

An Camas Mòr – draft Travel Plan, February 2015

1 Introduction

A residential Travel Plan is a smarter choices measure with the specific aim of reducing traffic and increasing accessibility in a residential area. The Travel Plan for new housing will reduce car use originating from the housing by supporting alternative forms of transport and reducing the need to travel in the first place.

The overall outcome should be to deliver as part of the whole scheme, in terms of shaping planning, design and development, **an accessible and sustainable community**.

This Travel Plan is for the An Camas Mòr site, which is a proposed new community on the other side of the River Spey from Aviemore; it would include space for up to 1,500 residential units (subject to regular review) with associated business and community facilities and infrastructure provision and is expected to develop up to the year 2032. The site would be initially accessed by road from the Coylum Bridge to Nethy Bridge road and, more directly, by a new off road path and cycle route from close to the Rothiemurchus Fishery entrance. Here, as the community grows, there would be a new road from the electricity substation across the Dell Farm to An Camas Mòr.

The An Camas Mòr site is designed for people who live in the area and are seeking a house or business premises, and people who come to the area to work in them as identified in the Cairngorms National Park Authority Draft Local Plan and accompanying documentation. Currently there is a very long waiting list for housing in Aviemore and it is planned that this will be reduced with An Camas Mòr in place. The site will include 40% affordable housing.

The Transport Assessment for the site captured the need for a more detailed Travel Plan to support the development of the site, and this report sets out a tailored Travel Plan, covering aims and objectives, measures and monitoring and implementation.

Specifically, this Travel Plan is structured as follows:

1. **Introduction:** the remainder of this section provides more detail on the site and policy context.
2. **Scope of the plan:** describes the travel needs that will be associated with the site.
3. **Outcome objectives:** sets out the high level aims of the Travel Plan.
4. **Targets:** sets out the establishment of the mode share targets for the site.

5. **Management approach:** details the responsibilities for the project management of the Travel Plan, specifically setting out also the pivotal role of the Travel Plan Coordinator.
6. **Measures:** details the specific measures that are proposed to encourage sustainable travel from the site.
7. **Marketing strategy:** sets out the communication and promotion that will be employed to deliver the Travel Plan.
8. **Monitoring and review:** sets out the monitoring arrangements, including the resident travel survey and other monitoring arrangements.
9. **Implementation:** sets out a guide to the implementation of the plan, the reporting arrangements and the establishment of a steering group.

An accessible and sustainable community

Extensive discussions and consultations have taken place over many years to inform the development of a new settlement at An Camas Mòr. These have resulted in the preparation of the outline Master Plan for the development of up to 1,500 houses, together with associated workplaces, shops and community facilities.

The proposed An Camas Mòr community is located to the east of Aviemore, separated from Aviemore by the River Spey. An Camas Mòr will be designed as a sister community to Aviemore, sharing some of the main infrastructure, while An Camas Mòr can provide space for sports and other community facilities.



A distributor road is proposed, and will be a main access point to the development. This would be formed onto the B970 at a point close to the existing electricity sub-station. In this vicinity, the B970 is a 40 miles per hour speed limited single carriageway road. The B970 road (the section from the B9152 to Coylumbridge Junction) passes to the south of the proposed development. It has a limited system of street lighting and a footway / cycleway on its northern side. It has previously been stated in the Transport Assessment for the site that this could be upgraded to accommodate the pedestrian and cycle movements from the site.

Policy Context

The Highland Single Outcome Agreement (SOA) is sitting at its third iteration, covering the period 2013/14 to 2018/19. This most recent SOA has been presented in the context of a number of changes from previous years, and notably in the context of An Camas Mòr:

- Prepared in the context of budget challenges, the need to manage demand for services better.
- It acknowledges that further change is needed to make community planning more effective in the Highlands. Improving engagement with communities across the Highlands is also needed for community planning to work well.
- The Highland area covers a third of the Scottish landmass. It has an outstanding natural environment. Over the past 10 years the region has experienced population growth at more than double the rate for Scotland as a whole (an increase of 11% between 2001 and 2011 compared to an increase of 5% for Scotland). The population is now 232,000. The region has structural challenges to overcome; but also immense potential with new economic and environmental opportunities to maximise. Sharing the opportunities and the benefits derived from them more widely should be a focus of this SOA.
- Although not directly a national policy priority for SOAs, environmental outcomes are highlighted in this SOA. The unique environment of the Highlands requires this focus.

The Community Planning Partnership in preparing the SOA have identified a range of long-term and intermediate outcomes that should reduce the inequalities gap and reduce demand for public services in the future. The SOA refers to the actions to tackle these inequalities mean improving people's life chances, for education, for employment and for taking part in community life. The SOA partnership therefore states its commitment to take the following joint action:

- To widen participation in the labour market across all client groups and across all Highland geographies.
- To increase number of people in areas of deprivation engaged in activities that strengthen the skills and confidence of those communities to take effective action on community issues.
- To improve access to services for hard to reach and disadvantaged groups.
- For areas with most multiple deprivation (SIMD 2012) to become safer and to be felt to be safer.
- To reduce fuel poverty, especially for older people.
- To reduce homelessness further.
- To reduce inequalities in the early years through various partnership programmes of family support.
- To improve educational attainment for children suffering disadvantage.
- For older people to be geographically and socially connected and for them not to become isolated.
- To reduce health inequalities between targeted areas and the four least deprived areas in Highland.

Highland SOA places significant emphasis on sustainable and active travel networks in the area, including in respect to Core Paths and a Safer Routes network, which the SOA calls for further improvement and expansion of. Also of relevance to the development, the SOA states that transport and land use planning that supports the use of public transport and active travel wherever possible should be prioritised, which the SOA states will benefit the resident population and the “important, visiting tourist population”.

The SOA has drawn upon international research by Global Advocacy for Physical Activity and the publishing of the Toronto Charter for Physical Activity, which recommended seven “best investments” for physical activity, namely:

1. 'Whole-of-school' programmes.
- 2. Transport policies that prioritise walking, cycling and public transport.**
- 3. Urban design regulations and infrastructure that provide for equitable and safe access for recreational physical activity, and recreational and transport-related walking and cycling across the life course.**
4. Physical activity and non-communicable disease prevention integrated into primary health care systems.
- 5. Public education, including mass media, to raise awareness and change social norms on physical activity.**
6. Community-wide programmes involving multiple settings and sectors that mobilise and integrate community engagement and resources.
7. Sports systems and programmes that promote 'sport for all', and encourage participation across the life span.

Points 2, 3, and 5, are of particular relevance to this Travel Plan, and are reflected in the measures that are set out later.

Regional Transport Strategy

HITRANS' Regional Transport Strategy was approved by Scottish Ministers in July 2008, and covers a 14 year period. The Strategy has as its vision enhancing the area's viability - enhancing its place competitiveness and thereby attracting and retaining people in the area and making it a more attractive place in which to live, to work, to conduct business and to visit.

The Strategy's principal benefit to the communities and businesses of the HITRANS area is to increase sustainable economic growth, in line with Scottish Government's Economic Strategy, by enabling the area to compete and support growth. The other benefits will be to:

- Enable people to participate in everyday life.
- Improve the safety and security of travel.
- Manage the impacts of travel on the area's environmental assets.
- Improve people's health.

The Regional Transport Partnership, HITRANS, assists major employers, such as the NHS, with the development of their Travel Plans.

The An Camas Mòr Travel Plan should be in keeping with these principles.

Local Transport Strategy

Of the nine objectives within the draft Local Transport Strategy for the Highlands 2009-2012, five have a direct impact in relation to sustainable travel which will be the focus of this Travel Plan:

- **Social Inclusion:** Facilitate travel to enable economic / social involvement and improve access / travel choices to essential services for those without access to a private car.
- **Environment:** Manage / reduce the impacts of transport on the natural and built environment.
- **Health:** Increase levels of cycling and walking to promote health improvement and modal shift.
- **Personal Safety:** Address issues of perceived safety and personal security particularly where they are a barrier to walking, cycling and public transport.
- **Traffic Reduction:** Where appropriate consider targets for reducing traffic, although noting the variation in conditions and requirements between rural and urban areas.

In partnership with HITRANS, the Highland Council have been developing a series of Active travel audits and masterplans for a number of settlements, including Aviemore. The Aviemore Active Travel Audit was prepared in 2012, and captures the current state of active travel infrastructure across Aviemore, as well as setting out a number of priorities for improvement. The primary priority identified in the plan is the construction of the An Camas Mòr link across the River Spey, which is described further later.

