



Horkesley Park

Heritage and Conservation Centre

Travel Plan

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RPS Planning & Development

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1.0 Introduction

1.1 Preamble

- 1.1.1 RPS Planning and Development (RPS) has been appointed by Bunting & Sons to prepare an Outline Travel Plan related to their regeneration proposals for the Horkesley Park site, near Colchester, Essex. This Plan is presented in conjunction with the Transport Assessment (TA) submitted to Essex County Council (ECC) and Colchester Borough Council (CBC) in support of the planning application.
- 1.1.2 The TA presents a detailed assessment of the transport issues associated with the Horkesley Park proposals, with emphasis on the impact of Horkesley Park generated vehicular traffic. It concludes that the surrounding highway network could adequately accommodate the predicted traffic associated with the proposals.
- 1.1.3 This Outline Travel Plan expands upon the sustainability issues outlined in the Planning Statement and provides the necessary framework required for discussion with ECC and CBC. Furthermore, this Travel Plan has been prepared in order to promote sustainable travel choices for site visitors / staff and minimise traffic impacts. The Travel Plan overarches the proposed non-car accessibility strategy and will form part of Horkesley Park's general ethos of sustainability.
- 1.1.4 This Plan has been produced for the proposals to accord with the national planning policy advice on planning for transport at new developments. The Plan will form the basis of the final Travel Plan document which can then be adopted by Bunting & Sons on opening of the proposals. A review of the Travel Plan document will be issued once Horkesley Park is fully operational, and firm details of staff and visitor/customer travel patterns are known.
- 1.1.5 Bunting & Sons are committed to developing a successful Travel Plan, however, the ultimate success of the Travel Plan will be dependant upon the cooperation and enthusiasm of staff and visitors/customers.
- 1.1.6 It should be noted, however, that the Travel Plan will be predominantly aimed at influencing staff travel behaviour, as Bunting & Sons will be able to properly manage and regulate this behaviour from the outset of the opening of the proposals. Notwithstanding this, a detailed non-car accessibility strategy has been identified for visitor travel and measures that prove the most successful in reducing overall car travel will be able to be further developed.

1.2 Objectives

- 1.2.1 The Travel Plan is a long-term strategy which will aim to provide benefits for staff and visitors/customers and assist in the promotion of sustainable travel choices by aiming to reduce the dependence on private car travel, particularly single occupancy use, by staff and visitors/customers through encouraging walking, cycling, use of public transport and car sharing.
- 1.2.2 The Plan will, therefore, introduce a package of physical and management measures that will facilitate staff and visitor/customer travel by modes of transport other than the private car, with the site specific proposals for the Heritage and Conservation Centre forming the basis of the final Travel Plan.
- 1.2.3 The physical and management travel plan measures identified in this report are intended to provide a flavour for the ultimate measures that will be delivered following the opening of Horkesley Park. The Travel Plan measures will continuously evolve to best meet the requirements of sustainable development.

1.3 Scope

- 1.3.1 Following this introduction, the scope of the report is as follows:
- Section 2.0 provides a description of the transport infrastructure that will be in place on opening of Horkesley Park.
 - Section 3.0 provides considers the mechanisms for the administration of the Plan, including the ongoing consultation, updating and promotion of the Plan.
 - Section 4.0 develops the physical and management measures which will provide an integrated transport approach in order to ensure that Horkesley Park provides staff and visitors/customers with ease of access to the proposals.
 - The procedures for the ongoing monitoring and assessment of the Plan are provided in Section 5.0.

