



Dorset Innovation Park LDO Framework Site Wide Travel Plan

For Purbeck District Council

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Appendix A	Preliminary Illustrative Masterplan
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1. INTRODUCTION

1.1 Overview

- 1.1.1 Hydrock has prepared this Framework Site Wide Travel Plan (FTP) to accompany a Local Development Order (LDO) application for the development of a strategic employment site, known as Dorset Innovation Park (DIP).
- 1.1.2 DIP is a campus-style R&D, industrial and logistics park that was originally developed to support Government Nuclear Research, which is being phased out, but the Nuclear Decommissioning Agency (NDA) still maintain the facility to the immediate west.
- 1.1.3 The Purbeck Local Plan Final Edition (2004) allocated the site for research and development or related uses. DIP has a current allocation for employment use within the Purbeck District Council (PDC) Local Plan (adopted 2012). The allocation is known as Dorset Green Technology Park and is safeguarded as a key employment site for B1, B2 or B8 uses (although it is now known as DIP). The Local Plan indicates that the site forms up to 50% of the existing employment land supply across PDC. As such, the site has a long history of employment use and has been allocated as a key strategic site in PDC for the last 14 years.
- 1.1.4 DIP is also the second largest strategic employment site in the Dorset Local Enterprise Partnership area. The site is recognised as a major focus for the economic regeneration of South Dorset. At the time of the submission for Enterprise Zone status it was expected to facilitate 2,000 new jobs and attract new businesses to the area.
- 1.1.5 The proposals are for a LDO application which will clarify the parameters for development across the overall site and simplify the process of obtaining planning consent for individual development, as it is brought forwards.
- 1.1.6 A separate and standalone Transport Assessment has been submitted with the LDO application and this assesses the impact of the development on the highway network. This FTP sets out measures to encourage the use of sustainable modes of transport and reduce the reliance on private car use for trips to and from the entire site. Measures within this FTP would be adopted and promoted by individual occupiers of the site as each plot comes forward for development. The FTP would be updated on an ongoing basis by an overall Travel Plan Coordinator and measures adapted or updated, dependent on their success.
- 1.1.7 There are a number of existing occupiers at the site, some of whom may already have a TP in place. References to “first occupation” within this FTP therefore relate to subsequent phases of new development (i.e. a new building is developed). The Quadrant, for example is on the site but is not fully occupied.
- 1.1.8 As the occupiers of the remaining aspects of the site are not known at this stage, the Travel Plan has been produced as a Framework and will be finalised and produced as a full version prior to the first occupation of any new plot developed on the site.
- 1.1.9 The Council and future occupiers would be committed to minimising the negative impacts of vehicular travel on the local environment, community and economy. The importance of reducing the reliance on the car, providing sustainable travel choices for employees and visitors and promoting greener, cleaner travel is recognised and will be encouraged and promoted through measures within this plan.

1.1.10 From the outset, certain physical measures will be provided as part of the site wide development infrastructure. These include:

- The provision of prominent display areas relating to the promotion of travel by sustainable modes (i.e. on noticeboards)
- And the provision of pedestrian and cycle routes.

1.1.11 In addition, each plot would come forwards with sustainable features such as:

- Cycle parking
- Vehicle electric charging points
- Showers and changing facilities
- Areas for the display of timetable information

1.1.12 As such, encouraging sustainable travel is being considered from the outset of the development.

1.2 Aims and Objectives

1.2.1 The aims of this FTP are to:

- Set up a partnership approach between the Travel Plan Coordinators and the Local Planning and Highway Authorities, to influence the travel behaviour of employees and visitors;
- Set out the scope and objectives of the Travel Plan;
- Identify pragmatic travel initiatives to encourage non-car modes of travel and car-sharing;
- Identify modal share targets; and
- Set out requirements for monitoring and reviewing the initiatives and measures proposed including carrying out on-going surveys.

1.2.2 The FTP is a long-term strategy for reducing dependence of staff and visitors on travel by private car. The objectives are intended to achieve current Government and local policies in respect to transport and are set out as follows:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of travel to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;
- Minimise car travel in the area surrounding the site, cutting down on associated costs (environmental, financial, health, etc.); and
- Constrain car parking demand.

1.2.3 Delivered successfully, a TP can help solve a number of practical issues associated with travel. In summary, the implementation of a TP can bring the following benefits:

- To an individual by improving their health, reducing everyday stress and cost savings;
- To the workplace through improved access to the workplace and a healthier, less stressed and more motivated workforce;
- To the community by everyone involved in the preparation and implementation of the TP demonstrating their commitment to sustainability;

- To the environment by enhanced local air quality with less noise, dirt and fumes brought about by fewer vehicular trips.

1.3 Contact Details

- 1.3.1 Whilst a Travel Plan Coordinator has yet to be appointed, correspondence associated with the FTP should, in the first instance, be sent to:

Alex Clothier
Enterprise Zone Development Manager
Purbeck District Council, Planning Services
Westport House
Worgret Road
Wareham
Dorset
BH20 4PP
01929 557349

AlexClothier@purbeck-dc.gov.uk

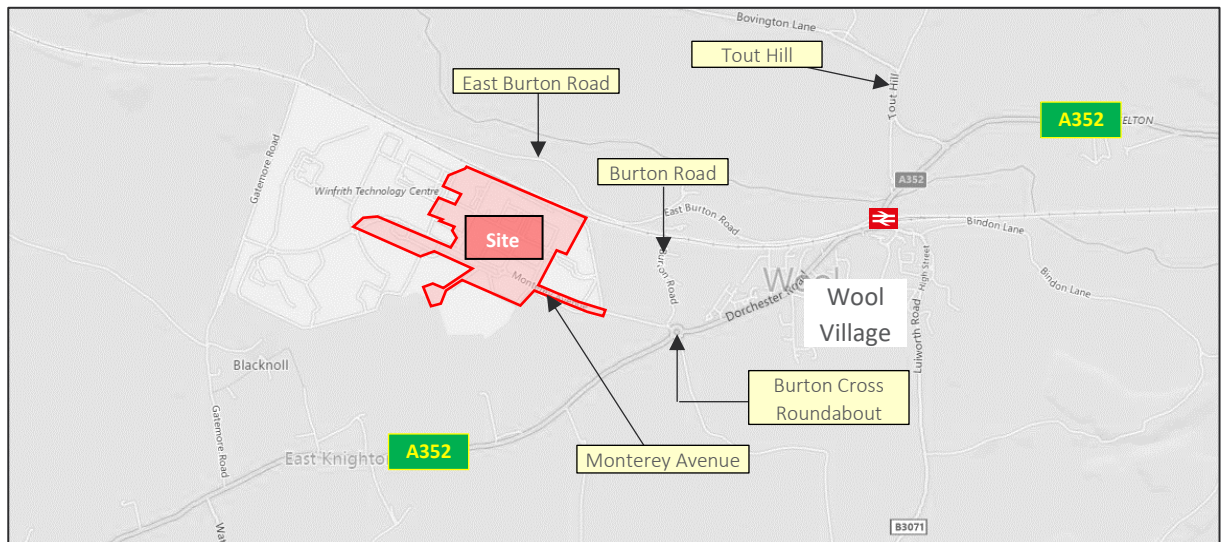
- 1.3.2 Details of the Travel Plan Coordinator will be made available when producing the Full TP once they have been appointed and the 'first' occupier is known and relevant officers at the Council will be informed at the earliest opportunity.

2. EXISTING SITE USE AND HISTORY

2.1 Site Location and Use

- 2.1.1 DIP is situated approximately 1.6km west of Wool, between Dorchester (13.5km to the west) and Poole (18.5km to the east).
- 2.1.2 The site is immediately bound by a rail line to the north, the former UK Atomic Energy Authority (UKAEA) establishment to the west, Dorset Police Headquarters to the east and farmland to the south. The main vehicular access is from Dorchester Road (A352), from the Burton Cross roundabout along Monterey Avenue and through the main site gatehouse (at the south-eastern corner of the site).
- 2.1.3 Locally, Wool village offers a variety of facilities and services which include a selection of shops and public houses and Wool Rail Station.
- 2.1.4 The location of the site in its local context is shown in Figure 2-1.

Figure 2-1: Site Location Plan



- 2.1.5 The majority of the site is currently not in use with some buildings unoccupied and others having been demolished from 2016 onwards. However, there are a handful of buildings which are occupied (either fully or partially), namely the Atlas Elektronik UK buildings, Chesil House (partially occupied multi-tenant building) and Brownsea House which is occupied by Qinetic.

2.2 Planning History

Historic Use and Allocation

- 2.2.1 The historic use of the site was the former Winfrith Atomic Energy Establishment which was in service from the 1950s to early 1990s. The site was then developed as a business park to support Government Nuclear Research and the oil and gas industries known as Winfrith Technology Centre. It was then brought forwards in the 2000's as Dorset Green Technology Park, subsequently becoming Dorset Innovation Park prior to this LDO application.

- 2.2.2 As set out in Section 1, DIP was allocated as a key employment site in the 2004 and 2012 Local Plans and comprises a significant proportion of potential employment land in PDC being promoted specifically for advanced engineering and related activities, developing strengths in marine, defence and energy.