2 Scope of the Travel Plan

The Travel Plan for An Camas Mòr has been designed to address all aspects of life in the new, growing community at An Camas Mòr that create a need to travel, thus for:



In later devising Travel Plan measures, these travel 'needs' will be the focus, and attention will be given to the different traveller types and the journey purpose needs.

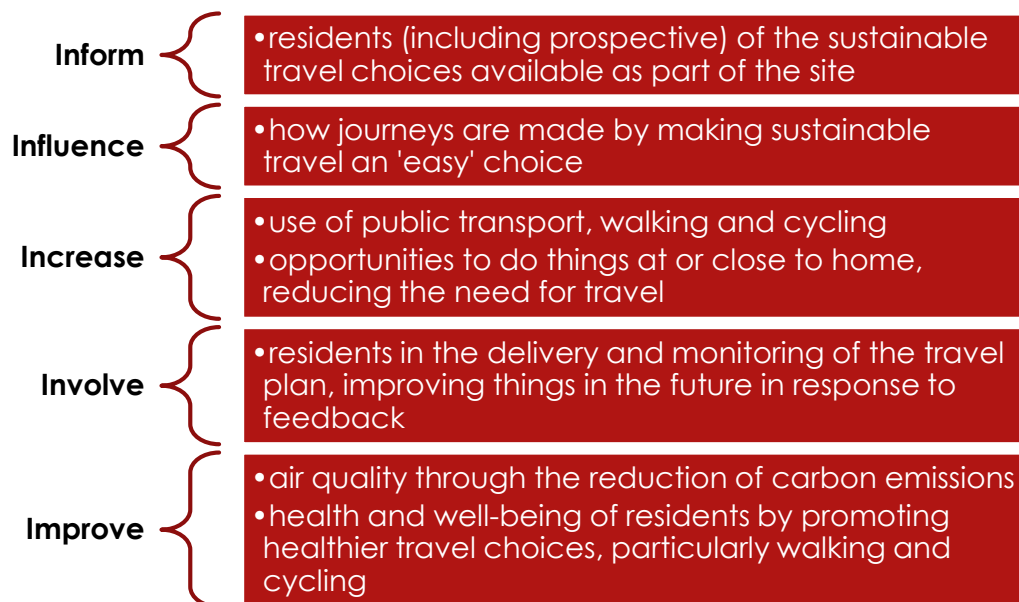
3 Outcome objectives

The objectives and their related outcomes should clearly define the high level aims of the Travel Plan. The objectives and outcomes will dictate the overall direction of the Travel Plan and will be used to determine the targets set for the Travel Plan, and in time how well the Travel Plan is performing.

In keeping with the Single Outcome Agreement for Highland and the Regional and Local Transport Strategies, the overarching aim of the Travel Plan is to **deliver sustainable travel behaviours associated with the site**; that is travel behaviours will be significantly more sustainable than would be the case without the Travel Plan. In achieving this overarching objective, there are a number of supporting intermediate objectives, namely:

- Minimise adverse environmental impacts associated with the site, both localised and global impacts.
- Improve the health and wellbeing outcomes of those living and associated with the site.
- A cohesive community, with a strong sense of community spirit and positive social interactions.

In real terms this Travel Plan is intended to:



4 Targets

The identification of targets and the linked indicators will require reference to each of the Travel Plan objectives – each objective should have a related measure. These are presented later in Section 8.

The Transport Assessment for An Camas Mòr referred to the importance of setting and measuring Mode Share Targets, notably those for the journey to and from places of employment. The Transport Assessment suggested that the journey to work modal split target for An Camas Mòr should be the same as or better than that which pertained in Aviemore at the time of the 2001 Census. And, as such this would accord with the Scottish Government drive to restrict future motorised travel to the 2001 levels as set out in the 2004 Transport White Paper: Scotland¹ Transport Future:

1. To increase level of physical activity to 50% adults and 80% children (as per Let's Make Scotland More Active).
2. 10% journeys made by bike (as per Cycling Action Plan for Scotland which states 10% by 2020).
3. Robust transport network that prioritises active travel opportunities.
4. Open Space planning guidelines extended to commercial and industrial developments.
5. Reduction in sickness absence.

The An Camas Mòr development should make a positive contribution to such targets, both at an individual site level and collectively within the local and wider area.

The table below shows a comparison of how people travel to work in Aviemore, Grantown-on-Spey, across the Highland area and within Scotland as a whole at the time of the 2001 Census.¹

Mode of transport	Aviemore	Grantown-on-Spey	Highland	Scotland
% taking the bus	15	3	13	16.5
% taking car or passenger	47	47	55	53
% cycle	3	4	3	1.3
% walk	32	44	24	23

Also of relevance, from the Local Area Analysis of the Scottish Household Survey, in 2013 22.8% of respondents reported that they undertook an 'active travel' trip to work in the Highland area. From the same analysis, this time for the HISTRANS area as a whole, in 2012 56% of people reported that they had walked in the past seven days for the purposes of leisure or to keep fit, and 61% reported that they had walked in the past seven days as a means of transport. In terms

¹ SCROL 2001 Census

of mode split on the journey to work, in 2013 68.3% of Highland residents reported travelling by car, with 22.8% reporting that they had walked or cycled.²

In considering potential mode share targets for An Camas Mòr the following factors have been reflected:

- Desire to achieve travel behaviour equal to or better than Aviemore 2001 baseline.
- Opportunity to create a very accessible community in close proximity to facilities and services in Aviemore.
- Many residents likely to have employment in Aviemore, and including those that will have shift patterns outwith the *normal* 9-5.
- Distance to Aviemore will be prohibitive to some residents walking or cycling regularly or in inclement weather.
- A likely young community, with corresponding higher proportions of children.
- A high proportion of affordable accommodation and associated lower levels of car ownership, which is not to say that households will not have access to one (or more) cars.
- Residents more likely to be outdoorsy and own a working bike.

Specifically then, and from reviewing all of the above, the Travel Plan proposes the following Mode Share Targets in association with the objectives and context that were described above:

Mode of travel	Base level	Target	Change
Bus	10	15	+5
Car driver	30	15	-15
Car passenger	17	20	+3
Cycle	5	10	+5
Walk	30	32	+2
Train	8	8	/

The base level will be adjusted when the baseline survey is completed. This is described in Section 8.

The above targets are intended to be both realistic and sufficiently aspirational as to act as a motivation for the Travel Plan in general.

Section 8 will describe appropriate indicators that support and supplement the mode share targets, and which will be collected as part of the Travel Plan Monitoring and Review Plan.

5 Management approach

This section details who has overall responsibility for the project management of the Travel Plan and its full implementation, both before and after occupation of the site.

During the development stage of the site, the Developer will be the Travel Plan lead. The overall responsibility for implementing the Travel Plan lies with the developer from first construction of the

² <http://www.transportscotland.gov.uk/statistics/scottish-household-survey-local-area-analysis>

development to at least five years after 100% occupation. After that, it is envisaged that implementation becomes the responsibility of a resident's association (or similar).

This Travel Plan includes a commitment to recruit a Travel Plan Coordinator prior to occupation of the development. Their task is to drive every aspect of the Travel Plan forward. This includes implementing measures and initiatives, marketing activities, maintaining enthusiasm for the Travel Plan, monitoring and evaluating performance, assessing whether targets have been met and regularly updating the Travel Plan to reflect any changes. This corresponds with the Recreational Management Plan (RMP). A RMP forum will involve the following interests, and will facilitate continuing consultation:

- The Developer, An Camas Mòr LLP.
- Community Body representatives (as per the Deed of Conditions).
- Rothiemurchus Estate.

The Developer will be replaced by a Community Body on completion of the development. The Community Body will include representatives of commercial property owners as well as residents; set up and operated as per the Deed of Conditions, which will require the owners of property to pay for the maintenance, renewal and management of shared amenities and space within the planning boundary with the exception of public roads and other shared assets adopted by The Highland Council. This will include the costs of implementing the An Camas Mòr Recreation Management Plan.

The Travel Plan Coordinator role will be embedded within this structure, and the TPC will assist households from initial visit, through moving into the site and then subsequent community activities.

The Travel Plan Coordinator will work to develop a Steering Group at the development which will assist in the implementation of the Travel Plan. Members of this Steering Group, which will comprise residents of the development, will assist in promoting the Travel Plan measures, especially with regards to Travel Plan promotional events. The Steering Group will also be developed with a view to handing over ownership of the Travel Plan at the end of the TPCs role. The Steering Group will be dedicated to sustaining the sustainable travel culture at the development.

