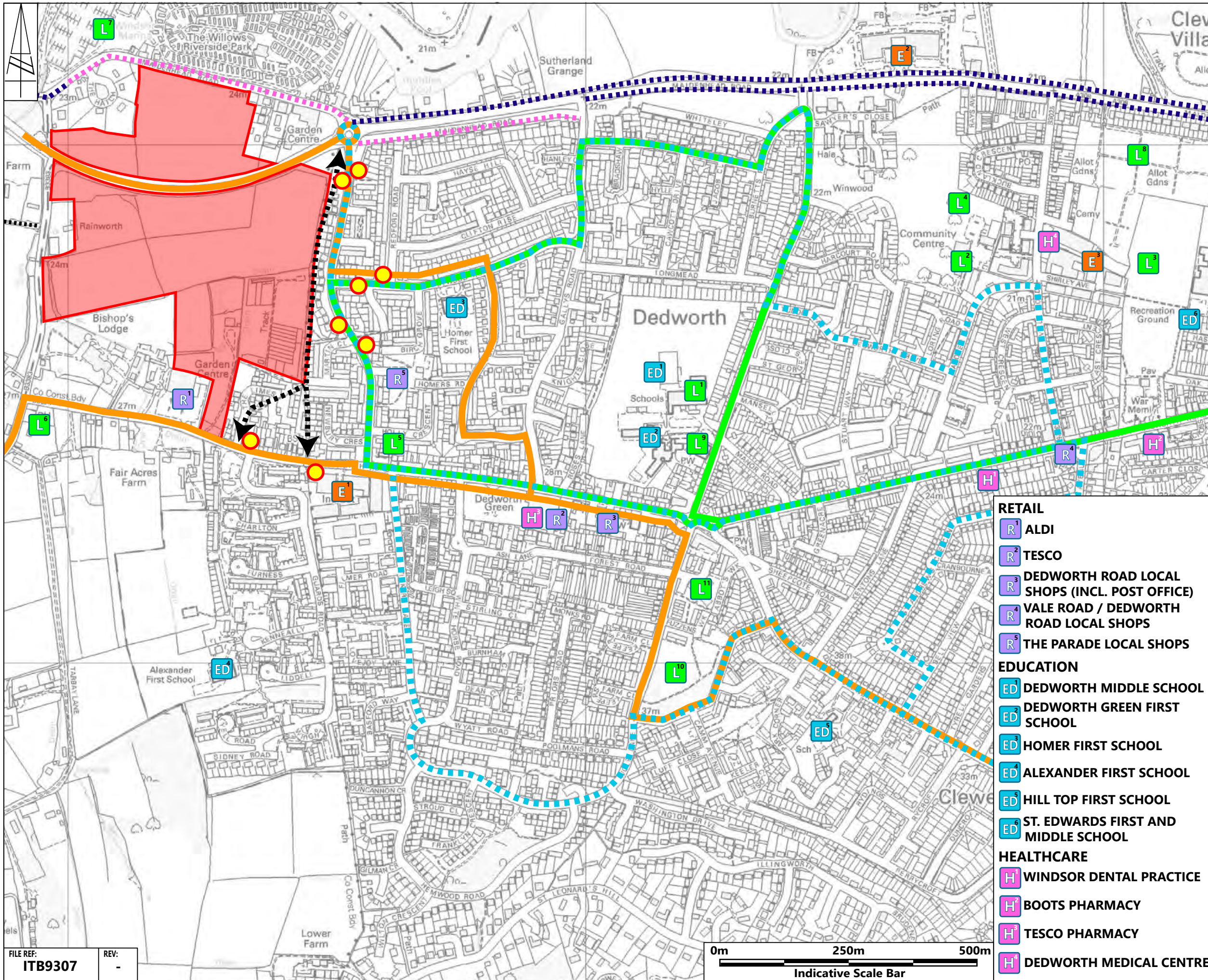
- 10.1 Crest Nicholson South has instructed i-Transport LLP to provide highways and transport advice in support their reserved matters application at land south of Maidenhead Road. This is one of two sites that form an allocation (Policy AL21) in the adopted Borough Local Plan, which both have (separate) outline consents.
- 10.2 The NPPF states that development proposals should protect and exploit opportunities for use of sustainable modes of transport. A key tool to facilitate this will be the Framework Travel Plan, which is required to support all developments that generate significant amounts of movement.
- 10.3 The Framework Travel Plan aims to promote sustainable choices amongst new residents of Land South of Maidenhead Road, through reducing the need for travel by private car, and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 10.4 The document provides a framework for the implementation of a final Travel Plan for the site following occupation, in accordance with Schedule 7 of the Section 106 agreement..
- 10.5 The following main targets have been set:
- To reduce the number of vehicle trips generated during the peak hours by ten percent from the baseline position; and
 - To reduce the modal split for travel by car drivers by ten percent from the baseline position.
- 10.6 The objective is to achieve this target within five years from first occupation, against a baseline that will be established through the first round of monitoring three months after 50% occupation.
- 10.7 The development proposals will bring forward highly permeable site and extensive package of infrastructure measures aimed at facilitating walking and cycling, providing safer routes, reducing walking distance through the site and reducing the need to travel by providing community facilities on site. This is described fully in Section 3.
- 10.8 The Travel Plan also identifies a range of non-infrastructure or 'soft' measures aimed at influencing modal choice for travel to the site, including:
- Measures to promote walking and cycling, including provision of plans showing the walking and cycling routes to local facilities; and