3. SUSTAINABLE CONNECTIVITY OF THE SITE

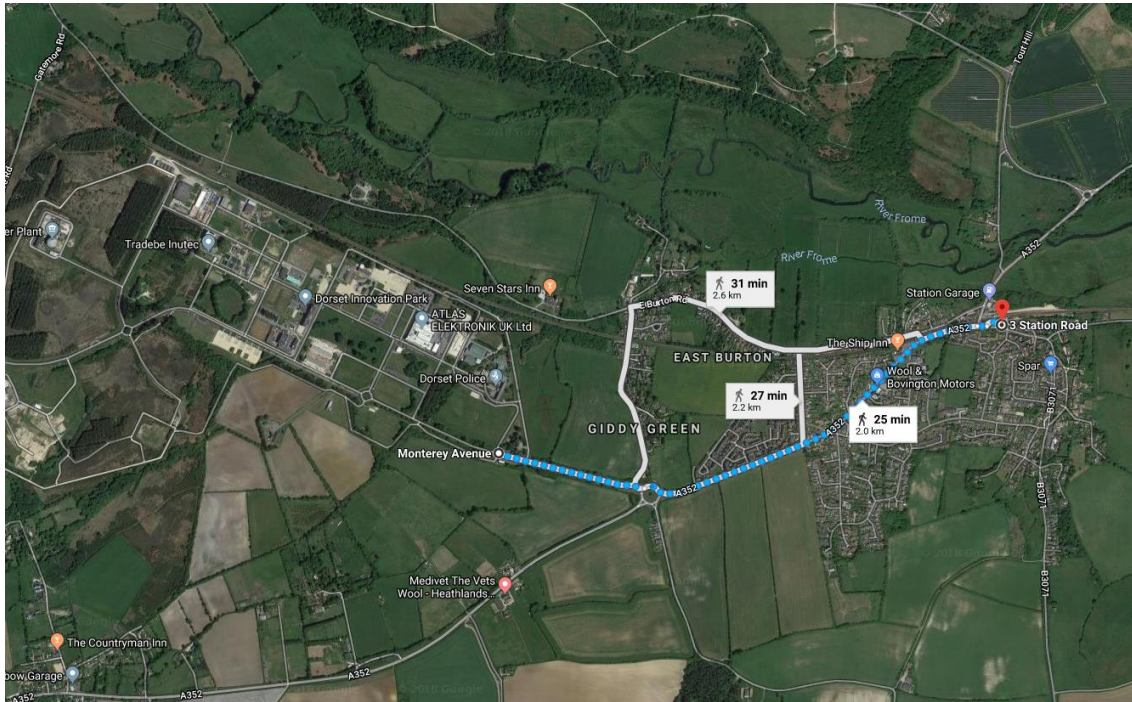
3.1 Access to the Proposed Development by Choice of Transport Modes

- 3.1.1 The sustainable accessibility of the DIP site by a range of transport modes have been considered in line with the NPPF and guidance from the DfT, including Manual for Streets.
- 3.1.2 The importance of walking and cycling in contributing towards sustainable travel patterns is detailed in the DCC Local Transport Plan 3. This emphasises the role walking and cycling can have as a main mode of transport for work journeys and the economic, environmental and social benefits that they can provide. Walking and cycling can act as a realistic alternative to travel by the private car for journeys to work and offer significant additional benefits. In addition, the importance of realistic public transport alternatives is emphasised.
- 3.1.3 This section sets out details of the sustainable connectivity of the DIP site in the context of the local and national guidance.

3.2 Pedestrian Infrastructure and Routes

- 3.2.1 Due to the location of the site, it is expected that that the majority of users will travel to the site by cycling, car, car share and public transport (with cycling / walking as a multi-modal trip). The communities of East Burton and the Western half of Wool are within a 2.4km 30 minute walk from DIP and are therefore potentially accessible on foot.
- 3.2.2 Some pedestrian (and cyclist) trips are likely to be generated to and from Wool Rail Station as part of a combined multi-modal trip. The site is also likely to be relatively self-contained with the opportunity presented under the LDO for ancillary and supporting uses such as cafes to be brought forward.
- 3.2.3 Pedestrian access from the site is provided via a footway along the northern side of Monterey Avenue, which connects to Burton Cross roundabout to the east and continues along the northern side of the A352 connecting to Wool. Within Wool itself footways are provided on both sides of the A352 carriageway, and a signal controlled pedestrian crossing is provided broadly in the location of Colliers Lane which enables access to the footways on the southern side of the carriageway. These footways would provide a link to Wool Rail Station with a further crossing provided on Station Road in the form of a pedestrian refuge island. As such there is a good quality and continuous walking route from the site to Wool Rail Station. The walking route from the site to Wool Rail Station is shown in Figure 3-1.
- 3.2.4 The footways are of good quality and have street lighting and drop kerbs along their length. In places, there is verge separation from the carriageway which improves pedestrian amenity. It is considered that the walking route could therefore offer a reasonable alternative travel option for site users travelling from Wool or Wool Rail Station. In addition, the route is relatively flat, making it accessible for all users.

Figure 3-1: Walking Route from the site to Wool and Wool Rail Station

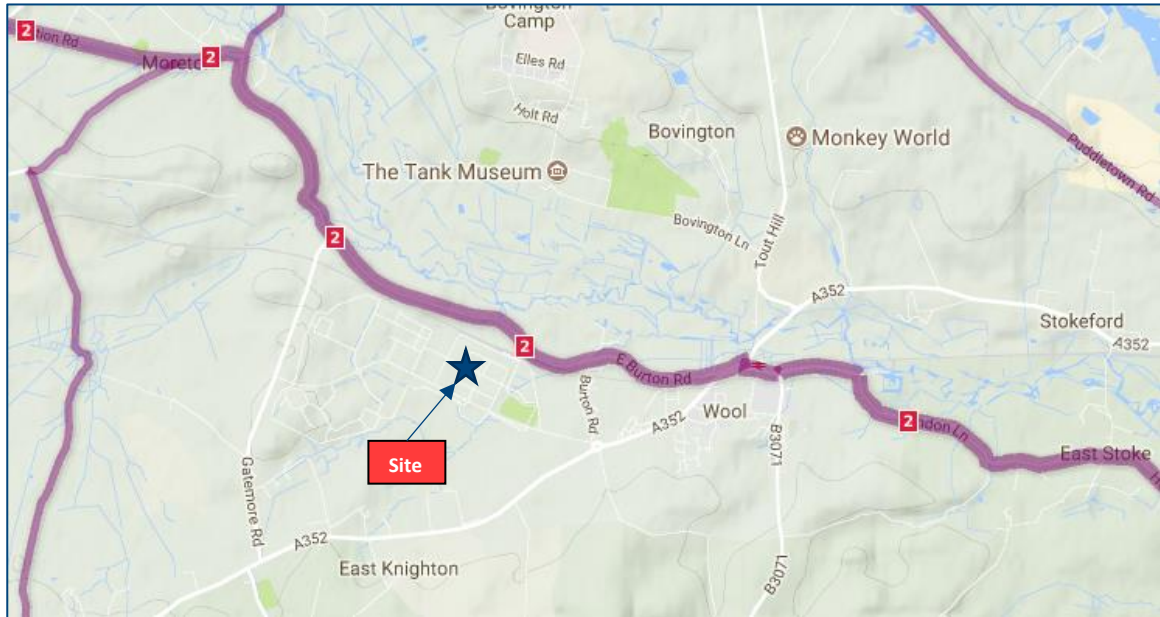


Source: Google Maps

3.3 Cycle Infrastructure and Routes

- 3.3.1 Although, there are no specific segregated facilities for cyclists the site does benefit from its proximity to National Cycle Network (NCN) Route 2, which nearby to the site routes along East Burton Road connecting to Wool to the east. NCN2 connects to the site from the north via a bridleway which crosses the rail line at a level crossing and then routes via public right of way along the Police HQ access road.
- 3.3.2 NCN route 2 provides an option for cyclists to travel from the surrounding settlements of Lulworths, Winfrith Newburgh and Owermoigne which can be reached within a 20 minute cycle journey. Larger settlements of Wareham and Northport are slightly further afield (10km) but could still be in reach of the site in approximately 30 minutes. It also provides access to Wool and Wool Rail Station away from the A352 (although the A352 may provide a more attractive route). Cycle routes within the vicinity of the site are shown in Figure 3-2.

Figure 3-2: Cycle routes within the vicinity of the site



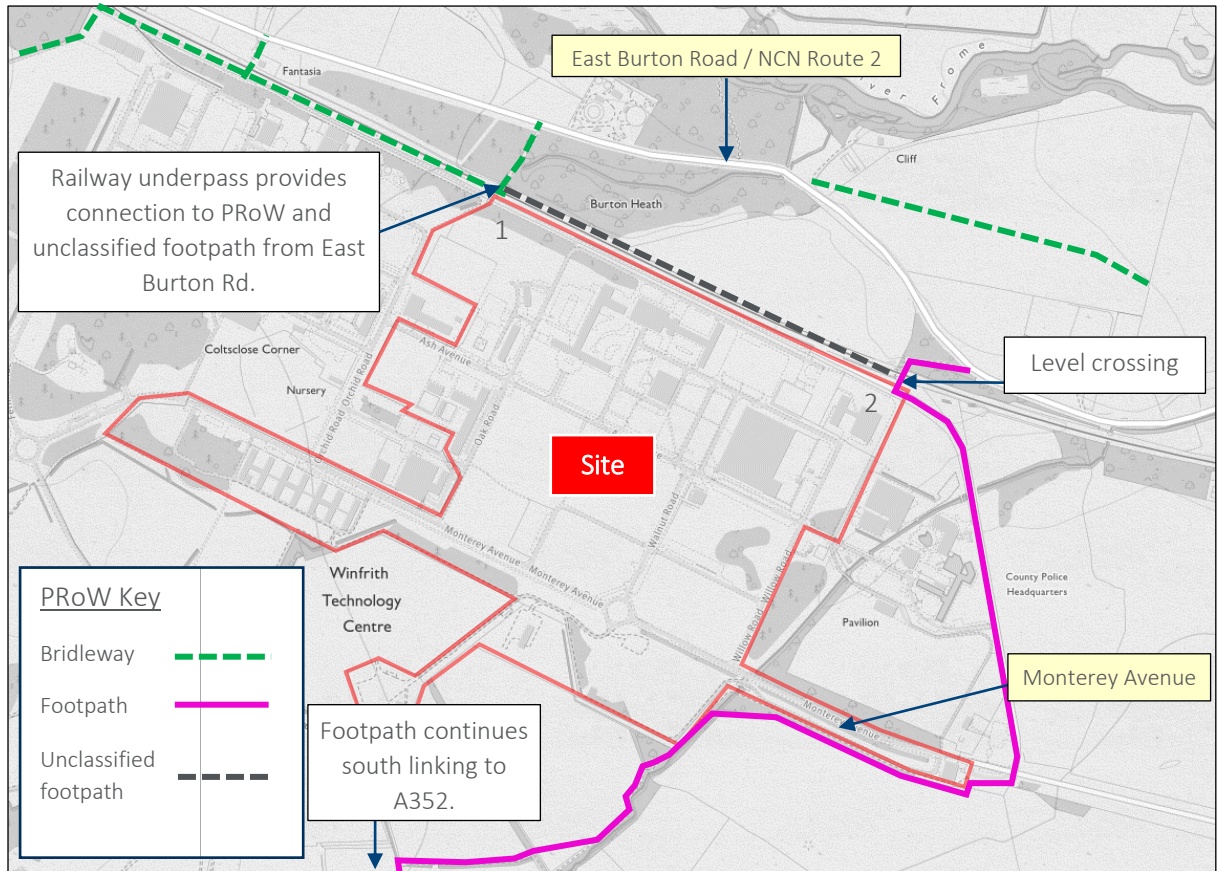
Source: Sustrans.org

3.3.3 The site can also be accessed via cycle from the wide network of lightly trafficked rural roads which surround the site.