2.0 Transport Infrastructure Serving the Site

2.1 Description of the Site and Surrounding Highway Network

- 2.1.1 The site is located on land to the north of London Road, approximately 4 kilometres north of Colchester, Essex.
- 2.1.2 The site is bounded to the north and west predominantly by open fields, to the east by the A134 Nayland Road, and to the south by London Road and Fishponds Hill.
- 2.1.3 London Road currently forms a priority junction with the A134 Nayland Road, although there are proposals to improve this junction to include a ghost island right turn lane.
- 2.1.4 The A134 runs roughly north-south between Colchester and Sudbury. The section of the A134 between the site and Great Horkesley is single carriageway in standard, and is approximately 7 metres wide. This section of the A134 Nayland Road is subject to a 40mph speed limit.
- 2.1.5 Through Great Horkesley village the speed limit along the A134 reduces to 30mph, with traffic calming and gateway features provided at either end of the village. The carriageway is typically 6.5-7.3 metres wide.
- 2.1.6 A grade-separated 'multi-directional' junction with the A12 has recently been approved. It is understood that the junction is likely to be complete and operational by December 2011. Part of the adjoining highway infrastructure has already been delivered including the 'East-West Link Road' which joins with Severalls Lane at the eastern end.
- 2.1.7 This new junction with the A12 will provide easy access to and from the strategic highway network via the Colchester Northern Approach Road / A134. This will primarily remove any impact of long distance traffic over the wider area which may otherwise have used alternative routes.
- 2.1.8 The A12 junction will create an attractive and high quality route to Horkesley Park via the A12 and A134 thus reducing possible traffic increases in more sensitive locations.

2.2 Pedestrian/Cycle Infrastructure

- 2.2.1 There is currently no pedestrian provision on London Road fronting the site, with the footway along the eastern side of the A134 close to the site being of variable standard.
- 2.2.2 To the west of the site, London Road connects to an extensive public rights of way (PROW) and footway/bridleway network. Part of the existing PROW network is not maintained to a high enough standard, particularly on highly populated paths and is not as easily accessible to all users. In addition, the network of footways does not cohesively link together to provide users of the network with a smooth and uninterrupted journey.
- 2.2.3 The A134 between the site and Great Horkesley provides a 1.5-3 metre wide footway of a variable standard on the eastern side of the road as far north as the Rose and Crown public house.
- 2.2.4 Through Great Horkesley there is a footway along the western side of the road and street lighting. Along some sections of the A134 in the vicinity of the village, footways exist on both sides of the carriageway, although the sections of footway on the eastern side are typically short and only connect pedestrian crossing refuges to bus stops.
- 2.2.5 The proposals will, therefore, improve the existing footway along the A134 between the Boxted Church Road junction and the Rose and Crown public house. New sections of footway/cycleway along the eastern side of the A134 and southern side of London Road will create strong links between Great Horkesley and the site.
- 2.2.6 There are also proposals within the Dedham Vale (AONB) and Stour Valley Management Strategy to improve ease of access, through improved linkages, to the PROW and footway/bridleway networks and to maintain these networks to acceptable standards on highly populated paths. The Dedham Vale (AONB) and Stour Valley Management Strategy also proposes that cycle routes within the area be improved and that their promotion and signage be harmonised. These proposals include provision for cycle hire throughout the area.
- 2.2.7 In addition, Horkesley Park will have a network of internal footways and pedestrian crossings which will be linked to the new external footway network via the site access with London Road.

- 2.2.8 The new pedestrian links will also encompass the two new bus lay-bys on the A134, thus, providing sustainable accessibility to the surrounding residential areas of Colchester, Sudbury, Leavenheath and Nayland.
- 2.2.9 The site also benefits from its close proximity to Route 1 of the National Cycle Network (from Dover to London and then up the east coast of England and onto Edinburgh), and the Stour Valley Pass and Essex Way cycle routes.
- 2.2.10 Designated cycle parking will also be provided adjacent to the entrances.

2.3 Bus Services

- 2.3.1 The existing bus services relevant to the site are summarised below in **Table 2.1**.

Table 2.1 – Existing Bus Routes

Service Number	Route	Frequencies		
		Mon-Fri	Sat	Sun
84	Colchester – Nayland – Sudbury	60 mins	60 mins	-

- 2.3.2 It can be seen from **Table 2.1**, that Service 84 provides a limited peak period service between Colchester and Sudbury, with this service providing an hourly service throughout the day in each direction between Colchester and Leavenheath. There are no services provided on a Sunday.
- 2.3.3 It is concluded from the existing bus provision that there is limited bus accessibility to the site. However, future discussions will be held with the bus operators, Essex County Council (ECC) and Colchester Borough Council (CBC) to explore the potential for enhancing the public transport accessibility to the Horkesley Park.
- 2.3.4 As part of the proposals, Bunting & Sons intend to provide two new bus lay-bys and shelters to the southern side of the A134 Nayland Road/London Road junction. The new footway/cycleway will provide strong pedestrian links between these lay-bys and the site.
- 2.3.5 In addition, it is proposed that Horkesley Park will provide, through subsidy, a shuttle bus service linking the site and Colchester bus and rail stations. The route and its financing will be finalised following discussions with ECC and CBC and once staff requirements have been assessed.