6 Measures

This section details the package of specific measures that are proposed to encourage sustainable travel, reduce levels of single occupancy car use and achieve the stated targets for the Travel Plan described above.

This section is divided into three sections, namely:

- **Bus services:** recognising that many residents will wish to access services and facilities in Aviemore and beyond, or require to travel to School in Kingussie; and also recognising that the housing will be around two miles from Aviemore which for many people will be

too far for them to frequently walk or cycle. Also, people will have a need to travel to the site for work and other purposes, especially from Aviemore and the surrounding area.

- **Active travel:** recognising that for many destinations however around the site and in Aviemore and the surrounding area will be within walking or cycling distance to/from the site, given the right set of circumstances and facilities.
- **Soft measures:** The soft measures are those that are implemented during the life of the Travel Plan which do not represent physical measures. They broadly include initiatives and campaigns to promote a shift in mode away from the private car to other, more sustainable modes.

The detail contained in each subsequent section has been devised from a systematic review of the particular factors associated with the An Camas Mòr site, together with a combination of Travel Plan experience in rural areas and a review of best practice.

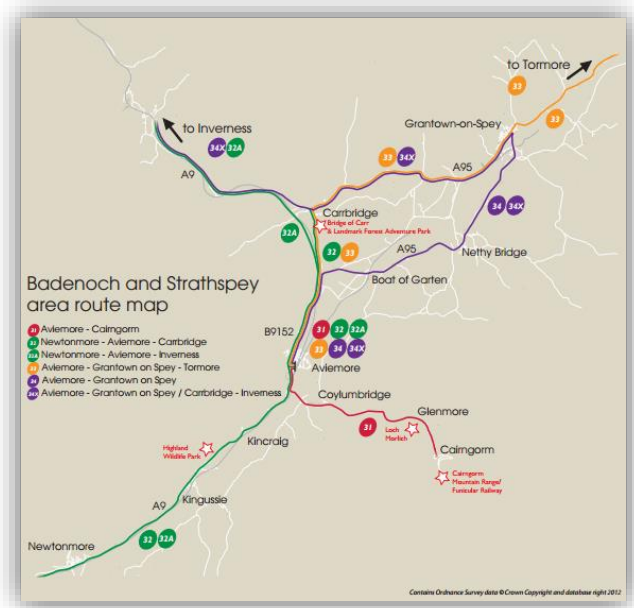
Throughout this section the measures are highlighted in boxes following the discussion and then at the end of this section each measure is presented together with an informed subjective assessment of its performance in respect to the An Camas Mòr Travel Plan objectives.

Bus Services

Existing Public Bus Services

The existing Service 31 bus, which is operated under contract with the Highland Council (at present by Stagecoach), travels from Cairngorm to Aviemore via Glenmore and Colyumbidge as shown.

In Aviemore it is then possible to interchange onto the other bus services shown to travel north to Inverness or to the south or east. It is also possible to join Highland Mainline Rail Services in Aviemore in order to travel north to Inverness and beyond on the Far North Line or to travel south to the Central belt and beyond. Further details on interchange are described below.



The Service 31 timetable is presented below. Service 31 provides an hourly connection into and

Aviemore ● Cairngorm car park 31													
MONDAYS TO FRIDAYS													
route number	31	31	31	31	31	31	31	31	31	31	31	31	
Aviemore Dalnabay	0705	0810	0910	1010	1110	1210	1310	1410	1510	—	1610	1710	1710
Aviemore Dalnabay	0710	0815	0915	1015	1115	1215	1315	1415	1515	—	1615	1715	1715
Aviemore Lochan Mòr	0715	0820	0920	1020	1120	1220	1320	1420	1520	—	1620	1720	1720
Aviemore rail station	0720	0825	0925	1025	1125	1225	1325	1425	1525	—	1625	1725	1725
Coylumbridge	0729	0834	0934	1034	1134	1234	1334	1434	1534	—	1634	1734	1734
Glenmore	0736	0841	0941	1041	1141	1241	1341	1441	1541	1630	1641	—	1741
Cairngorm car park	0748	0854	0954	1054	1154	1254	1354	1454	1554	1643	1654	—	1754

Saturdays												
route number	31	31	31	31	31	31	31	31	31	31	31	31
Aviemore Dalnabay	0705	0810	0910	1010	1110	1210	1310	1410	1510	1610	1710	1710
Aviemore Dalnabay	0710	0815	0915	1015	1115	1215	1315	1415	1515	1615	1715	1715
Aviemore Lochan Mòr	0715	0820	0920	1020	1120	1220	1320	1420	1520	1620	1720	1720
Aviemore rail station	0720	0825	0925	1025	1125	1225	1325	1425	1525	1625	1725	1725
Coylumbridge	0729	0834	0934	1034	1134	1234	1334	1434	1534	1634	1734	1734
Glenmore	0736	0841	0941	1041	1141	1241	1341	1441	1541	1641	—	1741
Cairngorm car park	0748	0854	0954	1054	1154	1254	1354	1454	1554	1654	—	1754

Sundays												
route number	31	31	31	31	31	31	31	31	31	31	31	31
Aviemore Dalnabay	—	0910	1010	1110	1210	1310	1410	1510	1610	1710	—	1805
Aviemore rail station	0755	0915	1015	1115	1215	1315	1415	1515	1615	1715	—	1805
Coylumbridge	0802	0922	1022	1122	1222	1322	1422	1522	1622	1722	—	1805
Glenmore	0809	0929	1029	1129	1229	1329	1429	1529	1629	1729	—	1805
Cairngorm car park	0818	0938	1038	1138	1238	1338	1438	1538	1638	1738	—	1805

Sch	Schooldays	NSch	School Holidays
A	Operates until 25 May 2014		
B	Operates 26 May until 28 September 2014		

Cairngorm car park ● Aviemore 31													
MONDAYS TO FRIDAYS													
route number	31	31	31	31	31	31	31	31	31	31	31	31	
Cairngorm car park	0755	0805	0905	1005	1105	1205	1305	1405	1505	1605	1705	—	1805
Glenmore	0802	0912	1012	1112	1212	1312	1412	1512	1612	1712	—	1812	
Coylumbridge	—	0819	0919	1019	1119	1219	1319	1419	1519	1619	1719	1740	1819
Aviemore Interchange North	—	0828	0928	1028	1128	1228	1328	1428	1528	1628	1728	1749	1828
Aviemore Lochan Mòr	—	0833	0933	1033	1133	1233	1333	1433	1533	1633	1733	1754	1833
Aviemore Dalnabay	—	0838	0938	1038	1138	1238	1338	1438	1538	1638	1738	1759	1838
Aviemore Dalnabay	—	0843	0943	1043	1143	1243	1343	1443	1543	1643	1743	1804	1843

Saturdays												
route number	31	31	31	31	31	31	31	31	31	31	31	31
Cairngorm car park	0805	0905	1005	1105	1205	1305	1405	1505	1605	1705	—	1805
Glenmore	0812	0912	1012	1112	1212	1312	1412	1512	1612	1712	—	1812
Coylumbridge	0819	0919	1019	1119	1219	1319	1419	1519	1619	1719	1740	1819
Aviemore Interchange North	0828	0928	1028	1128	1228	1328	1428	1528	1628	1728	1749	1828
Aviemore Lochan Mòr	0833	0933	1033	1133	1233	1333	1433	1533	1633	1733	1754	1833
Aviemore Dalnabay	0838	0938	1038	1138	1238	1338	1438	1538	1638	1738	1759	1838
Aviemore Dalnabay	0843	0943	1043	1143	1243	1343	1443	1543	1643	1743	1804	1843

Sundays												
route number	31	31	31	31	31	31	31	31	31	31	31	31
Cairngorm car park	0820	0940	1040	1140	1240	1340	1440	1540	1640	1740	—	1805
Glenmore	0829	0949	1049	1149	1249	1349	1449	1549	1649	1749	—	1805
Coylumbridge	0836	0956	1056	1156	1256	1356	1456	1556	1656	1756	—	1805
Aviemore Interchange North	0843	1003	1103	1203	1303	1403	1503	1603	1703	1803	—	1805
Aviemore Dalnabay	0848	1008	1108	1208	1308	1408	1508	1608	1708	1808	—	1805

Sch	Schooldays	NSch	School Holidays
A	Operates until 25 May 2014		
B	Operates 26 May until 28 September 2014		

BANK HOLIDAY SERVICES: Normal service will operate on Good Friday, Easter Monday and May Day. Over the Festive Period 23 December 2013 until 05 January 2014 services will be liable to alteration or curtailment. See separate publicity issued for this period.