3.4 Public Rights of Way

- 3.4.1 The site links to two Public Rights of Way (PRoW) which facilitate pedestrian and cycle access to / from the surrounding area. A bridleway and a footpath connect the site to East Burton Road, crossing the rail line via an underpass (bridleway) and a level crossing (footpath). As DIP is a secure site, there would be no access from the northern perimeter to these routes and as such they connect to the site via the Dorset Police Headquarters access road and Monterey Avenue.
- 3.4.2 Pedestrian connections to the south also exist, providing a link to East Knighton and Winfrith via a network of footpaths which route from the footways along the A352.
- 3.4.3 The PRoW provide some further potential for movements to and from the site via walking or cycling. The PRoW access within the vicinity of the site are shown in Figure 3-3.

Figure 3-3: Public Rights of Way Access



3.5 Walking and Cycling Distances

- 3.5.1 The site would generate trips to local facilities, for example at lunchtime for workers. There are a number of publications which suggest guidance for appropriate walking and cycling distances to such facilities for those wanting an alternative to on-site services and facilities. These publications can also be used as a basis for estimating appropriate journey lengths for workers travelling to the site from home (or from public transport hubs). The relevant guidance has been summarised as follows.
- 3.5.2 Paragraph 2.3 of TA91/05 Provision for Non-Motorised Users states that ‘Walking is used to access a wide variety of destinations including... places of work, normally within a range of up to 2 miles’ (3.2km). Paragraph 2.2 of TA91/05 states that 2 miles is ‘a distance that could easily be walked by the majority of people’. In relation to shorter trips in particular, the CIHT publication *Planning for Walking* (in section 2.1) states that across Britain about ‘80% of journeys shorter than 1 mile (1.6km) are made wholly on foot’.
- 3.5.3 With regard to cycling, TA91/05 goes on to state (in paragraph 2.11) that ‘Cycling is used for accessing a variety of different destinations, including... places of work, up to a range of around 5 miles.’ At paragraph 2.9, TA91/05 states that 5 miles (8km) is a distance ‘that could easily be cycled by the majority of people’.
- 3.5.4 This is consistent with the statement in LTN02/08 Cycle Infrastructure Design (in paragraph 1.5.1) that ‘for commuter journeys, a trip distance of over five miles is not uncommon’.

- 3.5.5 As such, based on the guidance above, it is considered that journeys within 3.2km are appropriate to be made on foot and the majority of those within 1.6km are likely to be made on foot. A 3.2km distance equates to around a 40-minute walk travelling at 3mph or 4.8km/h (80 metres per minute).
- 3.5.6 Distances of up to 8km have been assumed as being reasonable for cycling journeys. A cycling distance of 8km would equate to a journey time of 25 minutes based on a cycling speed of 12mph or 19.2km/h (320 metres per minute).
- 3.5.7 At approximately 2km / 25 minutes' walk from the site, Wool Rail Station is considered to be within an acceptable walking distance from the site and well within an acceptable cycling distance, in accordance with guidance on appropriate distances. In addition, the entire of Wool and East Burton are situated within 2.5km walk of the site and East Knighton within 3.0km of the site. As such, these residential areas can access the site suitably on foot. Areas further afield such as West and East Lulworth, Bovington and Crossways are less than 8km of the site and can access the site suitably via cycle.
- 3.5.8 Within the village of Wool there are a number of facilities such as a local shop, takeaway, butchers, cash machine, sandwich shop and post box. These are all situated within the vicinity of Colliers Lane approximately 1.3km from the DIP site entrance. This is less than a 15 minute walk from the site and as such walking could be an attractive mode for users of DIP. In addition, there is a public house situated on the northern side of East Burton Road which can be accessed by the public right of way and level crossing and is situated within approximately 800 metres of the site access. The closest bus stops are situated on the A352 approximately 950 metres from the site access.
- 3.5.9 On this basis, there is some potential for journeys to be made to and from the site by foot or cycling (including as part of a linked trip by bus or rail).

3.6 Accessibility by Public Transport

Bus

- 3.6.1 The closest bus stops to the site are along the A352 approximately 950 metres to the east of the DIP access. These are adjacent to Toll Gate Road. The eastbound stop provides a bus stop flag and timetable information and there is no westbound stop. The X54 service operated by First Group serves these stops which runs between Poole and Weymouth with broadly a two hourly frequency of service (with some additional services operating in the AM peak hour).
- 3.6.2 The current timetables show the eastbound services stop at Toll Gate Road and link to Wool Rail Station, however, it is understood that the service is shortly to be diverted and as such would not stop within the vicinity of DIP.
- 3.6.3 On this basis, the existing services allow the site to currently be accessed via bus (and on foot), but the distance to the stops and the limited service are likely to generate a minimal level of trips by this mode. As part of the LDO, it is unlikely that employees or visitors would travel via public bus services.

Rail

- 3.6.4 The closest rail station to the site is Wool Rail station, which is situated on the northern edge of Wool approximately a 2.5km walk from the site. The station is on the South Western Main Line between London Waterloo and Weymouth and is managed by Southern Railway. This route also serves Dorchester, Poole, Bournemouth and Southampton. The service runs half hourly at peak periods and hourly at other times.

- 3.6.5 The first train arriving at Wool is at 0619 and 0644 from the direction of Dorchester and Poole respectively. The last train to depart is at 2334 and 0001 towards Poole and Dorchester respectively.
- 3.6.6 Poole and Weymouth are within journey times of 21 and 27 minutes respectively and travel via rail to Wool would be a potentially attractive option for users of the site.
- 3.6.7 The X54 bus service connects to the rail station, although with the existing stops and low frequency of service it is unlikely that users of the site would travel via bus to the station.
- 3.6.8 Wool Rail station is within an acceptable cycling distance from the site and can be accessed via NCN2 within approximately a 7 minute journey time. As such, it is considered that travel by rail and cycle offers a realistic travel alternative to the car for users of the site.

3.7 Summary

- 3.7.1 It is considered that the site is situated in location with good walking routes linking to Wool and Wool Rail Station. There is also a cycle route running within close proximity of the site.
- 3.7.2 The Rail services can be accessed within walking distance of the site and provide a good level of service to local and regional destinations
- 3.7.3 The infrastructure and services provide a choice of travel modes for users of the site, consistent with the aims of NPPF. The location of the site offers the potential for the use of sustainable means of travel rather than the private car for some journeys.

4. DEVELOPMENT PROPOSALS

4.1 Overview and Layout

- 4.1.1 The proposals permitted under the Draft LDO are for a mixed use development comprising predominantly B1, B2 and B8 uses. The proposals are for a phased development over the next 25 years with the LDO streamlining the detailed design approval process via a Pre-Development Notice and submission which will be determined within 28 days. Separate planning applications will therefore not be required for each individual building as it comes forward, albeit the appropriate supporting information will be provided.
- 4.1.2 Details of the illustrative proposed uses are summarised in Table 4-1 with full details shown in the illustrative masterplan included as Appendix A. The uses in Table 4-1 do not include the existing or approved buildings which would also comprise the DIP (EZ) area. As such, the floorspaces shown in Table 4-1 are net additional floor areas for the proposed uses and the entire DIP site would provide a higher level of development.

Table 4-1: Illustrative Land use mix as proposed under the LDO parameters

Proposed Land Use Category	Proposed GEA (sqm)
B1 Office	4,700
B1(b) R+D	19,270
B1(c) Light Ind	6,410
B2 (General Industrial)	7,465
B8 (Storage and Distribution)	10,990
Other (ancillary uses including education and skills)	3,520
TOTAL	52,355

- 4.1.3 It is important to acknowledge that the 2018 Masterplan is illustrative. It demonstrates one potential scenario which includes a mix of uses. It demonstrates that plot sizes can flex, but that the floor area of each is compliant with the necessary car parking and HGV parking associated with each use (as per Dorset County Council's standards). The LDO application is designed to retain a degree of flexibility in the proposed development with the proposals likely to change over time based on market conditions and investment activity. This will be reflected in the Travel Plan as it is updated over time.

4.2 Vehicular Access

- 4.2.1 It is proposed that the site's primary vehicular access be obtained via the existing site access along Monterey Avenue which in turn links to the Burton Cross Roundabout to the east (at the A352). This is the sites only vehicular entry and exit point and also serves as a pedestrian and cycle access point. There would be no change from the current arrangements for entry to the site.
- 4.2.2 As part of the review of the LDO, changes to the parking area immediately adjacent to the gatehouse so that it can accommodate a bus stop, will be considered. This will be set in the context of the bus services at that time as the current bus service is being diverted and therefore this will not be required from the outset of the development. If a bus stop and turning area is provided, the details of this will be submitted and agreed with the highway authority prior to occupation of any future phase.

4.3 Pedestrian and cycle access

Pedestrian access

- 4.3.1 Pedestrians will access the site using the main site access as for the current arrangements, via footways located on the northern side of Monterey Avenue. These footways link to provision along the A352 via Burton Cross roundabout to the east, which continue eastwards into Wool Village.
- 4.3.2 The site is also connected to a number of PRoW and footway connections (accessed from Monterey Avenue via the main site access) which provide alternative pedestrian links to and from the surrounding areas, as shown in Section 3.
- 4.3.3 An extensive footway network would be provided within the site to ease safe access for pedestrians around the site.

Cycle access

- 4.3.4 Cyclists can access the site either via the main site access along Monterey Avenue or via the PRoW access routes outlined in Section 3 (which link to Monterey Avenue).

4.4 Parking

Parking Standards

- 4.4.1 Car parking within DIP will be provided in accordance with DCC's parking standards which are set out in the Non-Residential Parking Guidance. It is considered that the strict adherence to parking standards can, in certain instances, result in a situation where the number of parking spaces is greater than the number of employees based at a site, which does not support the sustainable objectives of the DIP site to support and encourage sustainable travel. As such it is proposed that flexible approaches that consider the parking standards but could provide a more appropriate parking provision will be considered at the time of each Pre-Development Notice and submission. The starting point for any consideration of parking provision would be the DCC parking standards.
- 4.4.2 The DCC guidance includes the parking standards for the potential employment uses of the site as set out in Table 4-2.

Table 4-2: Non-residential Parking Guidance

Use Class	Car and HGV Parking	Cycle Parking
B1 - Business Offices	1 per 30m ²	1 space per 125m ²
B2 - General Industrial	1 per 30m ² +1 HGV space per 250m ²	1 per 500m ²
B8 - General Warehouse and Distribution	1 per 200m ² +1 HGV space per 250m ²	1 per 500m ²

Parking Provision

- 4.4.3 Table 4-3 summarises the required parking provision based on the illustrative masterplan in accordance with the DCC standards.