2.3.6 It should be noted, that the shuttle bus service will not be exclusively for staff and visitors/customers to Horkesley Park as passengers will be able to board and alight anywhere along the route. Thus, the service would be a significant enhancement to the residents of the surrounding villages along the route, especially to those with limited access to the private car.

3.0 Plan Administration

3.1 Plan Co-ordinator

- 3.1.1 The implementation and administration of the Travel Plan will be the sole responsibility of the Travel Co-ordinator who will be appointed by Bunting & Sons on either a full or part time basis. The Local Authority and relevant public transport providers should be informed of the name of the designated person and of any subsequent changes in personnel. Similarly, the Travel Co-ordinator should be advised of the appropriate contact personnel at these organisations.
- 3.1.2 Administration of the Travel Plan will involve the maintenance of the necessary systems, including paperwork, consultation, promotion, and regular updating of the staff database and of the Plan itself.
- 3.1.3 Essentially, the role of this Travel Plan Co-ordinator will be to liaise with the Local Authority in implementing and administering the Plan after consultation with staff and visitors/customers. In addition, they will be responsible for the ongoing monitoring and for the annual review of the Plan.

3.2 Plan Management

- 3.2.1 A filing system will be established and maintained, for recording all correspondence relating to the Travel Plan, the results of periodic monitoring and the results of each annual review.
- 3.2.2 The Travel Co-ordinator will be responsible for setting up and maintaining the travel database, which will comprise the results of the staff questionnaire.
- 3.2.3 In the interests of confidentiality, the Travel Co-ordinator alone will be responsible for the travel database. They will also be responsible for the dissemination of the results to the Local Authority, on request. In the interests of security, only postcodes will be supplied.
- 3.2.4 The database will be required to be reviewed at least annually and updated accordingly. New staff will be entered onto the database on commencement of employment, whilst staff leaving the company will be removed from the database.

- 3.2.5 Copies of the Travel Plan document will be submitted to ECC and CBC at the outset of the Plan. Copies of the Annual Review report and other amendments to the Plan document will also be issued to the relevant authorities.

3.3 Consultation

- 3.3.1 The success of the Plan will rely on the support of staff, so it will be crucial that the Travel Co-ordinator retain close contact with Horkesley Park management and staff representatives. The Travel Co-ordinator will also be active in the liaison with outside bodies, including the planning and highways authorities and public transport providers.
- 3.3.2 A Travel Working Group could be set up which could include the Travel Co-ordinator, and representatives of the Local Authority and the local transport providers. Meetings and other communications of the Travel Working Group would provide a forum to oversee the implementation of the Travel Plan.

3.4 Promotion

- 3.4.1 All staff, including new employees, will be made aware of the existence of the Plan at the commencement of employment. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Plan will be explained.
- 3.4.2 Contact details of the Travel Co-ordinator will be advertised in the event that staff wish to discuss specific matters directly with management.

3.5 Travel Awareness

- 3.5.1 It will be the responsibility of the Travel Co-ordinator to ensure that all existing and incoming staff are provided with information to allow ease of use of the public transport and footway/cycleway networks within the Horkesley Park catchment area.
- 3.5.2 A lack of information can be a major barrier to public transport use. Making people aware of travel alternatives and ease of access to information will form a key element to the Travel Plan, to encourage access to Horkesley Park by bus and other non car modes. Up to date details of bus and shuttle services, including bus stop locations, route information and service

frequencies will be displayed at prominent locations throughout the site, with this information to also be made available on the Horkesley Park internet site.

- 3.5.3 Liaison between the Travel Co-ordinator and public transport providers will assist in the co-ordination with wider transport initiatives which may be promoted by ECC and CBC.