- A travel information pack including the provision of up-to-date travel information by sustainable forms of transport.

- 10.9 A framework for the management and implementation of the Travel Plan is proposed. A TPC will be appointed by the developer until five years after first occupation of the new development, which point the site will be fully occupied. The TPC will be appointed prior to first occupation of the proposed development to oversee the implementation of the proposed measures.
- 10.10 The TPC will be supported by a Steering Group, comprising representatives from the developer, local authority, and local residents. This will also ensure the development will be in consensus with the public transport strategy of the wider site. A framework is proposed for the handover of the Travel Plan at the end of the developer's involvement.
- 10.11 The first monitoring surveys will be carried within 3 months 50% occupation. This will ensure that the survey captures information about an established critical mass of residents and will allow time for the measures contained within the Travel Plan to take effect. Questionnaire surveys will be issued on an annual basis with TRICS SAM surveys undertaken in years 1, 3 and 5.
- 10.12 Annual monitoring reports over the period of the Travel Plan will be submitted to RBWM setting out the results of the travel surveys against the targets identified within the Travel Plan.

FIGURES





- KEY**
- SITE BOUNDARY
 - NORTHERN PARCEL
 - BUS STOP
 - BUS 2
 - BUS W1
 - BUS 16/16A
 - FOOTPATH
 - TRAFFIC FREE CYCLE PATH
 - SIGNED ON-ROAD CYCLE ROUTE
- LEISURE**
- L¹ DEDWORTH LIBRARY
 - L² NEW WINDSOR COMMUNITY ASSOCIATION CENTRE
 - L³ CLEWER MEMORIAL RECREATIONAL GROUND
 - L⁴ DEDWORTH MANOR OPEN SPACE
 - L⁵ WINDSOR GOSPEL HALL
 - L⁶ THE GREENE OAK
 - L⁷ WINDSOR MARINA
 - L⁸ CLEWER PARK AND ALLOTMENT GARDENS
 - L⁹ DEDWORTH GREEN BAPTIST CHURCH
 - L¹⁰ FOSTER AVENUE OPEN SPACE
 - L¹¹ SCOUT HUT WOLF LANE
- EMPLOYMENT**
- E¹ FAIRACRES INDUSTRIAL ESTATE
 - E² OFFICES
 - E³ INDUSTRIAL ESTATE, SHIRLEY AVENUE
 - E³ WINDSOR TOWN CENTRE