SCHOOL HOLIDAYS: 23 December 2013 until 05 January 2014, 17 until 23 February 2014, 07 until 23 April and 05 May 2014.

out of Aviemore through most of the day. This is predominantly a clock-face service, which is convenient for users who only need to recall that the bus departs at a certain time past the hour rather than having to be aware of a more complex timetable with variable departure times. This is an important aspect in terms of the acceptability of public transport.

This is also an hourly service throughout the day on a Saturday, and on Sundays the service also runs with only a couple of gaps in the day.

The bus service on the main road is around one mile from the development site. In discussion with The Highland Council and the

present service operator it has been concluded that it will be possible to divert the Service 31 onto the An Camas Mòr site for all of the timetabled runnings. This will make the bus service far more attractive for residents and visitors to the site as the walk distance to the bus can be minimised, rather than having to walk out to the main road.

The service operator has advised that it is possible to incorporate this diversion into the existing timetable at no cost. It is anticipated as the community grows that this will become a well-used connection into Aviemore for residents or visitors or workers at the site, and to Cairngorm for residents with work in that area.

Existing Service 31 diverted to call into the An Camas Mor site from outset of site development

Although the Service 31 provides a comprehensive service throughout the most of the day, a review of the timetable has highlighted a number of gaps which have been considered as part of this Travel Plan for the An Camas Mòr site, namely:

- **Morning services:** on school days there is a gap in the timetable for people wanting / needing to travel into Aviemore for a 9:00am (work) start. Indeed the first arrival into Aviemore on school days is 10:30. (During the school holidays public services exist through this period, with the first arrival into Aviemore at 8:30am, with hourly services thereafter.) A gap in the morning timetable is also prohibitive for people making

connections to Inverness, so for example a connection to the 0743 train departure that arrives into Inverness at 0836.

- **Off-peak afternoon travel:** equally, on school day afternoons there is a gap in the timetable of two services, the 3:30 and 4:30 arrivals into Aviemore and the corresponding departures that would travel back to the An Camas Mòr site, meaning that after 1:30pm there would not be another return departure from Aviemore to the site until 16:30. (Services run during this period in the school holidays.)
- **Evenings:** there would be no departures from the site after 18:20, and with the final departure from Aviemore at 17:20. This would be prohibitive for anyone wanting to access leisure or sporting activities in the evenings or for anyone with a work pattern outwith 9:00-5:00 or for people travelling back from Inverness, with the 1730 Inverness departure arriving into Aviemore at 1814.

Bus Service Enhancements

In response to the identified gaps in the public bus service timetable identified above, the following measures are proposed as part of this Travel Plan:

- A **later return to and from An Camas Mòr at around 17:40-18:00** to cater for those that finish work a little later and to provide a connection back to the site following for example after school activities. **The present operator has indicated that this additional service can be incorporated into the present service bus timetable for no or minimal additional cost.**
- An **early morning and evening service** to cater for those working outwith the 9:00-5:30 period, which would also suit access to leisure and sporting opportunities in Aviemore as well as potentially outwith the Aviemore immediate area. The Highland Council has reported they would have a desire for such an evening service associated with the site development. The options for the evening service (and potentially an early morning service) would be either using an extension to the existing service bus or the development of a 'community bus' service as referred to in the 2009 report by the Community Transport Association: *Community Bus Service Proposal*.
 - **Extension to the existing service bus:** this is possible as an add on to the workings of the existing public bus service, and the operator has indicated that the cost associated with the extension under the terms of the existing contract with The Highland Council would be in the region of £60-90k per annum.
 - **Community bus service or community taxi service:** a community-based service could operate to fill the gaps in the timetable in the evening (and potentially morning) that would help facilitate access to employment as well as leisure and other opportunities. As these demands tend to be very variable in timing and location this in the first few years of the development might be well served with a taxi



bus service. Given the relatively short distance involved (up to around 2 miles into Aviemore) if larger numbers (than one fill of a car) are needing to be carried then it would be possible to make repeat trips. Therefore, it is suggested that a MPV size of vehicle would be appropriate for this service. Such a service could operate using an electric vehicle for example to reduce emissions, and would be environmentally advantageous as through a booking system would only travel when it was actually needed for journeys. The booking facility and driving of the vehicle could provide work opportunities based on the site, either through direct employment or under contract. Such an arrangement in the early years of the development could provide a very flexible resource, and could also for example be used as a hire car / car club for any individual households outwith the times it is required for the evening (and early morning) connections. This arrangement could also, on-demand or scheduled, be used to fill the afternoon gap in the regular bus service.

Provision community-based taxi-bus service to address gaps in the conventional bus service

Bus Service Infrastructure

It is essential to support the introduction of a bus service to the site and the associated enhancements with the appropriate infrastructure which together will make the bus service an attractive travel option.

Infrastructure will include a central bus stop and shelter that will be used for the service bus as well as school bus services described below. It will be helpful to include Real Time Information within this shelter and at community facilities in order that intending passengers have available the most up to date information about their bus service. RTI developments will also likely see up to date information available to people on their phones and tablets etc., and this should be supported and promoted through the Travel Plan.

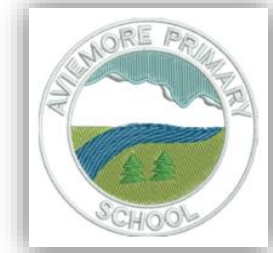
Dependent upon the precise development of housing and other facilities across the site, consideration will be given to further provision of bus shelters. As a principle, bus stops and shelters should be provided to ensure that no housing is more than 400-500m from a bus stop / pick-up point. Consideration should also be given in tandem with the bus service operator and The Highland Council to operating the service on a 'hail and ride' basis, in other words, people can call the bus to stop at any safe point on the bus route within the community; reducing walk time and hence making the bus service potentially more attractive.

Provision of central bus stop and shelter and Real Time Information; consideration of further bus stops and operation of a hail and ride system.

School Bus Service – Home to School Transport

Primary School

The nearest exiting primary school is located in Aviemore. In the later stages of the development a primary school may be added within the An Camas Mòr site. As it stands the Aviemore Community Primary School is just in excess of two miles from the entrance to the An Camas Mòr site.



The Highland Council has a statutory responsibility³ to arrange transport for pupils to and from school so that they do not have to walk more than the following distances each way:

- 2 miles if aged under 8
- 3 miles if aged 8 or over.

Therefore, children from An Camas Mòr under the age of 8 will be entitled to free home to school transport. If / when a suitable path link is constructed and open it is expected that there will be no entitlement for home to school transport as pupils will be expected to walk via the footbridge, providing this is considered to be a safe route, the assessment of which might include accessibility, safety and provision of lighting etc.

The Highland Council has reported that the present primary bus serving this area is running with six eligible pupils on a 14-seater vehicle. Therefore, it would be possible to utilise the eight additional seats at very minimal cost (associated with the short additional mileage into the site). However, there would be an expectation from the Council that any additional seats that are required would require a contribution to be made. This contribution would be targeted to increase the capacity of the vehicle, and would be time-limited until the opening of the footbridge.

Based upon a number of assumptions⁴, it has been calculated that there will be around 9-12 P1-P3 pupils associated with the An Camas Mòr site by the end of year two of the development. Therefore, it will be some time in the second year of the development that the need for the service enhancement will be required. It is appropriate to assume that this will be the case from

³ **The relevant Act** is the Education (Scotland) Act 1980, Sections 42(4) and 51(1), as amended by the Education (Scotland) Act 1981, Section 2, the Education (Scotland) Act 1996, Schedule 5 and the Standards in Scotland's Schools etc Act 2000, Section 37.

⁴ **Assumptions:** 200 completions in the first three years of the development, with 80 of these being affordable units, and the 50 completions per annum thereafter. Based upon trends for the Aviemore area: 210 people per 100 households; 6.4% are aged 0-4, 12.4% aged 5-15 and 9.4% aged 16-29; uplift applied to represent higher percentage affordable accommodation and therefore greater presence of children in households. Calculated 11-14 primary pupils per 100 households and 8-11 secondary pupils per 100 households.

the end of the first year of the site development, in other words, when 100 houses have been completed.