3.6 Travel Database

- 3.6.1 To establish the travel patterns of staff at Horkesley Park, a staff questionnaire will be undertaken approximately 6 months following opening of Horkesley Park.

- 3.6.2 The questionnaire would provide details of the following:

- (i) postcode area of residence;
- (ii) normal working hours;
- (iii) mode of travel to Horkesley Park;
- (iv) reasons for driving, if applicable;
- (v) reasons for not using public transport and other modes, if applicable;
- (vi) willingness to car share;
- (vii) measures that would encourage car sharing, use of public transport or other non car modes of travel to work (usually through the selection of preferred options);
- (viii) estimates of public transport journey times and costs; and
- (ix) staff profile, including age, gender etc.

- 3.6.3 The availability of this data will assist in more accurately defining staff attitudes, the travel requirements for Horkesley Park, and in designing specific measures to be implemented to maximise the success of the Plan.

- 3.6.4 Visitor/customer questionnaires could also be undertaken from time to time to define the travel patterns of these groups.

4.0 Plan Measures

4.1 Introduction

4.1.1 This section of the Travel Plan outlines the possible specific physical and management measures which could be implemented as part of the Plan. The measures, which include awareness initiatives and infrastructure provision, as set out earlier, are also fundamental to the success of the Plan.

4.2 Horkesley Park Accessibility Proposals

4.2.1 A detailed non-car accessibility framework is proposed in order to improve non-car accessibility to the site and meet the requirements of a key aim of the DfT 'Guidance on Transport Assessment' to encourage environmental sustainability through:

- **“Reducing the need to travel, especially by car** – reducing the need for travel, reducing the length of trips, and promoting multi-purpose or linked trips by promoting more sustainable patterns of development and more sustainable communities that reduce the physical separation of key land uses.
- **Tackling the environmental impact of travel** – by improving sustainable transport choices, and making it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking and cycling.
- **The accessibility of the location** – the extent to which a site is, or is capable of becoming, accessible by non car modes, particularly for large developments that involve major generators of travel demand.
- **Other measures which may assist in influencing travel behaviour (ITB)** – achieving reductions in car usage (particularly single occupancy vehicles), by measures such as car sharing / pooling, High Occupancy Vehicle (HOV) lanes and parking control.”

4.2.2 The non-car accessibility proposals that will support the Horkesley Park proposals and these key aims are set out in the remainder of this section.

4.2.3 The measures outlined below, are designed to be suitable for review, monitoring and further development. This list, however, is not exhaustive, and the Travel Co-ordinator should feel uninhibited to explore the potential of implementing additional measures as they arise.

4.3 Recruitment

4.3.1 To help meet any future targets of the Travel Plan, Bunting & Sons, when advertising new posts, will undertake to target the local community in a first round of publicity. Bunting & Sons will undertake to provide information on its commitment to the aims of the Travel Plan when recruiting and make it clear to new staff that they are actively encouraged to use sustainable modes of transport when travelling to work.

4.4 Shuttle Bus

4.4.1 Bunting & Sons will operate a staff shuttle bus service that will bring staff to and from Horkesley Park from around the local area. The times of staff shuttle bus operation will correspond to the start and end times of the main staff shift patterns.

4.4.2 In order to minimise the amount of traffic on sensitive sections of road, the Horkesley Park operator will also provide a hopper bus service to nearby places of interest. The bus fleet will probably comprise 20 to 25 seat buses. Importantly, based upon the average car occupancy levels set out in the Transport Assessment (2.3 persons per car) each bus has the potential to remove over 10 private cars from the local highway network.

4.4.3 The hopper bus service would provide regular linkages to destinations include:

- Carter's Vineyards
- Dedham
- Flatford Mill

4.4.4 In order to further reduce the impact of traffic in the area, Carter's Vineyards will be closed to access by private car and only accessible by hopper bus via Horkesley Park.

4.4.5 The shuttle service would be subsidised for staff, with other passengers paying fares comparable to bus services within the region. For Horkesley Park visitors, the fare could be refunded against purchases made over a nominal amount.