- RETAIL**
- R¹ ALDI
 - R² TESCO
 - R³ DEDWORTH ROAD LOCAL SHOPS (INCL. POST OFFICE)
 - R⁴ VALE ROAD / DEDWORTH ROAD LOCAL SHOPS
 - R⁵ THE PARADE LOCAL SHOPS
- EDUCATION**
- ED DEDWORTH MIDDLE SCHOOL
 - ED DEDWORTH GREEN FIRST SCHOOL
 - ED HOMER FIRST SCHOOL
 - ED ALEXANDER FIRST SCHOOL
 - ED HILL TOP FIRST SCHOOL
 - ED ST. EDWARDS FIRST AND MIDDLE SCHOOL
- HEALTHCARE**
- H¹ WINDSOR DENTAL PRACTICE
 - H² BOOTS PHARMACY
 - H³ TESCO PHARMACY
 - H⁴ DEDWORTH MEDICAL CENTRE

i-Transport

The Square, Basing View,
Basingstoke, RG21 4EB

Tel: 01256 637 940
www.i-transport.co.uk

TITLE:
**OAKLEY GREEN, WINDSOR
LOCAL FACILITIES PLAN**

FIGURE No:
FIGURE 4.1

FILE REF:
ITB9307

REV:
-

APPENDIX A. Illustrative Masterplan



Schedule of Accommodation					
Open Market					
Unit Type	No. Beds	Storeys	No. of Units	Sqft/unit	Total Sqft
Redgrave	2	2	3	922	2,766
Chesham	2	2	3	997	2,991
Sutton	3	2	2	1043	2,086
Romsey	3	2	13	1176	15,288
Hexham	3	3	9	1292	11,628
Bingham	4	2	2	1344	2,728
Marlborough	4	2	4	1347	5,388
Winkfield	4	2	2	1371	2,742
Bartford	4	2	6	1375	8,250
Dorking	4	2	5	1517	7,585
Roydon	5	2	1	1684	1,684
Windsor	5	2.5	5	1751	8,755
Derby	5	2.5	11	1980	21,780
Spratford	5	2	11	1985	21,835
Custom Build	3	2	4	1176	4,704
Total Open Market			81		120,210 sqft

Affordable					
Unit Type	No. Beds	Storeys	No. of Units	Sqft/unit	Total Sqft
18 Flat V1	1	1 out of 3l	2	764	1,528
18 Flat V2	1	1 out of 3l	2	786	1,572
18 Flat V3	1	1 out of 3l	1	796	796
18 Flat V4	1	1 out of 3l	1	807	807
28 Flat V1	2	1 out of 3l	4	764	3,056
28 Flat V2	2	1 out of 3l	4	786	3,144
28 Flat V3	2	1 out of 3l	2	796	1,592
28 Flat V4	2	1 out of 3l	2	807	1,614
Maisonette	1	1 out of 2l	4	589	2,356
28 Afr	2	2	5	767	3,835
38 Afr	3	2	16	914	14,624
Shared Ownership					
28 Afr	2	2	7	767	5,369
38 Afr	3	2	4	914	3,656
Total Affordable			54		43,629 sqft
Total Dwellings			135		163,839 sqft

Net Developable Area	3.57 hectares 8.82 acres
Coverage	18,572 sqft/acre
Density	38 dph

LAND WEST OF WINDSOR – SITE LAYOUT



APPENDIX B. Jubilee River and Slough Linear Cycle Map



Maidenhead



Maidenhead Station

To Reading

BRAY ROAD B3028

A308

4

61

2

8

5

4

3

A308 WINDSOR ROAD

4

61

7

6

5

4

3

2

1

0 Miles

0 Kilometres

0.5 1 1.5 2 2.5

B3024

Fifield

Oakley Green

Windsor & Eton Central Station

Windsor Castle

Windsor & Eton Riverside Station

Eton College

Eton Wick

Dorney Lake Park

Dorney Court (Historic Houses Association)

Dorney Wetlands

LAKE END RD

MARSH LA

CIPPENHAM LANE

MERCIAN WAY

BATH ROAD

Taplow Station

Burnham Station

Cippenham

Slough

Slough Station

A412

A4 LONDON RD

B470

Langley

Langley Station

To Uxbridge

61

7

6

5

4

3

2

1

0 Miles

0 Kilometres

0.5 1 1.5 2 2.5

B3024

Fifield

Oakley Green

Windsor & Eton Central Station

Windsor Castle

Windsor & Eton Riverside Station

Eton College

Eton Wick

Dorney Lake Park

Dorney Court (Historic Houses Association)

Dorney Wetlands

LAKE END RD

MARSH LA

CIPPENHAM LANE

MERCIAN WAY

BATH ROAD

Taplow Station

Burnham Station

Cippenham

Slough

Slough Station

A412

A4 LONDON RD

B470

Langley

Langley Station

To Uxbridge

61

7

6

5

4

3

2

1

0 Miles

0 Kilometres

0.5 1 1.5 2 2.5

B3024

Fifield

Oakley Green

Windsor & Eton Central Station

Windsor Castle

Windsor & Eton Riverside Station

Eton College

Eton Wick

Dorney Lake Park

Dorney Court (Historic Houses Association)