Contribution towards enhancement of primary school bus, providing additional capacity until such time that a suitable direct path link is available

Secondary School

The nearest secondary school is Kingussie High School. This is some 12 miles away from the An Camas Mòr site, and therefore secondary pupils will be eligible for free home to school transport.

The Highland Council has reported that there is adequate capacity on the bus service to Kingussie with presently 18 pupils travelling on a 40 seat bus.

It is expected that all secondary pupils within the site will be collected from a single, central pick-up point, which will require to have appropriate and safe waiting facilities provided.



Provision of single, central pick-up point for school transport within the site

Nursery and Pre-school Provision

Access to (statutory) nursery and pre-school provision can be particularly challenging in rural areas. While the education is statutory (but not compulsory) there is no associated statutory provision of transport to learning providers. Children require to be dropped-off and picked-up, and the drop-off/pick-up may take 5-10 minutes which is not usually conducive with public transport, as bus services will already have moved on.

Pre-school / nursery provision is available at Aviemore Community Primary School, provided by the Aviemore Community Children's Group.

It may be possible for the community-based taxi-bus service to be available to meet a need here if required. If there is such a need this should be identified early, and prior to occupation, with necessary interventions implemented by the Travel Plan Coordinator.

In addition, the community may look to develop opportunities within the community; parent and baby or toddler groups, and in time might look to develop a statutory nursery / pre-school provision, indeed this could present an opportunity for a business enterprise within the site, which could include wider childcare provision for working parents for example.

Active Travel

The site will be served internally by a traffic circulation road. At this stage it is intended that this will be a 6 metre wide road with kerbs and footways, and drop kerbs at all desire-line crossing

points, which ensure easy crossing for people with reduced mobility or for those walking with small children or a buggy for example. There would be street lighting and a system of traffic calming that would include a speed limit of 20 miles per hour through the site. Street lighting should be as discreet as possible, but provide adequate illumination.

20mph speed limit within community

These aspects, in conjunction with the use of some shared surfaces, pedestrian footways, together with built-in traffic calming, will reduce the dominance of the private car and support and encourage the use of other more sustainable modes of travel.

Particular features, that are promoted through this Travel Plan to promote and maximise the amount of active travel include:

- **Street design:** as defined in Designing Streets – A Policy Statement for Scotland: *“streets have important public realm functions beyond those related to motor traffic. They are typically lined with buildings and public spaces and, whilst facilitation of movement is still a key function, they normally support a range of social, leisure, retail and commercial functions.”* An Camas Mòr will thus embody the following design features:
 - **Accessible crossings:** pedestrian refuges and kerb build outs should be used to reduce the crossing distance. Pedestrian desire lines will be kept as straight as possible, including using small corner radii to minimise the need for pedestrians to deviate from their desire line. Uncontrolled crossings should have drop kerbs; informal crossings will be created to accommodate as many pedestrian desire lines as possible – these will be created through careful use of paving materials and street furniture to indicate the crossing place which encourages slow-moving traffic to give way to pedestrians; formal crossings such as Zebra will be used – crossings will be raised and use contrasting colouring to demonstrate the pedestrian priority, as well as tactile paving to indicate the change in condition for visually impaired pedestrians.
 - **Accessible footways:** footpaths through the community will be a minimum of 1.5-2m, and will offer clear movement without obstructions.
 - **Inclusive design:** Issues around disability and age are especially relevant to those involved in the design of the external environment. The design will see minimum street furniture, avoiding clutter, whilst providing the facilities



for those walking wishing to take a rest along the way, and which will also provide opportunities for social interaction within the community.

Accessible crossings throughout the site (Zebra, informal and uncontrolled), 1.5-2m minimum footpaths, inclusive footpaths (minimum clutter, following desire lines and providing rest points)

- **Cycling:** *Cycling by Design* is published by Transport Scotland for use by practitioners throughout Scotland. The primary focus of the document is the establishment of guidance to ensure consistent and appropriate design. Transport Scotland requires consultants and contractors working on trunk road projects to follow the guidance within *Cycling by Design*. It is commended to local authorities and others developing cycling infrastructure in Scotland.
 - **Cycling through the community:** due to the mainly residential nature of the site, cyclists will be accommodated on the carriageway. Junction design affects the motorist-cyclist interaction – short corner radii corners are promoted through the Travel Plan as a means of slowing traffic to be compatible with cycle speed around the corners.
 - **Cycle parking:** the development will include cycle parking facilities. In the majority of cases, these facilities will take the form of appropriate storage solutions within private dwellings, either in garages or rear gardens, and which suit the occupation potential of each individual dwelling. Communal cycle parking (perhaps as shown in the photo) will also be provided at community facilities and in central locations, for example, at the central bus stop that will be used to pick up secondary pupils for their journey to school. Communal cycle parking should be accessible, safe, provide weather-protection and facilities to store safety equipment, for example helmets and high visibility clothing.



Short corner radii corners preferred, cycle parking throughout

Connections outwith the Site for Pedestrians and Cyclists

At the commencement of the An Camas Mòr community the link to Aviemore will be via the site main entrance and then via the Coylum Bridge to Nethy Bridge road. Depending upon start point and final destination in Aviemore this would be a journey distance of between 2 and 3km. This could be considered too great a distance for a number of people for so-called functional (transport) walk journeys, but for a number this will be useful link taking perhaps 30-40 minutes, so very doable, and considering the likely younger profile of the An Camas Mòr community it will be important that this pedestrian link into Aviemore is safe and accessible. The permission for the site requires the off road path to be available from the outset via the substation.

The same can be said of cycling, with the distance into Aviemore being a short trip on bike, and therefore with the right circumstances people will choose to cycle. To enable and ensure cycling is an option it is important that the route is right and also



the facilities at



the destination. A key destination will be the rail station, due to its central location and for residents interchanging to rail. It is therefore important that appropriate cycle parking is available at the station. ScotRail reports that there are 16 storage spaces available for cycles (a combination of exposed Sheffield-style and covered accomodation as shown).

This number should be evaluated in association with the community to identify any demand for additional capacity as a result of An Camas Mòr. Consideration might then be given to working with the station to provide additional capacity.

There are a large number of important trip generators within Aviemore that provide a high standard of cycle parking. In the 2012 *Aviemore Active Travel Audit* undertaken for HITRANS it was reported that “*cycle parking seems to have been an afterthought, or received little thought at other key sites however, as in some instances the location or design are far from ideal.*”⁵

The An Camas Mòr TPC should work with partners to explore if improvements are / can be made, and any improvements should be shared with residents via the promotional plan and updates to residents' information for example.

Review capacity of cycling parking provision at Aviemore Rail Station; involvement in other improvements

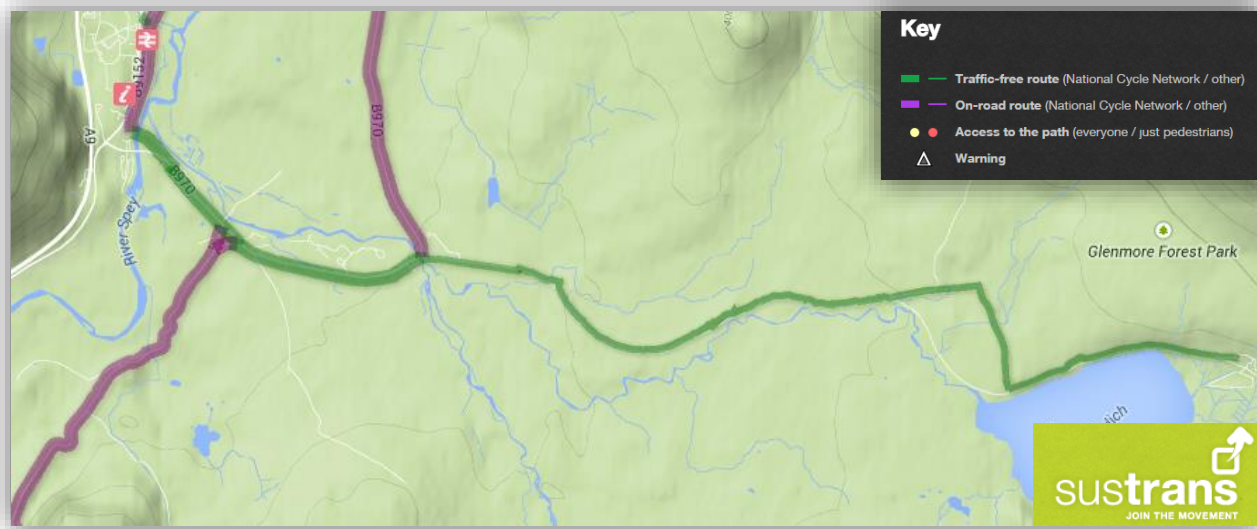
⁵ http://www.hitrans.org.uk/Documents/Aviemore_Active_Travel_Audit.pdf

As shown below, the journey from the An Camas Mòr site into Aviemore from the site entrance can be via a traffic-free route along the B970, and then following on-road National Cycle Network route through Aviemore.