Table 4-3: Proposed Vehicle Parking Provision (based on provisional masterplan)

Proposed Land Use Category	GFA (sqm)	Proposed Parking
B1 Office	4,700	163 cars
B1(b) R+D	19,270	516 cars
B1(c) Light Ind	6,410	252 cars
B2 (General Industrial)	7,465	378 cars plus 44 HGVs
B8 (Storage and Distribution)	10,990	40 cars plus 30 HGVs
Other (ancillary uses including education and skills)	3,520	71 cars
TOTAL	52,355	1420 cars

4.4.4 In addition, motorcycle, disabled and electric car parking provision will also be considered. In this regard, the guidance does not provide standards, but the following are proposed:

- Motorcycle: additional 5% of overall provision (c. 70 spaces)
- Disabled: 5% of overall provision (c. 70 spaces out of 1,420 across the site)
- Electric car parking and charging points: 10% active (ready to use) and 5% passive out of total provision across the site

4.4.5 The indicative proposals show 1,420 car parking spaces across the uses on the site, in accordance with the standards. As noted, the parking would be set out in more detail as each pre-development notice and submission comes forwards.

Cycle Parking

4.4.6 The level of cycle parking provision has been summarised in Table 4-4 based on the illustrative masterplan.

Table 4-4: Proposed Cycle Parking Provision (based on provisional masterplan)

Proposed Land Use Category	GFA (sqm)	Proposed Parking
B1 Office	4,700	38
B1(b) R+D	19,270	154
B1(c) Light Ind	6,410	51
B2 (General Industrial)	7,465	15
B8 (Storage and Distribution)	10,990	22
Other (ancillary uses including education and skills) *	3,520	28
TOTAL	52,355	308

* Assumed the same as B1 use

4.4.7 The cycle parking would be in secure and covered locations adjacent to each building to encourage travel by this mode. It is also proposed that each new building on the site would be designed to accommodate those walking and cycling to the site, through the provision of lockers, changing rooms and shower facilities, in addition to the provision of cycle parking.

4.5 Proposed Public Transport Strategy

- 4.5.1 Historically the site was served by the X30 commuter bus service, which provided direct access to the site from Weymouth and Portland. This was a weekday service which had 3 daily services in each direction. As the site has not been fully operational, there is currently no dedicated bus route which serves the site directly, with the nearest services currently stopping at bus stops along the A352 approximately 950 metres to the east of the site access.
- 4.5.2 However, the existing X54 service is due to be diverted away from the A352 within the vicinity of the site. However, as part of the Travel Plan, discussions will be held on a regular basis with local operators to establish the potential for diverting future services to the gatehouse at the site access.
- 4.5.3 It is also proposed to provide a minibuss service linking to the Wool Rail Station in the AM and PM peak periods (0700-0900 and 1600-1800) and would, as far as possible, be timed to connect with all departing / arriving trains. A mobile app would also be investigated to provide a more 'on-demand' service for users. There would be a less intensive service provided throughout the day. This would facilitate and improve access to the site by rail. The Rail Station has suitable on-site parking to accommodate a minibuss and there are suitable waiting facilities for users to wait for the minibuss. This service would commence as and when demand dictates as it is recognised that there is a phased build out of the site. As such, travel behaviour will be monitored over time and the service installed when considered appropriate (in agreement with the highway authority).
- 4.5.4 In addition, Wool Rail Station can be accessed by walking and cycling from the site as part of a multi-modal trip.

5. TRAVEL PLAN MANAGEMENT AND ADMINISTRATION

5.1 Travel Plan Co-ordinator

- 5.1.1 It will be necessary for a site wide Travel Plan Co-Ordinator (TPC) to be appointed by the DIP partnership in the first instance. The TPC will be responsible for the implementation and monitoring of the measures and initiatives defined in the plan, thereby ensuring the objectives and targets proposed are met. The TPC would be responsible on a site wide basis with travel plan champions appointed by each individual occupier. The travel plan champions would be responsible for distributing information and promoting measures within each occupier and assisting with surveying and data collection.
- 5.1.2 Should the initiatives and measures be failing to meet the targets it will ultimately be the responsibility of the TPC (in collaboration with the local planning and highway authorities) to decide the best methods to meet the targets. A number of potential mitigation measures have been suggested later within this plan.
- 5.1.3 The TPC will be suitably trained/qualified, have full management support from the site management company, and will be provided with an appropriate budget (to be agreed) to undertake the necessary tasks.
- 5.1.4 The TPC's contact details will be made available to all new occupiers at the development as well as the Travel Plan Officer at the highway authority.
- 5.1.5 The TPC will be appointed at least three months prior to occupation of the first unit to ensure that the TP measures are in place from the outset and the Framework Plan is produced as a Full version prior to occupation.
- 5.1.6 From commencement of appointment and prior to site occupation, the TPC's main tasks will be to:
- Prepare Travel Surveys to obtain baseline travel habits;
 - Create TP Travel Information Packs (TIP) for employees on the site;
 - Prepare a TP leaflet for distribution to visitors to the development by occupiers (in PDF format);
 - Ensure that the internet site for the DIP site provides information on TP measures, incentives and contact details (or set up a standalone travel website); and
 - Ensure travel details and accessibility are included as part of the sales information and marketing materials for potential occupiers / DIP Partnership.
- 5.1.7 On first occupation (and as further sites are occupied) the TPC's tasks will be to:
- Seek to identify appropriate Travel Plan Champions for each occupier
 - Provide the TIP to the Travel Plan Champion for distribution to all staff. The TIP will contain (as a minimum); public transport information, locations of key services and facilities within walking and cycling distance, information on cycle parking provision on site and in the local area, local walking and cycling routes, any discounts obtained from local outdoor clothing / cycling shops or on public transport, details of the car sharing scheme and information on the health and environmental benefits of sustainable travel;
 - Undertake a travel survey of the occupants of the site after 6 months occupation (of first occupants) and then annually from this point forwards (the survey would obtain information on

home locations / how they travel / how they travel for other uses, constraints to sustainable travel and request ideas on how improvements could be made in order to refine the travel plan) – *the information would be subject to GDPR 2018 and names would not be collected, without permission;*

- Displaying and updating public transport and cycle route information on the website and on travel information boards and providing updated information via email (through travel plan champions every six months);
- Acting as a point of contact for people requiring further information.

5.1.8 On an annual or ongoing basis thereafter the TPC will:

- Contact the highway authority Travel Plan officer as appropriate for travel information updates and provide feedback of any comments provided relating to the plan;
- Undertaken travel surveys and analyse and summarise the results and update the travel plan accordingly;
- Update the information on the website, site noticeboards and provide timetable information for public transport services and cycling network plans for display in communal areas of individual occupiers
- Continually discuss public transport services and improvements with operators seeking to obtain improved services for DIP
- Discuss and feedback to the highway authority any issues which have been raised and seek to obtain improvements
- Seek to raise awareness of the Travel Plan and its importance through a TP forum, newsletters, the website (every six months) and/or relevant social media – such as twitter or Facebook
- Host a sustainable travel event day and promote to occupiers (two per year, where feasible)

5.1.9 The DIP partnership and occupiers will fully participate where appropriate with the Travel Plan initiatives and will fully support the TPC and Travel Plan Champions, where necessary and required in order that they perform their role effectively.

5.1.10 The TPC could be based off-site however they will be easily contactable; their details will be circulated within the Travel Information Pack and distributed to all new employees over the course of the Travel Plan life. Their details will also be made available on all communal noticeboards and the site-wide website which displays travel information. Details of these measures are set out in Section 6.

5.2 Induction Process

5.2.1 All incoming occupiers will be encouraged, through their respective induction processes, to undertake an induction session (through the relevant Travel Plan Champion) when they start, which will cover the relevant aspects of the Travel Plan. This will enable all staff to be fully aware of the aims and objectives of the Travel Plan. This could be incorporated into each occupier's general induction programme, as required which may also cover procedures such as identification of emergency exits, emergency fire evacuation procedures, health and safety, contact details etc.

5.2.2 The sustainable travel part of the induction would include information within the Travel Information Pack (details within Section 7).

6. TARGETS

6.1 Baseline Travel

- 6.1.1 For a truly effective Travel Plan it is necessary to know the travel behaviour of users of the site. There are a number of existing occupiers at the site, some of whom may already have a TP in place. These businesses have a similar operation to the proposed 'new' plots in the indicative site masterplan for the LDO.
- 6.1.2 The TPC role will include working with the existing occupiers to share best practice, issues and coordinate measures and initiatives to provide a benefit for all users within the DIP (EZ) area.
- 6.1.3 However, as the remaining future occupiers of the overall DIP LDO site are not known at this stage, to establish site specific travel behaviour, travel surveys will be conducted within 6 months of first occupation (of any new development) and then on an annual basis henceforth.
- 6.1.4 Prior to receipt of the results of the first travel survey, to establish indicative targets Census data has been reviewed for commuting journeys within the DIP EZ area. An estimate of the indicative modal share for the remaining aspects of DIP has been based on this existing travel behaviour.
- 6.1.5 The modal split percentages have been based on Census (2011) Travel to Work data as set out in *Table WP703EW - Method of travel to work* on the Nomis website. Information has been analysed for commuting journeys to workplace zones E33046439 and E33046440 (within which the DIP EZ area forms the vast majority of employment). The total trips by each mode have been calculated within both areas to obtain a percentage modal share. Work from home information data has been removed and the trips by other modes adjusted accordingly.
- 6.1.6 The resultant baseline modal share for journeys to and from the site is shown in Table 6-1. The trips by all modes has been based on the analysis within the Transport Assessment accompanying the LDO application.

Table 6-1: LDO Indicative Proposals – Baseline Modal Splits

Mode of Travel	% Modal Share (based on existing 2011 Census data for the site)	Trips by all Modes		
		AM	PM	Daily
Train / Rail	1.5%	4	3	27
Bus	1.4%	4	3	26
Taxi	0.1%	0	0	2
Vehicle Driver	85.7%	233	198	1538
Vehicle Passenger	3.0%	8	7	54
Cycle	4.6%	12	11	82
Walk	3.1%	8	7	56
Other	0.5%	1	1	10
Total		272	231	1794

- 6.1.7 The indicative baseline modal share does not reflect the sustainable travel modes that will be promoted as part of this DIP TP. It is considered that the DIP site could increase sustainable travel from the levels shown in Table 6-1 and reduce the level of vehicles generated by the site from the commencement of

any future development. The measures could also reduce the level of vehicle generation from existing units which are already operational as the travel plan will be extended to work closely with other adjacent employers (such as the Police HQ).