Dorney Wetlands

LAKE END RD

MARSH LA

CIPPENHAM LANE

MERCIAN WAY

BATH ROAD

Taplow Station

Burnham Station

Cippenham

Slough

Slough Station

A412

A4 LONDON RD

B470

Langley

Langley Station

To Uxbridge

61

7

6

5

4

3

2

1

0 Miles

0 Kilometres

0.5 1 1.5 2 2.5

B3024

Fifield

Oakley Green

Windsor & Eton Central Station

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Eton College

Eton Wick

Dorney Lake Park

Dorney Court (Historic Houses Association)

Dorney Wetlands

LAKE END RD

MARSH LA

CIPPENHAM LANE

MERCIAN WAY

BATH ROAD

Taplow Station

Burnham Station

Cippenham

Slough

Slough Station

A412

A4 LONDON RD

B470

Langley

Langley Station

To Uxbridge

61

7

6

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4

3

2

1

0 Miles

0 Kilometres

0.5 1 1.5 2 2.5

B3024

Fifield

Oakley Green

Windsor & Eton Central Station

Windsor Castle

Windsor & Eton Riverside Station

Eton College

Eton Wick

Dorney Lake Park

Dorney Court (Historic Houses Association)

Dorney Wetlands

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The main routes on this map are based on the Jubilee River Cycleway, its eastward extension into Slough Linear Park and the section of the Thames Valley Cycle Route that passes through the area. These routes are all part of the National Cycle Network, National Routes 61 and 4. This leaflet shows where these routes are and how they can be easily accessed via links from the built-up areas around Slough, Windsor, Maidenhead and the surrounding villages.



Being mainly within the flood plain of the River Thames, the routes are flat and make for easy cycling and walking. Most of the paths are well surfaced and are also suitable and accessible for pushchairs and disabled users, particularly the Jubilee River path, Slough Linear Park and the Thames Valley Cycle Route. The surfaces of small sections of the main paths and some parts of the link routes are in need of some improvement and wherever possible this has been noted in this leaflet. Where these have been identified, they should be regarded as less suitable for disabled users, novice cyclists and road bicycles with narrow tyres.

The traffic-free routes shown are a combination of public rights of way, shared-use paths alongside some main roads and other paths over which rights to cycle have been permitted by the landowner. The leaflet does not attempt to distinguish between these, although permitted paths are usually identified by signs erected at entry points. Also indicated on the map are some on-road sections where these form part of National Cycle Network Routes or where they provide essential links between traffic-free paths.

Despite its proximity to the busy M4 and A4 transport corridor, these are in the main surprisingly quiet and peaceful routes surrounded mainly by farmland, woodland and open pasture.

This map has been produced by Sustrans in partnership with Slough Borough Council and the Royal Borough of Windsor and Maidenhead

www.slough.gov.uk
Slough
Borough Council



Over the past decade a network of new traffic-free cycle routes have been constructed and made available within the mainly rural area between the towns of Slough, Maidenhead and Windsor. These routes, which can be easily accessed from many locations, aim to connect people and local communities with places of work, leisure and other centres. As such they provide ideal opportunities for family leisure cycling and to facilitate cycle journeys to work or school.

The routes are a partnership between Slough Borough Council, the Environment Agency, the Royal Borough of Windsor and Maidenhead, Buckinghamshire County Council, the Millennium Commission and Sustrans, together with major landowners including Eton College, Dorney Lake Trust, CA, Summerleaze Ltd and Grundon Waste Management Ltd.

Sustrans and the National Cycle Network

Sustrans is the UK's leading sustainable transport charity, working on practical projects so people choose to travel in ways that benefit their health and the environment. The charity is behind many groundbreaking projects including the National Cycle Network, over twelve thousand miles of traffic-free, quiet lanes and on-road walking and cycling routes around the UK. We are the charity making a difference today so everyone can live a better tomorrow.

Support Sustrans. Join the movement.