Cairn Gorm will likely be a place of employment and leisure activity for people living at An Camas Mòr. This is some nine miles from the site, and therefore could be cycled occasionally or regularly. There is a traffic-free route as far as Glenmore on the journey.



The An Camas Mor Travel Plan would welcome the further development of these cycle routes in the area, expanding the destinations to which residents could cycle, so for example beyond Boat of Garten to the Ski Centre, and making any improvements to the facilities on the existing routes.



In the medium term a new foot / cycle bridge across the River Spey with a path directly linking central Aviemore is planned to be constructed. This will provide a more direct, dedicated and therefore attractive connection to Aviemore. It is essential that this route is fully connected into the community at An Camas Mòr and into central Aviemore. The link should be suitably surfaced and a well-lit shared use path to ensure that the link remains a viable journey option at all times of the year, accounting for the short daylight hours in winter and the often extreme climate of the Cairngorm region.

Accessible, safe, illuminated, direct, connected new foot/cycle way into Aviemore

Soft Measures

The soft measures are those that are implemented during the life of the Travel Plan which do not represent physical measures, such as those set out above. They broadly include initiatives and

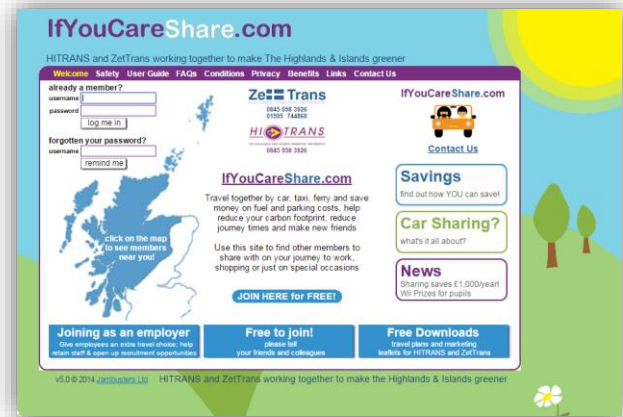
campaigns to promote a shift in mode away from the private car to other, more sustainable modes. Suitable soft measures for An Camas Mòr include:

- **Travel Plan Coordinator:** Although effectively a soft measure, the appointment of a Travel Plan Coordinator (TPC) is fundamental to the effective implementation of the scheme and is therefore important from the outset. This action will take place in advance of first occupation such that implementation of the Travel Plan can begin before travel patterns start to develop at the site. The TPC would coordinate all aspects relating to the implementation of the Travel Plan. They would also facilitate the monitoring of the Travel Plan. The TPC will, as part of their responsibilities, develop a steering group at the site with a view to the continued implementation of the Travel Plan after the conclusion of the TPC's role. At An Camas Mòr the **Countryside Ranger Service** will perform this role initially.

'Appoint' TPC prior to first occupation of the site. The responsibilities of the TPC will be clearly set out and agreed, along with finalising the timescales for the implementation of the Travel Plan

- **Travel Information:** Fundamental to delivering any modal shift away from the private car is the provision of relevant and up-to-date sustainable travel information. Sustainable travel information should be provided to residents (including bus maps, timetabling information and walk and cycle route maps) by:
 - **Display boards:** displayed in public areas.
 - **Resident's welcome packs:** The Travel Plan would take advantage of this mechanism to deliver a range of travel information to the new residents, both to inform the travel opportunities and to encourage modal shift. The TPC will ensure that they prepare resident welcome packs sufficiently in advance of occupation at the site, to ensure that residents receive such packs upon occupation. Information supplied will include bus maps / timetables and maps of key destinations within walking and cycle distance of the site, cycle parking details, as well as behavioural change details designed to encourage walking, cycling and public transport usage. Welcome packs will also contain: TPC contact details, travel information contacts and an introduction summarising the aims and objectives of the Travel Plan.
- **Personalised Travel Planning:** the Travel Plan Coordinator at the site will act as a contact point for residents looking to gain a more detailed understanding of travel opportunities. In delivering this service, the TPC would ensure that all residents are aware of the sustainable travel options to / from the site. Individual residents will be able to request assistance from the TPC in planning journeys such that most efficient and sustainable option can be selected. Assistance would be based on details about journey planning, cost/benefit considerations and availability of discounts / season tickets etc.

- **Car sharing:** car sharing could play an important role in reducing single or low occupancy car trips to / from the site. Fundamental to its success, is the process of bringing together residents who can reasonably car share. This has been shown to be most effective through the use of website-based 'journey matching' tools. The TPC would promote the option of car sharing at the development, based on the established:



www.ifyoucareshare.com, which was developed by HITRANS and ZetTrans.

- **Promotion Activity for Walking and Cycling:** the design and scale of the settlement at An Camas Mòr will be such that all destinations within the site can be accessed by foot or cycle. In addition, for many they will be able to access Aviemore also by foot or cycle, and in time with the creation of the the Aviemore Park with access to space for playing fields and other recreational activity and the construction of the footbridge over the River Spey the community will be well served and connected for pedestrians and cyclists. In the Highland Council area between one in four and one in five people over the last five years reported that their journey to work involves "active travel", so either by foot or on cycle, and this is higher than the national average of around 16%. It is anticipated that levels of walking and cycling at An Camas Mòr should better than match those for Highland as a whole recognising the likely outdoorsy nature of the community, with likely younger than average residents, and a higher proportion of affordable accommodation, meaning in turn that households are less likely to have a car or to have a second car. The more cars a household has access to the greater the likelihood of them driving to work. Thus there is great potential at An Camas Mòr to see high levels of walking and cycling and hence a healthy community. The community design embodies higher densities, so less distance to travel between places within the site, and will comprise a woodland community with streets designed to provide shelter from the wind, and with a fine grain of architecture to provide interest. There will be no long draughty streets nor bland frontages. Promotion of walking and cycling will take place by means of a broad range of measures aimed at increasing the use of walking and cycling for leisure purposes and also as a functional means of travel. Promotional activities will therefore focus on encouraging the use of walking and cycling as an alternative for short trips within the site and to neighbouring Aviemore. It will be a role for the TPC to update this information and continue the momentum of the promotion as the site evolves, and for example as the footbridge opens. Promotional activities will include:
 - Provision of information relating to pedestrian and cycle routes in the vicinity of the site. Such information will form part of the Residents Welcome Packs.

- Highlighting the benefits of walking and cycling, including health and economic benefits.
- Setting up a bike user group (BUG) that will act as a support network for cyclists and provide a point of feedback for issues related to cycling in and around the site.
- Holding regular dialogues with The Highland Council / HITRANS to identify any wider-area promotion of sustainable travel that the development could take part in.
- Encouraging walking and particularly cycling as part of multi-modal journeys over longer distances, so for example, providing information to residents on the feasibility and attractiveness of interchange at Aviemore station along with the cycle storage facilities that are available.

The TPC will be responsible for promotional activities to encourage greater walking and cycle usage in conjunction with local, regional and national promotional schemes; establish BUG; personalised travel planning; car sharing

- **Public Transport / Active Travel Incentives:** The offer of something 'free' or on special offer is often a significant incentive for people to try something new. The following travel incentives should be explored from the outset of the site:
 - In order to encourage the uptake of bus travel for residents of the An Camas Mòr development, the Developer should consider a travel subsidy on the scheduled bus service, which might allow trips between the site and Aviemore (and vice versa) free of charge for the first three or six months of residence or say a £200 bus travel voucher. This promotion could be operated by means of a Smartcard system, with cards issued to residents enabling them to travel between the site and Aviemore. The TPC would coordinate this measure with other promotional and marketing activities associated with the enhanced bus services, and information relating to subsidised bus travel at the site will form part of the Resident's Welcome Pack.
 - A cycle / outdoor voucher that could be provided for cycle or walking equipment, including for example waterproof clothing, a bag or panniers for a bike.

Travel Plan vouchers included in Welcome Pack; including for example free bus travel voucher and a voucher to spend on walking or cycling equipment.

(Included with other non-travel-related vouchers / offers that might be included in the Welcome Pack.)