6.2 Targets

6.2.1 To provide indicative targets against which a reduction or constraint target for car use can be set, a reduction in vehicle use against the baseline (as shown in Table 6-1) has been set out and shown in Table 6-2. The trips by taxi and ‘other’ modes have been removed within these targets. It would be an aim of the plan that these reductions could be achieved after 5 years of the initial survey or at the first review of the LDO (which is within 5 years). Annual surveys would check progress towards achieving these targets.

Table 6-2: Indicative Targets

Mode of Travel	Baseline Modal Share %	5 Years after Baseline survey or at First Review of the LDO %
Train / Rail	1.5%	5.0%
Bus	1.4%	0.5% *
Vehicle Driver	85.7%	75.0%
Vehicle Passenger	3.0%	9.0%
Cycle	4.6%	5.0%
Walk	3.1%	5.0%
Total	99.3%	99.5%

* This reduction reflects the rerouting of public buses away from the site. Once sufficient demand has been generated on the site the Council propose to subsidise a minibus service as referred to in para 4.5.3 which will help promote a modal shift to public transport bus and rail

- 6.2.2 Table 6-2 shows a reduction in modal share of around 10% by car drivers over a 5 year period, with a resultant increase in trips by all other modes. In particular, there would be a significant increase in car sharing and rail travel. It is considered that a modal share of 75% of all trips as a car driver is a realistic and achievable target for the DIP site.
- 6.2.3 It is noted that sustainable travel will be encouraged from the outset of the development through measures set out within this travel plan and the design of the site. As such, the site may not achieve a reduction in vehicle use over time in comparison to a baseline survey (6 months after first occupation), as vehicle use will be constrained from first occupation of any new development for the LDO. The reduction of 10% in comparison to the baseline from the Census data is therefore considered an appropriate target, if the baseline survey shows lower levels of vehicle travel than forecast in the indicative baseline.

7. MEASURES AND INITIATIVES

7.1 Travel Plan Measures

- 7.1.1 This FTP provides a set of measures which are intended to achieve the overarching aims and objectives set out in Section 1.
- 7.1.2 The measures outlined within this section are designed to be suitable for implementation by individual occupiers of the site. The list of measures is not exhaustive and would be subject to review over time and additional measures may be added to following the annual travel survey responses and upon new occupiers commencing operations on the site.
- 7.1.3 Once the TP commences the TPC and Travel Plan Champions will be free to investigate and implement other potential initiatives to increase the attractiveness of journeys by non-car modes.
- 7.1.4 This section provides a summary of the key initiatives contained in this travel plan which the DIP Partnership would ensure occupiers are committed to providing. The initiatives reflect experience of other travel plans, the location of the site and travel planning guidelines.

7.2 Plan Promotion and Information Dissemination

- 7.2.1 All occupiers will be made aware of the Travel Plan and the responsibilities of the TPC from the outset, with Travel Plan Champions at each occupier fully briefed by the TPC. The aim is to maximise awareness of the Travel Plan initiatives and measures.

Travel Information Packs (TIP)

- 7.2.2 Travel Information Packs will be provided to all new employees at the site, which would be distributed by the Travel Plan Champions in electronic format (or printed, on request) to ensure that all employees are fully informed of the travel choices available from the outset.
- 7.2.3 The TIP will contain:
- Walking and cycling maps showing safe routes to local facilities, services and amenities;
 - A list of free to use route planners (walking, cycling, public transport) – i.e. websites such as www.traveline.info and google maps;
 - Public transport information showing rail service information (and bus service information, where applicable)
 - A list of contacts for sustainable travel (i.e. rail and bus operators and contact details for the minibus, where applicable)
 - Guidance on car sharing and the benefits of car sharing and information on car sharing websites such as [liftshare \(www.liftshare.com\)](http://www.liftshare.com) or any other site specific schemes which may be established);
 - Information on sustainable travel initiatives available at the time;
 - Information on where facilities are located, such as where information notice boards and cycle parking facilities can be found and where on-site facilities are located (and how to access via on-site walking and cycling links)
 - Contact details of the TPC; and,
 - Details of the DIP Travel Plan Website.

7.2.4 Occupiers will have the opportunity to discuss any elements of the TIP with the TPC and it can be adjusted, within reason so suit their requirements (i.e. a logo can be added or the specific site location within DIP can be shown). The TPC will maintain a record of all relevant comments made and adjust the TIP or Travel Plan as necessary.

Notice Boards

7.2.5 A number of notice boards will be provided in prominent communal locations and will be on permanent display within the site. Information displayed on the noticeboards will likely include the following (or other information, as required):

- Cycling Routes;
- Local Train Times and Map of Routes and Station facilities – and walking routes to the station;
- Details of the minibus service
- Car Sharing Information and Leaflets;
- Economical Driving information; and
- Cycle Training Information.

7.2.6 It will be the responsibility of the TPC to maintain the board/s and keep all information up to date.

Website

7.2.7 A website would be set up to be accessed by workplaces / visitors which will contain site specific travel information, contact details for the TPC and information relating to incentive schemes/discounts. This will also contain the results of surveys and any newsletters produced for the site. This will be established at the site construction stage.

7.2.8 An electronic version of the Travel Information Pack would also be made available on the website.

Visitor Travel Leaflet

7.2.9 A short visitor travel leaflet will also be produced which provides a brief overview of the travel options available to access DIP. This would be produced in PDF and sent to occupiers for sending to clients and visitors electronically. It will also be included on the DIP travel website.

Individual Plots

7.2.10 Travel information / sustainable transport posters will be placed within staff areas to promote the use of sustainable modes and sustainable travel websites as set out throughout this Travel Plan.

Keeping information up to date

7.2.11 The travel information provided will be kept up to date ensuring that the credibility of the travel plan is not diminished.

Reducing the Need to Travel

7.2.12 Each occupier will be encouraged to reduce the need to travel through implementing tele-working and video-conferencing. They will also be encouraged to be flexible with start and finish times to fit around public transport times, where possible and provide pool cars to enable those travelling without a car to the site access to a car (for example to travel to meetings).

7.2.13 These working practices will be promoted and encouraged through the Travel Plan Champions.

7.3 Encouraging Walking

7.3.1 The TPC (and Travel Plan Champions) will encourage employees living within a reasonable distance (up to 3.2km) of the site to walk to and from the site, by:

- Advising on suitable routes to and from residential areas
- Advising on the location of local facilities for use at lunchtimes
- Promoting the accessibility of the site by foot
- Promoting passive recreation routes around the site to improve employee wellbeing

7.3.2 As part of the TIP, employees will be provided with information and advice concerning safe walking routes to local services and facilities as well as the health benefits of walking.

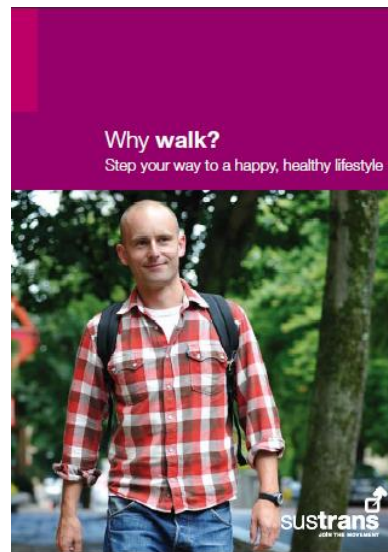
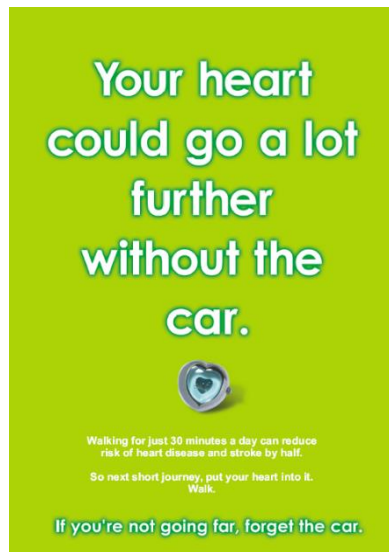
7.3.3 Shower and changing facilities will be provided for all employees within each unit on the site to encourage walking and cycling to the site.

7.3.4 Online route planners (and apps) which enable to get a walking route between two points and provide, for example, information on journey time, calories burned, steps counted and carbon saving will be advertised and promoted on the website and within the TIP (such as <https://gb.mapometer.com/walking>). Any relevant posters or information will be displayed on the noticeboards and within each occupier.

7.3.5 The TPC will instigate participation and encourage take up of walking events such as National Walking Month (<https://www.livingstreets.org.uk/what-you-can-do/campaigns/national-walking-month-2017>) to encourage travel via this mode.

7.3.6 TPC and Travel Plan Champions will inform staff of Active Travel information sheets which providing evidence of benefits of walking and cycling for better health and are available via <http://www.sustrans.org.uk/what-we-do/active-travel>.

7.3.7 Promotional posters and leaflets highlighting the health benefits of walking or cycling will be posted in the reception areas of individual units, as available (example of posters are as follows). These can also be included on the noticeboard and within the TIP (where required).



**Walk more...
feel the difference**

- Feel good
- Reduce stress
- Improve sleep
- Increase energy
- Reduce blood pressure
- Keep your heart strong

walk 4 life



Establishing a Friends group
A guide for Walking for Health schemes

walk 4 life



7.4 Encouraging Cycling

7.4.1 The TPC and Travel Plan Champions (as well as the DIP partnership) will encourage employees living within a reasonable cycling distance to cycle to and from the site, by:

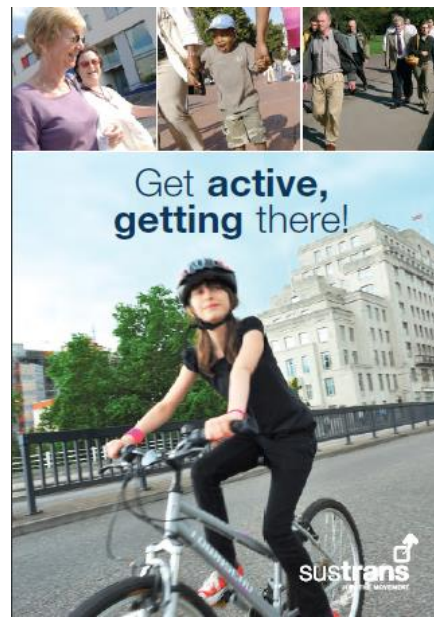
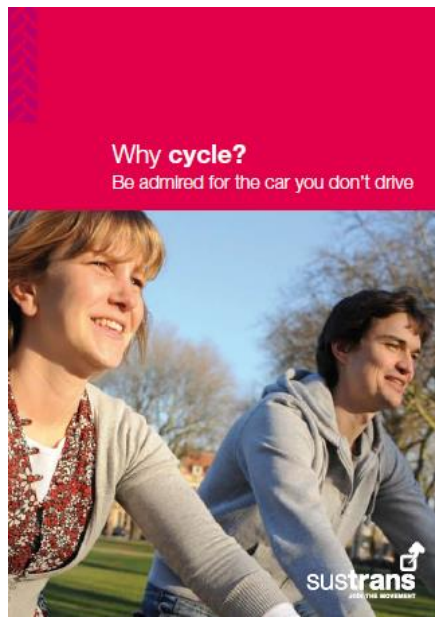
- Providing safe and secure covered cycle parking at the site;
- Monitoring usage of cycle parking and providing additional parking if demand dictates it;
- Providing employees with information and advice concerning safe cycle routes to and from the site;
- Advertising the benefits of cycling;
- Seeking to secure discounts with local cycle shops; and
- Promoting the accessibility of the site by cycle.