For more information on the National Cycle Network, to buy maps and guides or to become a Sustrans Supporter visit or call:

www.sustrans.org.uk
0845 113 00 65

Registered Charity No 326550 (England and Wales), SC039263 (Scotland)



The Jubilee River & Slough Linear Park

Traffic-free cycling opportunities between Slough, Maidenhead and Windsor



CYCLE MAP

BERKSHIRE & BUCKINGHAMSHIRE

Attractions along the routes

The Jubilee River www.environment-agency.co.uk

The seven-mile-long man-made flood channel was constructed by the Environment Agency and opened in 2002. Running between Maidenhead and Windsor, it provides a haven for fish, birds, animals and people. Highlights include the 'Dorney Wetlands', an area specially created to provide a superb breeding and feeding habitat for many bird species. A well surfaced 3-metre-wide path follows its entire length, with most of this being available to cyclists. National Route 61 starts at the A4 bridge at Taplow and follows the Jubilee River before branching off at The Myrke continue eastwards through the Slough Linear Park.

Slough Linear Park

As the name implies, this is a narrow green corridor, developed by Slough Borough Council and other partners, with a footpath/cyclepath provided along its length. It starts at the borough boundary at Manor Farm Bridge and extends along Jubilee River, then through Upton Court Park and Ditton Park to the edge of the Queen Mother Reservoir. The land to connect Upton Court Park and Ditton Park and thus complete the Linear Park has now been acquired by the Council and path construction should be completed during 2008. Much of the funding for new paths within the Linear Park has been provided by Grundon Waste Management Ltd via the Landfill Tax Credit Scheme.

Ditton Park www.ca.com

Ditton Manor and estate, formerly the home of Lord Montagu, was purchased by the Admiralty in 1917 for research purposes and subsequently acquired in 1997 by Computer Associates Ltd. CA (as it is now known) constructed its European HQ at Ditton Park and as part of a planning agreement has opened up a footpath/cyclepath through the park. Thus, with the opening of the north-south route in 2006, public access to this magnificent parkland became available for the first time. The east-west route will also be opened once the Linear Park link to Upton Court Park is constructed later in 2008.

Dorney Lake Park www.dorneylake.com

Splendid park and arboretum set around the 2,000-metre Eton College Rowing Lake, a venue for the 2012 Olympics, and open to the public throughout the year. National Route 4 runs through the park from the Thames at Summerleaze Bridge through to Boveney.

Windsor and Eton www.windsor.gov.uk

The historic town centres of Windsor and Eton together with the adjacent riverside areas need little introduction and are certainly worth a visit. They are easy to access by bike from the various cycle routes shown. Elsewhere along the river, cycling is permitted on part of the Thames Path between Eton Wick and Windsor as shown on the route map overleaf.

Additional cycling opportunities

Thames Valley Cycle Route (TVCR)

www.sustrans.org.uk

Part of National Route 4 of the National Cycle Network which is a continuous route going all the way from the Thames Barrage in London to St Davids in Pembrokeshire! Running locally between Windsor and Maidenhead, it continues eastwards through Windsor Great Park to Runnymede, Staines and then on to London. Westwards from Maidenhead, it runs via Knowl Hill and Wargrave to Reading. From there the TVCR takes National Route 5 to Oxford, while National Route 4 follows the Kennet and Avon Cycle Route all the way to Bristol and beyond. Locally there is an excellent traffic-free section between Cox Green and Knowl Hill. Just follow the National Route 4 signs from Maidenhead Station! A full route map of the TVCR is available from Sustrans.

Windsor Great Park www.theroyallandscape.co.uk

Easily accessed by following the National Route 4 signs from Windsor Leisure Centre, Windsor Great Park is an excellent area for both novice and experienced cyclists alike. Cyclists can use most of the very quiet tarmac roads, but please note that cycling is not permitted on the Long Walk or anywhere off road.

Other cycle routes within Slough, Windsor and Maidenhead

www.slough.gov.uk www.rbwm.gov.uk

Both Slough Borough Council and the Royal Borough of Windsor and Maidenhead produce separate maps showing all recommended cycle routes within the towns. Copies are available from their respective offices, visitor information centres and some bike shops. Alternatively see their websites for details.