- 4.4.6 It is anticipated that the majority of staff will live relatively local to the site and will, therefore, be able to readily access the shuttle bus service.

4.5 Existing Bus Services

- 4.5.1 It will be the responsibility of the Travel Co-ordinator to monitor the existing public transport system, and keep up-to-date records of all bus services and routes. This information will be provided to staff and displayed on notice boards throughout Horkesley Park.

- 4.5.2 Existing bus operators that provide services along the A134 will be encouraged to upgrade their services to provide a higher frequency service during the operational hours of Horkesley Park. Moreover, appropriate services would also have the opportunity to use the proposed on-site bus concourse either as a stop midway along a route or as a turning point at the end of a route.

4.6 Horkesley Park Bus Linkages

- 4.6.1 A branded 'Horkesley Park' bus will complement the public bus services and provide regular linkages (subject to demand, but probably every 30 minutes) between the site and Colchester Town Centre. The exact route and pick up and drop off locations will be determined at the appropriate time. However the following locations are expected to be included:-

- Proposed A12 Multi-Direction Junction Park and Ride Site
- Colchester Railway Station
- Colchester High Street
- Colchester Bus Station

- 4.6.2 The site operation will also investigate collaboration with the operators of the 'City Sightseeing Colchester' open top bus route to include Horkesley Park as an additional 'hop on - hop off stop'.

4.7 Car Sharing Scheme

- 4.7.1 The Travel Plan will promote Horkesley Park's car sharing scheme which would be administered and promoted by the Travel Plan Co-ordinator. The car sharing scheme would be a convenient alternative to single occupancy car use and, therefore, has the potential to reduce the total staff mileage.

- 4.7.2 Details of the car sharing scheme should be displayed on prominent staff notice boards, with contact details of the Travel Plan Co-ordinator shown. For security reasons, only the Travel Co-ordinator alone would be responsible for liaison between the sharing parties.
- 4.7.3 If the car sharing scheme proves not to operate successfully on a voluntary basis, the Travel Co-ordinator would if appropriate develop a pilot scheme for part of the staff catchment by which car users are contacted directly to inform them of potential car sharers within their neighbourhood. These individuals could then be invited to car share, with the success rate of the scheme monitored by the Co-ordinator. If this scheme is successful, it could be developed across the remainder of the catchment.

4.8 Walking

- 4.8.1 The 2 kilometre maximum walking distance that staff and customers would consider, as set out in PPG13, means that this would only represent the immediate catchment of Great and Little Horkesley and, thus, walking could only be considered to be a viable option for a small proportion of the total Horkesley Park catchment.
- 4.8.2 However, it should be realised that walking is an essential component to other modes of transport and that this mode may form the beginning, end or mid part of a journey.
- 4.8.3 The Travel Co-ordinator, in conjunction with the Local Authority, should look at the potential for improvements to existing off site pedestrian facilities, including the extensive PROW and footway network. These could include, for example, improved signage to the Heritage and Conservation Centre and public transport facilities. The Co-ordinator should also liaise with the Local Authority to ensure that pedestrian routes are appropriately maintained.
- 4.8.4 Staff and visitors will be provided with information and advice concerning safe walking routes to Horkesley Park.
- 4.8.5 Staff who walk to the Heritage and Conservation Centre will be able to access locker and shower facilities which will be provided as part of the proposals.

4.9 Cycling

- 4.9.1 PPG13 advises that a reasonable cycling distance would be 8 kilometres, meaning that Horkesley Park would be accessible for cyclists from the majority of the surrounding villages and towns and from the northern parts of Colchester.

- 4.9.2 The Travel Co-ordinator would be encouraged to establish contacts with the cycling officers at the Local Authority to establish the potential for improvements to existing off site facilities. This would ensure that Horkesley Park would have sufficient input to the further development of ECC's cycling strategy and to ensure that existing cycle routes are appropriately maintained.
- 4.9.3 Staff and visitors/customers should be provided with information and advice concerning safe cycling routes to Horkesley Park.
- 4.9.4 The Travel Co-ordinator should ensure that staff are aware of any discounts available for the purchase of pedal cycles, with the take-up of this scheme monitored.
- 4.9.5 The use of cycle parking facilities will be monitored, with additional parking facilities to be provided should demand warrant it.
- 4.9.6 Staff who cycle to Horkesley Park will be able to access the locker and shower facilities.