7.4.2 As part of the TIP, employees will be provided with information and advice concerning safe cycling routes to local services and facilities (and residential areas) as well as the benefits of cycling as a viable

form of transport. Within the TIP, the highway authorities and Sustrans website pages on cycling will be promoted as they provide advice for cyclists and suggest a wide variety of cycling routes and trails within the local area.

- 7.4.3 The development will provide safe, secure and accessible covered cycle parking at the site in accordance with the highway authority standards. The TPC and travel plan champions will monitor the usage of cycle parking and seek to provide additional parking if demand dictates it, where feasible.
- 7.4.4 The TPC will provide information regarding the Government's Cycle to Work initiative and salary sacrifice scheme. This will be promoted within each individual occupier by the Travel Plan Champions. This measure is applicable to employees whose place of residence is located within a reasonable cycling distance to the application site. Many of the residents of the development and in employment will be eligible for this scheme through their employer. Providing information leaflets within the TIP will highlight their eligibility for the scheme and may increase uptake from occupiers and employees.
- 7.4.5 Many people would like to cycle to work or for pleasure but are put off by the traffic or because they feel out of practice. A refresher cycle training session can give employees added confidence. Dorset County Council offer cycle training for adults and can provide a voucher to obtain reduced rates for bespoke training with a qualified instructor¹. These will be promoted to employees on the site.
- 7.4.6 In addition, there are other courses offering cycle maintenance training which will also be investigated and advertised, where available.
- 7.4.7 Leaflets produced by DCC will be included within the TIP and provided to employees. These leaflets will contain additional information on how to access the training should they wish to do so.
- 7.4.8 A Bicycle User Group (BUG) will be set up for employees of the site and the TPC will organise annual cycling events such as 'Dr Bike' or safety and security workshops to be hosted on-site to assist all employees with bicycle maintenance.
- 7.4.9 The TPC will contact local cycling shops seeking to agree discounts on cycling products for employees of the site.
- 7.4.10 Each individual occupier will be encouraged to provide a puncture repair kit and/or spare inner tubes within the staff area for use by employees and visitors. A puncture often becomes a barrier to people cycling to work as they do not repair the bike and it is often out of action for some length of time. It also means that if a tyre is punctured on the way into work (or visiting) then staff and visitors are still able to ride home. Staff will be informed of the location of the kit by travel plan champions. A How to Fix a Puncture flyer will be displayed in communal staff areas.
- 7.4.11 Shower and changing facilities will be provided for all employees within the design of each plot as it comes forward.
- 7.4.12 Promotional material on cycle use can also be provided in the communal areas of each building, where feasible. Potential material is shown as follows:

¹ <https://www.dorsetforyou.gov.uk/roads-highways-maintenance/roads-and-pavements/road-safety/bikeability/adult-cycle-training-vouchers.aspx>



7.5 Encouraging Use of Public Transport

- 7.5.1 Information on public transport will be included in TIPs, and these will be distributed to employees on commencement of occupation.
- 7.5.2 Information regarding public transport will also be displayed on the notice boards and on the website. It will be the responsibility of the TPC to maintain the board and the website and keep all information up to date and to communicate this information regularly with travel plan champions.
- 7.5.3 The TPC will work closely with the local authority and the bus and rail companies to positively market and promote the use of bus/rail services in an effort to encourage the use of public transport. They will seek to secure discounts on period travel passes with the bus and rail companies for staff working at DIP.
- 7.5.4 The TPC would encourage individual occupiers to consider flexibility in working hours for employees using public transport where this might co-ordinate better with existing bus and rail service timetables. This would be driven by the travel plan champions. Employers will also be encouraged to provide staff with interest free loans to purchase public transport season tickets.
- 7.5.5 Up-to-date information (i.e. timetables) on local train / bus services will be located within the communal areas of each individual occupier. These would be sent to Travel Plan Champions by the site wide TPC.
- 7.5.6 The location of the site within walking and cycling distance of Wool Rail Station also promotes the use of rail travel.

7.6 Encouraging Car Sharing

- 7.6.1 Considering the location of the site in a rural setting and with a minimal level of bus accessibility, car sharing could assist in reducing the vehicle generation from the site. A car share scheme could reduce the total vehicle mileage of staff and visitors. The TPC will be responsible for the promotion of Car Sharing.

- 7.6.2 The TIP will include information on car sharing, such as car sharing schemes in operation in the vicinity of the site such as <http://www.liftshare.com> and <http://www.blablacar.co.uk>.
- 7.6.3 Travel Plan Champions will also seek to informally encourage car sharing with staff at individual occupiers.
- 7.6.4 If required, a site wide car-sharing scheme can be implemented, likely in conjunction with an existing online platform like liftshare. Each individual occupier could sign up to this scheme which will be promoted internally by travel plan champions. Where applicable, car sharing information relative to individuals will need to be appropriately gathered, stored and deleted in line with the GDPR regulations (this would apply to all aspects of data collection relating to the TP – for example surveys).
- 7.6.5 Any car sharing scheme would also seek to expand to the surrounding uses (such as the Police HQ) to benefit from an increased potential for matches.
- 7.6.6 The TPC will also identify common journeys through the analysis of the travel survey and initiate potential car sharing matches.
- 7.6.7 Additional leaflets will also be made available within each individual occupier to promote car sharing as well as to provide economical driving advice to customers and visitors to the site.
- 7.6.8 Dedicated car-sharing spaces will be encouraged for individual occupiers of the site, where feasible. The monitoring of these spaces will be undertaken by the travel plan champions.
- 7.6.9 Individual occupiers of the site will be encouraged to provide guaranteed rides home for those who have car shared and their car share partner is unexpectedly called away/delayed. To avoid possible abuse of this facility, it should be restricted to exceptional circumstances of genuine need.

7.7 Visitors

- 7.7.1 Visitors to the site will be informed of sustainable travel opportunities via the website and visitor travel leaflet and will be encouraged to travel by public transport, walking, cycling or car sharing.

7.8 Awareness and Events

- 7.8.1 Promotional events will be organised on an annual basis, in relation to specific aspects of the Travel Plan or to promote the introduction of any new initiatives. This will allow travel awareness to be maintained amongst employees and be used to raise recognition levels for initiatives that may have become less popular with time.
- 7.8.2 The TPC will investigate the feasibility of participating in national events such as Bike Week, walk to work week and World Car Free Day. These events will be actively promoted by the TPC and travel plan champions.

8. MONITORING AND REVIEW

8.1 Monitoring

- 8.1.1 Monitoring and review of the Travel Plan will be carried out on an annual basis to understand if the proposed objectives and targets are being met.
- 8.1.2 Employee travel surveys will confirm travel habits and assist in finalising the indicative targets. They will quantify any changes to modal share proportions from the baseline surveys. The TPC will distribute these surveys to all employees at DIP within 3 months of first occupation. An example questionnaire is included as Appendix B.
- 8.1.3 Monitoring surveys will then be distributed on an annual basis following the baseline survey to determine whether targets are continuing to be met and whether additional measures / initiatives are required.
- 8.1.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to encourage participation in the survey.
- 8.1.5 It is essential to maintain employee interest in the Travel Plan. The travel plan will need regular publicity drives to attract interest. As a result, all stakeholders and occupiers will be kept informed of the results of the surveys which will act as additional promotional material to retain interest in the objectives.
- 8.1.6 The disbursement of the results of the travel surveys will be managed by the TPC in conjunction with Travel Plan Champions.
- 8.1.7 At the end of the monitoring period, i.e. after five years, the TP will be updated and re-submitted to the Local Planning and Highway Authorities, with revised targets produced over a longer term period based on observations.

8.2 Mitigation

- 8.2.1 If targets are not being achieved, additional actions will be taken to help attain them. Explanations and information about what is going to be done over the subsequent period to meet the targets will be provided to the local highway authority. If the targets continue to not be met, the TPC will liaise with the local highway authority to investigate possible mitigation measures. An example of possible further mitigation measures that could be implemented are as follows:
- Increase the marketing and promotion of the TP and travel options;
 - Undertake Personal Travel Planning with staff e.g., producing tailored travel maps;
 - Participate in further national event days;
 - Provision of a DIP pool car fleet on-site available for booking by occupants for work related trips requiring a car; and
 - Hold further 'TP days' to promote the TP.

8.3 Annual Travel Plan Review

8.3.1 Within 6 months of first occupation of 'new' development coming forwards, and then annually for the remainder of the Travel Plan period, the TPC will undertake a review of the Travel Plan. The objective will be to measure its success and to identify the potential for improvements to the travel initiatives. This will be informed by the travel surveys and any feedback received on an on-going basis.

8.4 Consultation

8.4.1 The success of the Travel Plan will rely on the support of the occupiers of the site. The TPC will retain close contact with Travel Plan Champions to ensure that the principles and initiatives within the Travel Plan are understood.

8.4.2 The TPC will also retain responsibility for liaison with outside bodies, including the Local Planning and Highway Authorities and public transport operators. Liaison with officers of the Council, e.g. those responsible for cycling and public transport will be undertaken as required.

9. ACTION PLAN AND RESPONSIBILITIES

9.1 Action Plan

9.1.1 An Action Plan which summarises the measures promoted within this Travel Plan, an implementation timescale and the responsibility is shown in Table 9-1.