- **School Travel Plan Measures:** in the early years of the site primary and secondary pupils will travel to school via bus as described earlier. If / when the footbridge is constructed (and prior to any primary school on site) primary pupils might then be considered to be

within the statutory walking distances and therefore will no longer be eligible for free home to school transport. The footbridge presents an opportunity to instil positive travel behaviours from an early age, but it is important that the necessary support is available in order to avoid parents choosing to drive around the site into Aviemore rather than walking the shorter distance via the bridge. At this time, future options to promote walking and cycling via a new bridge might include:

- **Walking bus:** the community could consider setting up a walking bus in association with the school. This 'bus' would follow the new route to the school, "picking up" children along the way. Toolkits are available for setting up walking buses.
- **Walking promotions and initiatives:** initiatives such as "Walk on Wednesday" or "Walk to School Week" have been successful at many schools across the UK and could be used to encourage participation in walking and the walking bus.
- **Cycle training:** pupils of an appropriate age (to be agreed with the school) will receive cycle training with a view to raising the profile of this mode of travel and increasing the confidence of pupils to cycle on the journey to school.

Aviemore Primary School has its own Travel Plan and Junior Road Safety Officers, and the evolution of the An Camas Mòr site should be incorporated into this with the support of the site TPC and parents from An Camas Mòr.

School Travel Plan measures for An Camas Mor incorporated into Aviemore Community Primary School Travel Plan and reviewed as the site develops and footbridge is constructed

Overview of Travel Plan Measures

The table below lists the measures that have been compiled for the An Camas Mòr Travel Plan. In this table the measures are assessed in respect to their contribution to the objectives of the Travel Plan that were presented in Section 3.

Travel Plan Measure	<i>Sustainable travel behaviours associated with the site</i>	<i>Minimise adverse environmental impacts associated with the site, both localised and global impacts</i>	<i>Improve the health and wellbeing of those living at An Camas Mòr</i>	<i>Create a cohesive community</i>
☒☒ - very adverse impact ☒ - adverse impact / - neutral ✓ - positive impact ✓✓ - very positive impact				
1. Divert bus service 31 into the site	✓✓	✓✓	✓	✓
2. Community taxi-bus to fill gaps in bus timetable (electric vehicle)	✓✓	✓✓	✓	✓

Travel Plan Measure	Sustainable travel behaviours associated with the site	Minimise adverse environmental impacts associated with the site, both localised and global impacts	Improve the health and wellbeing of those living at An Camas Mòr	Create a cohesive community
☒☒ - very adverse impact ☒ - adverse impact / - neutral ✓ - positive impact ✓✓ - very positive impact				
3. Central bus stop and shelter; RTI; hail and ride	✓	/	✓✓	✓✓
4. Enhanced capacity on primary school bus	✓	✓	/	✓
5. Single, central pick-up for school transport with cycle parking	✓	✓	✓	✓✓
6. 20mph speed limit throughout	✓✓	✓✓	✓✓	✓✓
7. Accessible crossings and footpaths; short corner radii preferred	✓	✓	✓	✓
8. Cycle parking throughout the site	✓✓	✓✓	✓	✓
9. Review cycle parking at the rail station and encourage other improvements in Aviemore	✓	✓	✓	/
10. New, accessible, safe, illuminated, direct, well-connected foot / cycleway between site and Aviemore	✓✓	✓✓	✓✓	✓
11. Appoint Travel Plan Coordinator (Countryside Ranger Service)	✓✓	✓	✓	✓✓
12. Promotional activities; BUG	✓	✓	✓	✓✓
13. Travel Plan vouchers	✓✓	✓	✓	✓
14. Work with Aviemore Community PS on evolution of their own TP	✓	✓	✓	✓✓

As is demonstrated in the framework above there is a good level of match between the Travel Plan measures that have been described above and Travel Plan objectives that were

introduced earlier. This suggests that the Travel Plan measures will do a good job of realising the Travel Plan objectives. Each measure offers a different level of fit across the Travel Plan objectives, so for example:

- **Sustainable travel behaviours associated with the site** will be particularly supported by the measures to enhance the bus services, the 20mph speed limit, comprehensive cycle parking, the new bridge and the work of the TPC, as well as the availability of incentive vouchers.
- **Minimise adverse environmental impacts associated with the site, both localised and global impacts** will be particularly furthered by the bus service diversion onto the site and the electric taxi-bus, the 20mph speed limit throughout the site, comprehensive cycle parking and the new bridge.
- **Improve the health and wellbeing of those living at An Camas Mòr** will be achieved particularly through the provision of a central bus pick-up point with for example RTI, the 20 mph speed limit throughout the site and the new bridge linking to Aviemore and the community park.
- **Create a cohesive community** will be supported through the design of the site, with a higher density built environment, through the 20mph limit through the site that will enable people to be out and about without a vehicle, through the TPC and promotional activities and through working with the Aviemore Community Primary School.

7 Marketing strategy

A marketing strategy is required for the communication and promotion of the Travel Plan to all site occupiers and users. This is a draft strategy that will require to be developed and refined as the development progresses.

Effective communication of the Travel Plan is essential for it to succeed and to receive maximum buy-in from the community.

Marketing the Travel Plan will be an ongoing objective of the TPC, with the objective of raising awareness of the aims and objectives and encouraging community 'buy-in' to the vision of a community with sustainable travel behaviours.

Marketing elements will include:

- **Social media activity:** An Camas Mòr should have its own Facebook and Twitter accounts, that members of the community will be encouraged to sign up to follow. These social media feeds can then be used for sharing information around the community, including but not limited to information about the Travel Plan, and including promotional messages. Social media can be used for networking and for promoting various Travel Plan activities, as well as a communication channel for any residents wanting any personalised travel planning advice from the TPC.
- **Travel options:** this might come in the form of a booklet included within the Resident Welcome Pack, and would need updating as and when any changes occur to travel

options. The pack might also usefully include other contents, such as a fridge magnet showing bus timetables, with the aim of having the bus timetable always readily available to the whole household rather than being stored out of sight. Other promotional measures should be considered by the TPC.

- **Notice boards:** in prominent community areas or facilities should include information about the Travel Plan.
- **E-newsletter and newsletter:** a community newsletter will be used to promote travel advice, events and news as regularly as necessary.
- **Events and awareness campaigns:** these should be organised by the TPC in the beginning and with increasing community support. Events could include a bikers' breakfast for example, and will be an opportunity to bring residents together and share more information on aspects of the Travel Plan.
- **Partnership:** the TPC and Developer will need to work in partnership with a range of people and organisations to achieve the most possible from the Travel Plan. This will include The Highland Council, HITRANS, bus service operator, ScotRail, NHS Highland, Aviemore Community Primary School and the Estate, the emerging community of An Camas Mòr amongst others.

8 Monitoring and Review

As a new site a travel survey will need to be undertaken in order to establish firm targets. It is suggested that this survey should include site user postcodes, modal split, attitudinal data and trip rates (AM & PM peaks).

Generally, a systematic approach to monitoring and reviewing the Travel Plan is required to quantify and illustrate the extent to which the objectives and targets are being achieved. A successful review process will provide the opportunity to make changes to the Travel Plan to achieve the agreed outcomes and ensure they are sustained long-term.

As per The Highland Council Guidance on the Preparation of Transport Assessments this Travel Plan contains the proposed Mode Share Targets (MSTs) (at Section 4) along with a statement of how these will be monitored once the development is complete. The requirement is for annual monitoring over a 3-year period post opening.

This Travel Plan has been developed in advance of site occupation, which is best practice. This section details initial Travel Plan monitoring arrangements based on the targets described in Section 4. As soon as residents move in the TPC should work with the residents to make sure that the Travel Plan commitments are understood and can be implemented.

The Travel Plan will require to be reviewed in light of the practical reality on the ground as the build commences, and notably as the community starts to grow.

The developer will have prime responsibility for the Travel Plan until a satisfactory outcome is achieved, which is anticipated to be a period of time after the end of the main build, which in reality will be a number of years from the outset of the development.

That said, in the long term, the success of the Travel Plan depends on ensuring that ownership for the plan rests with the residents who recognise the benefits and are aware that the plans are in their best interest.

Developing a Base Position

An accurate Baseline Modal Split should be established by means of detailed travel surveys at the site once an appropriate level of occupancy has been reached. It is important that this is carried out as soon as possible, but it is also important to ensure that the scale and range of occupants at the development is sufficient to accurately reflect the future travel patterns at the site.