4.10 Emergency Ride Home

- 4.10.1 In recognition of the fact that those staff car sharing, using public transport, walking or cycling are losing the flexibility and convenience offered by using the private car, a free ride home will be available for employees in the event of a personal emergency.

4.11 Home Delivery Service

- 4.11.1 Due to the bulky and often heavy nature of goods offered at the Specialist Garden Centre Bunting & Sons are keen to develop a home delivery service, with the service being advertised at prominent locations throughout Horkesley Park and on the internet site.
- 4.11.2 This service will also offer potential customers the option of purchasing goods via mail order or 'on-line' internet shopping.

4.12 Design Measures

- 4.12.1 Horkesley Park is likely to attract a high proportion of group parties and events; therefore, a dedicated parking area for up to 28 coaches will be provided. As mentioned previously, appropriate facilities will be provided for bus, taxi, cycle and motorcycle users. The provision

of an incentive system will be explored to encourage taxis to charge reduced rates for shared journeys to and from Horkesley Park.

4.12.2 Pedestrian access at Horkesley Park would be via two dedicated pedestrian accesses on London Road and via new footways to the southern side of London Road and the western side of the A134 (Nayland Road). Pedestrian crossings would be provided for internal and external access to the site, linking the on site pedestrian facilities to the public footways and to the adjacent public transport nodes.

4.12.3 A permissive footpath would also be delivered alongside the Horkesley Park proposals to link the attraction with existing nearby long distance recreational paths.

4.12.4 An adequate amount of secure cycle parking will be provided. Cyclists will have access to shower and locker facilities within the Main Building.

5.0 Plan Monitoring and Review

5.1 Introduction

- 5.1.1 The monitoring and review programme, to be undertaken by the Travel Co-ordinator, will be designed to generate information by which the Travel Plan can be evaluated, revised and developed.
- 5.1.2 The major objective of the Plan is to effect a reduction in the use of private cars for work, leisure and shopping based trips. However, in the first instance, a suitable indicator of the success of the Plan will be an indicator of staff travel.
- 5.1.3 Therefore, on completion of the first staff questionnaire, it will be appropriate to set targets which would seek to achieve a positive split of staff commuting journeys to more sustainable forms of transport. Bunting & Sons will use its best endeavours to ensure that both the physical and management measures will have a positive influence, such that targets can be met.

5.2 Monitoring

- 5.2.1 To enable the success of the Travel Plan to be established, the Travel Co-ordinator would be responsible for ongoing monitoring.
- 5.2.2 The monitoring would include items such as:
- (i) level of usage of car parking to determine demand;
 - (ii) level of usage of shuttle bus service;
 - (iii) level of usage of cycle stands to determine demand;
 - (iv) level of usage of staff shower and change facilities;
 - (v) level of usage of the car sharing scheme;
 - (vi) feedback from bus operators to establish demand for local bus services;
 - (vii) surveys of passengers boarding and alighting at bus stops serving Horkesley Park;
 - (viii) level of usage of the garden centre mail order and 'on line' internet services;
 - (ix) feedback from staff and visitors/customers.
- 5.2.3 Information gathered as part of the continuous monitoring process should be made available to the Local Authority. Through this medium, future strategies for further delivering Plan

objectives can be considered in partnership between Horkesley Park, the Local Authority, and transport providers.

5.3 Annual Review

- 5.3.1 The Travel Co-ordinator will undertake an annual review of the Travel Plan to assess the success of the Plan to date and to identify measures which could potentially be included in the future.
- 5.3.2 Although the database will be kept up to date throughout the year, the reissue of the staff questionnaire annually will provide the opportunity for Horkesley Park to gather new information regarding staff attitudes to travel and on the mode split compared to the previous year.
- 5.3.3 The Travel Co-ordinator will produce an Annual Review report summarising the results of the annual review. The report will also incorporate the results of the ongoing monitoring throughout the preceding period.