Table 9-1: Action Plan

Type	Measure	Details	Responsibility
Prior to Occupation	Appoint a Travel Plan Coordinator	Appoint 3 months before occupation of further development of the site.	DIP
Site Development	Cycle Parking	Provision of secure, covered cycle parking facilities with each plot	DIP / Each Plot Occupier
	Shower and changing facilities	Shower and changing facilities to be provided for all employees on site as part of the development of each plot.	DIP / Each Plot Occupier
	Notice Boards	To be placed at prominent locations within the site, displaying walking / cycling / public transport / car sharing information and other relevant sustainable travel information.	DIP to install boards
Promotional Measures	Travel Information Pack	To include such information as walking / cycling maps and routes, information on the health benefits of walking / cycling, information on relevant car sharing websites and literature promoting travel awareness. In addition, they will provide information on public transport availability within the vicinity of the site.	TPC
	Website	A website would be set up to be accessed by workplaces / visitors which will contain site specific travel information	TPC
	Visitor Travel Leaflet	Provides a brief overview of the travel options available to access DIP	TPC
	Notice Boards	To include information as contained in the information pack The TPC will keep these noticeboards / leaflet information areas up to date, as appropriate.	TPC responsible for posting & maintaining information.
	Social Media	Set up social media accounts and use to distribute information on sustainable travel (i.e. twitter and Facebook)	TPC

Type	Measure	Details	Responsibility
	On-plot information / promotional posters	Travel information / sustainable transport posters will be placed within staff areas	TPC / Travel Plan Champions
	Awareness Events	Promotional events will be organised on an annual basis. Will consider organising around events such as car free day, bike week, walk to work week etc.	TPC
	Reduce the Need to Travel	Measures to reduce the need to travel such as teleworking and video-conferencing, flexible start and finish times, pool cars	TPC / Travel Plan Champions
Walking and Cycling	Walking Route Planners and Apps	Will be advertised and promoted to employees	TPC / Travel Plan Champions
	Walking Events	Instigate participation in national walking events	TPC / Travel Plan Champions
	Cycle literature	Provide and promote websites and literature promoting cycling	TPC / Travel Plan Champions
	Cycle to Work	Employers to be encouraged to run the 'Cycle to Work' salary sacrifice scheme which provides an opportunity to employees to purchase a bicycle or cycling accessories at a reduced cost. This also allows employees to purchase higher value items in manageable monthly increments.	Travel Plan Champions
	Cycle Training	Promote to employees	TPC / Travel Plan Champions
	Bicycle User Group	Create and promote a Bicycle User Group (BUG) to encourage cycling and provide a forum for discussions issues related to cycling and its promotion at the centre.	TPC / Travel Plan Champions
	Cycle Events	Dr Bike or similar cycle events to be held offering repairs and servicing to staff and visitors (could be incorporated in the overall sustainable travel event)	TPC
	Discounts	Seek to secure discounts on cycling equipment with local retailers	TPC
	Monitoring	Monitoring usage of cycle parking and provide additional parking if demand dictates it	TPC / Travel Plan Champions

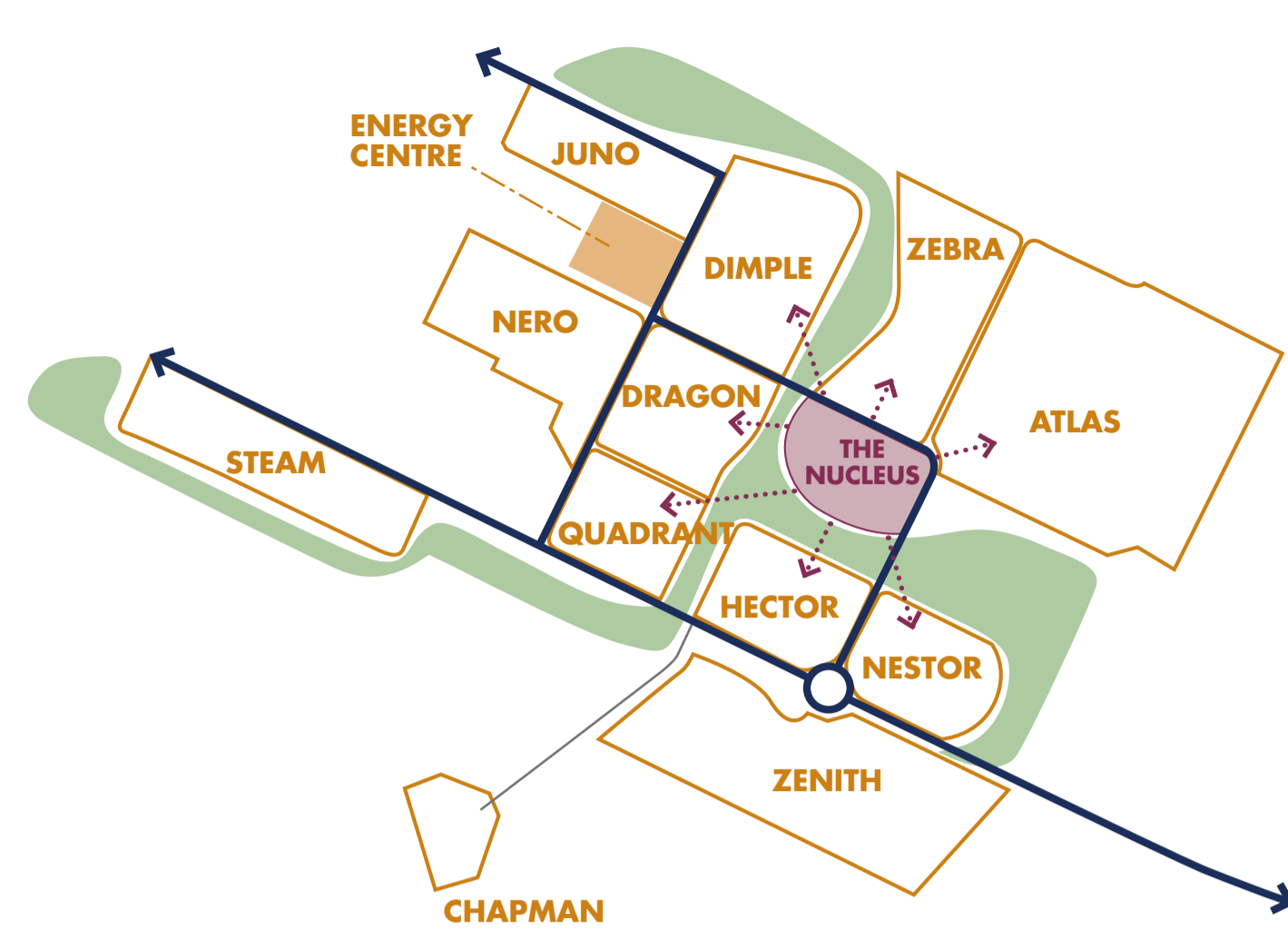
Type	Measure	Details	Responsibility
	Puncture Repair Kit	A puncture repair kit and/or spare inner tubes will be provided on site. Staff will be informed of their location and the TPC will be responsible for ensuring the kits are always obtainable.	Travel Plan Champions
Public Transport Measures	Information	Provision of up to date public transport information via updates on the notice boards via email, travel website, social media etc.	TPC
	Flexible Start / Finish times	Employers to be encouraged to offer flexible start / finish times to coincide with the public transport timetable (where feasible)	TPC / Travel Plan Champions
	Season Ticket Loans	Employers will be encouraged to provide staff with interest free loans to purchase public transport season tickets.	Travel Plan Champions / Occupiers
	Improved Services	Ongoing discussions with public transport operators seeking to improve services for access to DIP	TPC
	Discounts	Seek to secure discounts on period travel passes with the bus and rail companies for staff at DIP.	TPC
Car Sharing	Websites	Existing car share databases such as liftshare will be utilised and promoted, and if deemed required, a DIP specific page will be set up	TPC
	Manually match up car sharers	Seek to identify common journeys through matching up staff living within close proximity (considering GDPR)	Travel Plan Champions
	Cost Savings	The liftshare car share cost saving calculator will be advertised to staff through staff inductions (or other similar information). This will also be included within the travel information pack.	TPC / Travel Plan Champions
	Car Parking Spaces	Provide and monitor dedicated car sharing spaces on the site in the closest location to the building. Provide additional parking if demand dictates it.	Travel Plan Champions / Occupiers

Type	Measure	Details	Responsibility
	Guaranteed Ride Home	Individual occupiers of the site will be encouraged to provide guaranteed rides home for those who have car shared and their car share partner is unexpectedly called away/delayed.	Travel Plan Champions / Occupiers
Monitoring / Surveys	Travel Surveys	Surveys of all occupiers travel behaviour to be undertaken within 6 months after first occupation of any new development on the site then every 12 months thereafter for a five year period.	TPC / Travel Plan Champions
	Following surveys (and when required), update the Travel Plan.	Travel Plan to be updated to ensure that it is up to date and reflects existing travel options and promotes measures which have shown to work well.	TPC
	Mitigation	Where targets are not being met, consider implementing mitigation, in collaboration with the highway and local authorities	TPC

Appendices

Appendix A Preliminary Illustrative Masterplan

PLOT ZONING PLAN:



KEY:

- Existing building/structure retained
- Proposed building (B1a: offices)
- Proposed building (B1b: Light industrial)
- Proposed building (B1c: R+D)
- Proposed building (B2: Industrial)
- Proposed building (B8: Distribution)
- Proposed building (Other uses - catering/conference etc)
- Existing tree retained
- Proposed tree (indicative locations)
- Area for proposed landscaping (inc. grasses, shrubs, attenuation etc. as required)
- Existing water feature
- Landscape spine
- Shared spaces (pedestrian and vehicular)
- Plot zone (refer to zoning plan above)
- LDO boundary

AREA SCHEDULE (BY PLOT):