The average number of occupants per household is around 2.1 in the area, and so 100 households might result in around 210 people on the site. A postal or interview questionnaire of the current population at any time during the phased development of the site might achieve a response rate of approximately 30-40%. In order to have statistical value, a minimum of 100 responses would be required. It is therefore suggested that the initial occupational baseline survey should not be conducted until approximately 120 residential units are occupied.

Survey Methodology

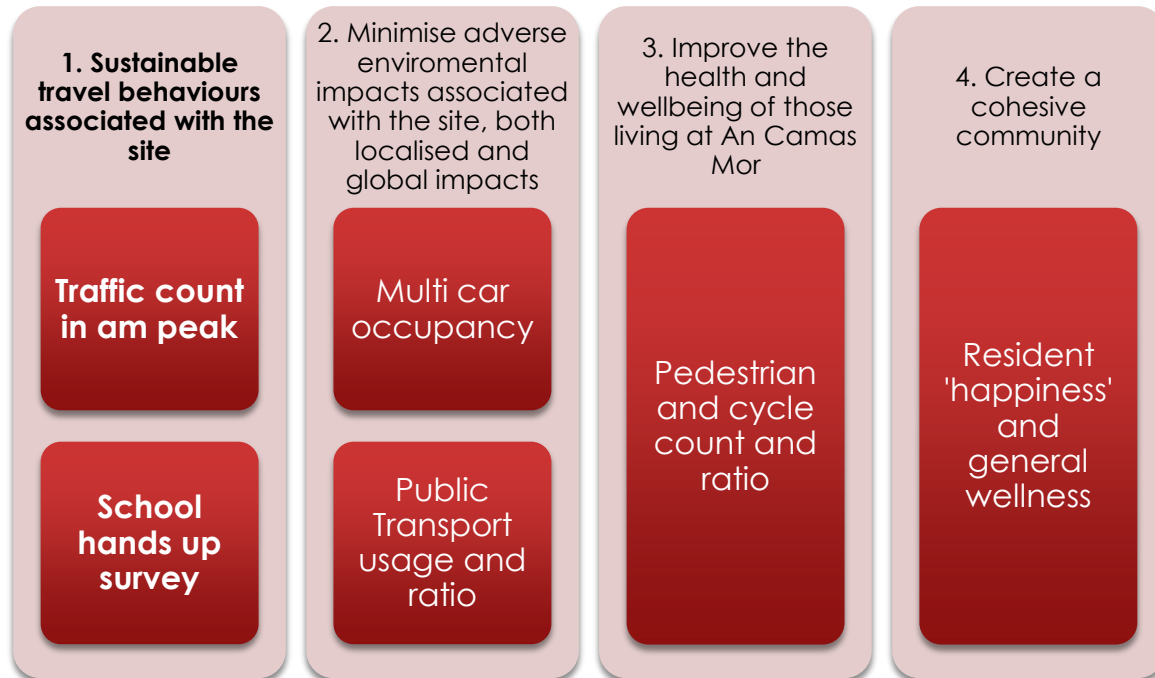
The primary aim of the survey will be to gather a sufficient level and range of information to identify the Definitive Occupational Base Position, and to inform the development of target modal shifts. The results will also be utilised to tailor the Travel Plan measures most effectively. The gathering of detailed travel-related information is most easily achieved through the use of questionnaire surveys. In order to achieve the highest response rate possible, the person overseeing the survey (the TPC) would utilise two methods of completion, as follows:

- **Postal** – questionnaires would be sent to each household for self-completion and return (2 surveys per household).
- **Doorstep** – residents are interviewed at the doorstep.

At this stage, the key information to be extracted from surveys would be the modal split for residents over the key journey purposes. It is suggested that these journey purposes should include at least the following:

- Commute (journey to work).
- Travel to school.
- Main shopping activity.
- Leisure.

In considering the objectives of the Travel Plan presented earlier, the survey would also aim to capture metrics to assess how well the site and the Travel Plan is meeting those objectives. Below the four main objectives are presented with suggested indicators.



The survey and other means would also seek to capture information from residents in respect to these indicators, so for example:

- **Traffic count in am peak:** TPC to organise traffic counts on the site access road using standard methodology for a week period each year, for example the third week of September each year.
- **School Hands Up Survey:** in association with the Sustrans Hands-up-Survey, TPC could liaise with the schools to draw out the specific data associated with pupils from An Camas Mòr.
- **Multi Car Occupancy:** at the same time as the traffic count, a car occupancy survey to be conducted to determine the ratio of cars containing only the driver to those carrying more than one person.
- **Public transport usage and ratio:** TPC to liaise with Highland Council and the bus operator to collate passenger carryings to / from An Camas Mòr. This will be used to determine trip rates from the site as the number of site occupants increases.
- **Pedestrian and cycle count and ratio:** automatic counters should be installed at key points of the site, including at the main access point and on footpaths as part of the new bridge when it is constructed.
- **Resident 'happiness' and general wellness:** this metric will be collected through the resident survey.

Modal share targets and these other indicators provide the TPC with a means to judge the performance of the Travel Plan and to adjust the mechanisms and measures accordingly. The targets are intended to be aspirational, rather than absolute, and this has been considered in developing them at this stage, as described in Section 4.

Finally, ongoing evaluation will be used as part of Travel Plan activities to assess the performance of that particular measure. For example, the TPC could develop a simple evaluation postcard that could be handed to participants in any promotional activity to record their views on that activity. All individual measure evaluations will be fed into the annual Travel Plan monitoring report.

Regular Monitoring

Monitoring of the Travel Plan is a fundamental process, it facilitates both an appraisal of the performance as well as a mechanism to inform the modification and development of the Travel Plan throughout its life.

The TPC will undertake the process of monitoring the Travel Plan. The Travel Plan will be monitored every year for the first three years after the anniversary of the Travel Plan's implementation. Annual monitoring will occur from first occupation, while full resident surveys will be undertaken biannually following the initial baseline survey described above.

An annual monitoring report will be prepared compiling and presenting all of the above monitoring information and capturing any contextual comparators, such as the modal share data for the Aviemore and Granton-on-Spey areas when this is available from national sources.

The results from each of the monitoring reports will be considered in the context of the proposed targets and used to define new targets and means to vary the measures contained within the Travel Plan to better achieve these.

9 Implementation and Review

This section of the document is provided as a guide to the implementation of the Travel Plan. It highlights those areas of the Travel Plan that require update and revision.

Prior to first occupation, the Developer of the site will implement the Travel Plan set out here with the first action being appointment of the Travel Plan Coordinator. It is important that the fundamentals of the Travel Plan are in place from the first occupation, as many travel habits are established in the early stages.

Following completion and occupation of the **first 120 dwellings**, a baseline survey will be conducted. Following completion of the surveys, the data should be analysed by the TPC and the data used to update the Baseline Modal Split detailed in Section 4.

During the first year the TPC will continue to implement the Travel Plan as new residents occupy the site. The TPC will also undertake a continual process of informal monitoring and maintenance of the Travel Plan and the details of the measures as described above.

An annual meeting should be held between TPC, the developer and the Highland Council to review the progress of the Travel Plan over the year and to look forward to the following year.

A follow up household survey will be undertaken **two years following the baseline survey** and using the same methodology. In the event that target modal shares are not entirely achieved, the TPC will revisit the measures applied over the period and look for means to improve their performance or look for additional measures that can be introduced. The results of the survey will give a detailed indication of which modes have fared better and therefore it will be clear where focus should be placed.

Where the target modal share is achieved or exceeded, this should not be seen as completion of the Travel Plan. The TPC will look to improve on the objective further and the results of the survey will be used as guidance as to which types of measures have been most successful.

Through **years three to five** the process of monitoring and review will continue as defined above, with formal monitoring continuing to take place on the 4th and 5th anniversaries of the Travel Plan.

At this stage there will be a review in order that the future implementation of the Travel Plan can be shaped to reflect the continued development of the site. During this period, the TPC will work with the Steering Group to ensure community involvement and direction in the Travel Plan.

Steering Group

The TPC will work from the outset to develop a Steering Group at the development which will assist in the implementation of the Travel Plan. Members of this Steering Group, which will include residents of the development and the Developer and stakeholders such as transport providers, will assist in promoting the Travel Plan measures, especially with regards to Travel Plan promotional events in the early years of the Travel Plan.

The Steering Group will also be developed with a view to handing over ownership of the Travel Plan from the TPC. The Steering Group will be dedicated to continuing the sustainable travel culture at the development.