Opportunities for new or inexperienced cyclists

A small local group formed in association with Slough Borough Council and Sustrans, and known as Slough Freewheelers, will provide guided rides for new or inexperienced cyclists or those that would simply prefer to ride with a group. The rides are generally around six miles long and normally on traffic-free routes depicted on this leaflet. The rides take place once a month on a Saturday, either from Upton Court Park or Dorney Court. If you are interested, call Gerald Pleace at Slough Borough Council on 01753 875566 or e-mail him at gerald.pleace@slough.gov.uk for details.



Cycle hire

If you don't have your own bicycle, but would like to cycle some of the routes shown on this leaflet, cycles can be hired from Windsor Cycle Hire at Alexandra Gardens in Windsor (01753 830220), Stows Cycles in Dedworth Road, Windsor (01753 520529) or from DNA Cycles, High St, Maidenhead (01628 780026).

Remember

All the traffic-free routes shown on this leaflet are also used by walkers, disabled users and in some cases horse riders. Cyclists must slow down when approaching other users and give them priority at all times.

APPENDIX C. Example Questionnaire

Residential Questionnaire

About You

1. Your home postcode
2. Your age group
☐ Under 18 ☐ 18-34 ☐ 35-44
☐ 45-60 ☐ 60+
3. How many people live in your household?
☐ 1 ☐ 2 ☐ 3
☐ 4 ☐ 5+
4. How many cars do you have in your household?
☐ 0 ☐ 1 ☐ 2
☐ 3 ☐ 4+
5. If your household has a car (or multiple), how many are electric or low carbon vehicles?
☐ 0 ☐ 1 ☐ 2
☐ 3 ☐ 4+
6. How many bicycles do you have in your household?
☐ 0 ☐ 1 ☐ 2
☐ 3 ☐ 4+
7. Do you have a disability which affects you or a member of your households travel arrangements?
☐ Yes
☐ No

Employment and Travel

8. Are you currently employed?
☐ Yes
☐ No
9. Your place of work postcode
10. Your age group
☐ 1-2 days ☐ 3-4 days ☐ Full time
☐ Shift work ☐ Other

11. Your age group

- ☐ No ☐ 1-2 days ☐ 3-4 days
☐ Full time

12. If you travel to you place of work, what mode of transport do you predominantly use?

- ☐ Walk ☐ Cycle ☐ Bus ☐ Car (by yourself)
☐ Train ☐ Taxi ☐ Motorbike ☐ Car (with someone else)
☐ Other

13. If you travel to work, how far do you usually travel?

- ☐ Up to 1 mile ☐ 1-3 miles ☐ 3-10 miles
☐ 10-20 miles ☐ Over 20 miles

14. Are there any aspects of your job that require you to use a car / vehicle?

- ☐ None ☐ Attend meetings ☐ Visit site / clients
☐ Other

15. Do you use any alternative modes of transport to travel to work?

- ☐ Walk ☐ Cycle ☐ Bus ☐ Car (by yourself)
☐ Train ☐ Taxi ☐ Motorbike ☐ Car (with someone else)
☐ Other

Travelling

16. During the morning peak hour (8am-9pm), how many car trips does your household normally generate? (for example, travelling to work from home equates to one trip).

- ☐ 0 ☐ 1 ☐ 2
☐ 3 ☐ 4+

17. During the evening peak hour (5pm-6pm), how many car trips does your household normally generate? (for example, travelling to home from work equates to one trip).

- ☐ 0 ☐ 1 ☐ 2
☐ 3 ☐ 4+

18. What is your typical mode of travel to the type of destinations listed below in an average week? Please choose the ones which are applicable.

	Walking	Cycling	Bus	Train	Car	Car (sharing)	Other
Commuting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. If you were to consider changing your main mode of travel, which mode would you most likely change to?

	Walking	Cycling	Bus	Train	Car	Car (sharing)	Other
Commuting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Based on your answer for question 20, what would encourage you to take up these modes of travel?

Changing Travel Behaviours

21. Are there any improvements or incentives which would encourage you to walk or cycle more?

22. Are there any improvements or incentives which would encourage you to use public transport (train or bus)?

23. Are you aware of the Travel Plan which is part of the Oakley Green development?

☐ Yes

☐ No

24. Are you aware of the Travel Plan website which provides information on your local area, public transport, walking, cycling and other information?

☐ Yes

☐ No