Main Plot	Sub-Plot	B1(a) Offices (GEA)	B1(b) R+D (GEA)	B1(c) Light Ind (GEA)	B2 Industrial (GEA)	B8 Distribution (GEA)	Other (social, collaborative space etc) (GEA)	Total Floor Area per Plot	Car parking spaces	HGV parking spaces	Storey height	General notes
Steam	STE-01				1,430	3,720		5,150	16	15	1.2	Assumed to be a double height volume.
Nero	NER-01				4,180			4,180	139	17	1	Assumed to be a double height volume.
Juno	JUN-01				2,800			2,800	98	11	1	Assumed to be a double height volume.
Dimple	DIM-01		5,530					8,005	184	0	1	Assumed to be a double height volume.
Zebra	ZEB-01	2,475	3,100					5,575	92	0	2	Brownsea House (QinetiQ)
Dragon	DRA-01		2,090	2,560				4,650	75	0	2	Assumed to be a double height volume with some mezzanine space.
Hector	HEC-01	2,160	4,800					6,960	78	0	2	
Nestor	NES-01		3,400					3,400	149	0	1	Assumed to be a double height volume.
Zenith	ZEN-01			2,580				2,580	82	10	1.2	Assumed to be a double height volume with some mezzanine space.
Quadrant	QUA-01					3,745		3,745	24	15	1	Assumed to be a double height volume.
Chapman	CHA-01		450					450	64	0	1	The Quadrant
Atlas	ATL-01		515					965	15	0	1	Assumed to be a double height volume.
	ATL-02		14,875					14,875	0	0	1.75	Chapman House
	ATL-03		2,300					2,300	0	0	1	Main Atlas Building
	ATL-04		825					825	0	0	1	All assumed to be double height volumes. New parking for the Atlas developments are not considered here.
	ATL-05		825					825	0	0	1	
The Nucleus	NUC-01	2,540	2,590					5,130	85	0	1	Recently built Atlas building
	NUC-02						2,220	2,220	30	0	1	2 storeys sitting over NUC-01
Pavilion	PAV-01						1,300	1,300	41	0	2	Single storey sitting underneath NUC-01. Small containerised units over 2 levels.
TOTALS (masterplan end state)		7,175	37,250	8,810	10,990	7,465	3,520	75,210	1,576	74		
Uses as % of overall total		10%	50%	12%	15%	10%	5%	100%				

SUMMARY (inc Other uses)

EZ Baseline	17,865 sqm	Floorspace existing before the Enterprise Zone (i.e. retained)
Already Built	4,990 sqm	Floorspace built since the creation of the Enterprise Zone
Proposed	52,355 sqm	Total new floorspace proposed in the masterplan
TOTAL	75,210 sqm	TOTAL FLOORSPACE FOR THE OVERALL MASTERPLAN AREA

EMPLOYMENT AREA ONLY SUMMARY

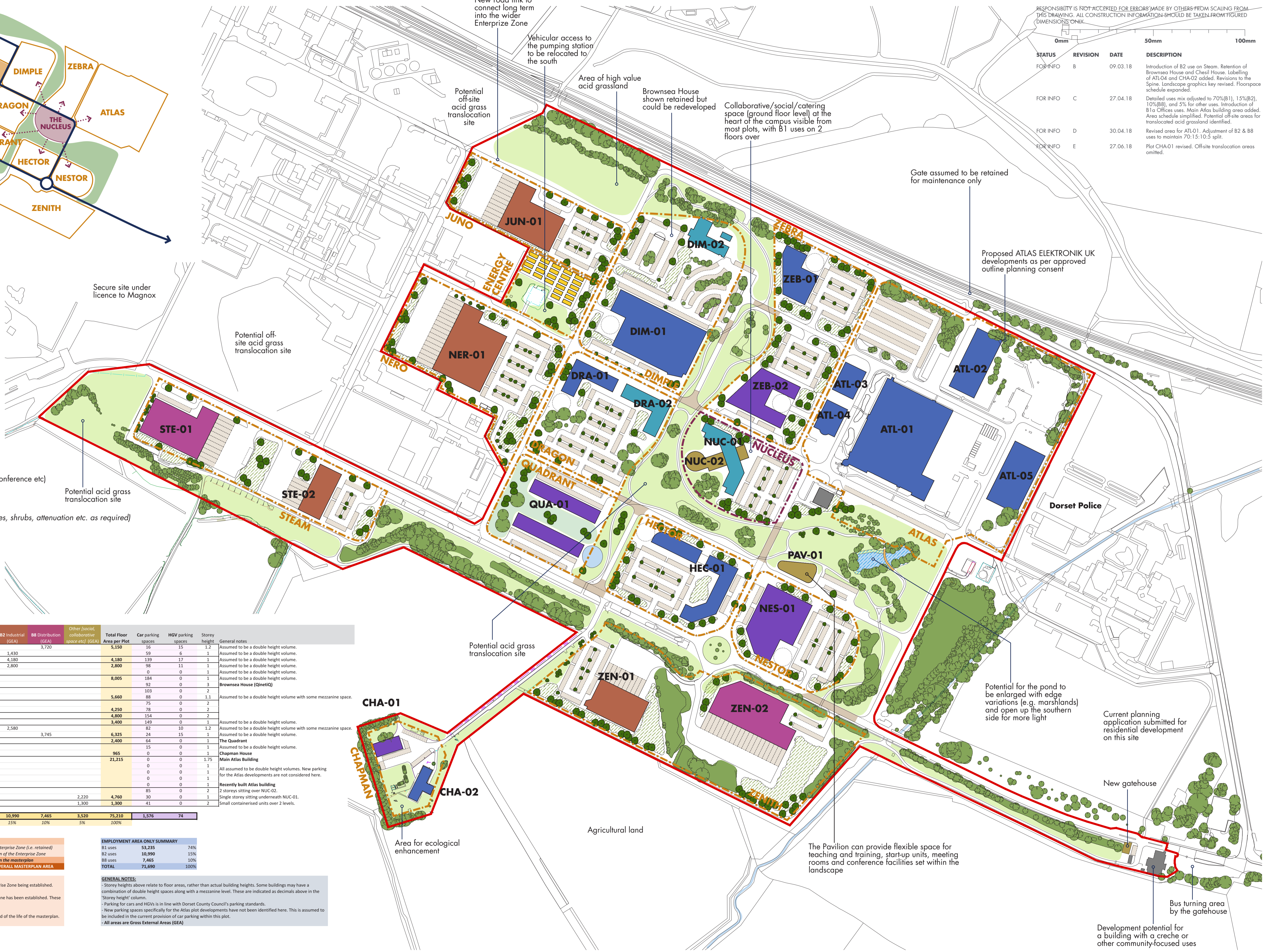
B1 uses	53,235	74%
B2 uses	10,990	15%
B8 uses	7,465	10%
TOTAL	71,690	100%

NOTES ON THE SUMMARY TABLE ABOVE:

- 'EZ Baseline' refers to the buildings that existed within the Park prior to the Enterprise Zone being established. These include the main Atlas Building, Chapman House and Brownsea House.
- 'Already Built' refers to those buildings that have been built since the Enterprise Zone has been established. These include The Quadrant and the latest Atlas building.
- 'Proposed' refers to all new buildings that are proposed in the masterplan.
- 'Total' refers to all development that will exist throughout the whole Park at the end of the life of the masterplan.

GENERAL NOTES:

- Storey heights above relate to floor areas, rather than actual building heights. Some buildings may have a combination of double height spaces along with a mezzanine level. These are indicated as decimals above in the 'Storey height' column.
- Parking for cars and HGVs is in line with Dorset County Council's parking standards.
- New parking spaces specifically for the Atlas plot developments have not been identified here. This is assumed to be included in the current provision of car parking within this plot.
- All areas are Gross External Areas (GEA)



RESPONSIBILITY IS NOT ACCEPTED FOR ERRORS MADE BY OTHERS FROM SCALING FROM THIS DRAWING. ALL CONSTRUCTION INFORMATION SHOULD BE TAKEN FROM FIGURED DIMENSIONS ONLY.

STATUS	REVISION	DATE	DESCRIPTION
FOR INFO	B	09.03.18	Introduction of B2 use on Steam. Retention of Brownsea House and Chesil House. Labelling of ATL04 and CHA02 added. Revisions to the Spine. Landscape graphics key revised. Floorspace schedule expanded.
FOR INFO	C	27.04.18	Detailed uses mix adjusted to 70%(B1), 15%(B2), 10%(B8), and 5% for other uses. Introduction of B1a Offices uses. Main Atlas building area added. Area schedule simplified. Potential off-site areas for translocated acid grassland identified.
FOR INFO	D	30.04.18	Revised area for ATL01. Adjustment of B2 & B8 uses to maintain 70:15:10:5 split.
FOR INFO	E	27.06.18	Plot CHA-01 revised. Off-site translocation areas omitted.

Appendix B Example Travel Survey

Annual Staff Travel Survey

The Council always strives to improve travel and accessibility improvements for staff and visitors at Dorset Innovation Park.

This survey is important as it will help us to understand your travel to work needs and to inform decisions on how to make improvements to public transport, walking, cycling and car sharing.

Completion of this survey is optional and all of the survey results are anonymous.

Q1. Full home postcode:

Q2. Gender:

- Male
- Female

Q3. Age:

- Under 25
- 25-34
- 35-44
- 45-54
- 55 or over

Q4. Do you have any disability which affects your travel arrangements?

- Yes
- No

Q5. Is your work:

- Full time
- Part time
- Job share

Q6. When do you normally work?

- Normal working day (e.g. 8-4, 9-5, 10-6)
- Flexi-time
- Out of hours (e.g. nights)
- Other

Q7 How do you usually travel to work?

- Bus
- Bicycle
- Car driver (on your own)
- Car driver (with a passenger)
- Car passenger
- Walk
- Motorcycle / Moped / Scooter
- Train
- Other

Q8. Which of the following do you occasionally use instead of your usual form of transport?

- Bus
- Bicycle
- Car driver (on your own)
- Car driver (with a passenger)
- Car passenger
- Walk
- Motorcycle / Moped / Scooter
- Train
- Other
- No alternative used

Q9. How far do you usually travel to work?

- Up to 1 mile
- 1 -2 miles
- 2 – 4 miles
- 4 – 10 miles
- 10 – 20 miles
- Over 20 miles

Q10. How long does it usually take for you to travel to and from work?

- 0 – 15 min
- 16 – 30 min
- 31 – 60 min
- 61 – 90 min
- Over 90 min

Q11. If you regularly come to work by car what is your main reason?

- Car essential to perform job
- Dropping off / collecting children / dependents
- Get a lift
- Health reasons
- Lack of an alternative
- Convenience

Q12. Would any of the following encourage you to car share? If you do already, which could be improved?

- Help finding suitable partners
- Guaranteed ride home
- Reserved Parking

Q13. Which of the following changes would encourage you to cycle to work? (If you already cycle which would you most like to see?)

- Safer, better lit cycle routes
- Improved cycle parking at workplace
- Improved showers at workplace
- Discount or loan to buy a bike
- Cycle training to improve skills
- Other
- Nothing

Q14. Which of the following would encourage you to use the train to travel to work? (If you already use the train which would you most like to see?)

- More frequent services
- More reliable services
- Improved public transport information
- Improved pedestrian conditions around the train station
- Train stations within closer proximity of home
- Cleaner and more comfortable trains
- Improved facilities at train stations
- Other
- None

Q15. Do you have any comments about your travel to work patterns?

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