Travel Plan

Reaseheath College, Nantwich

Prepared for: Reaseheath College

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1.0 INTRODUCTION

Overview

1.1 This Travel Plan has been prepared by SCP on behalf of Reaseheath College and forms an essential part of the College’s on-going commitment to promoting sustainable travel to and from its campus.

1.2 The College is the leading specialist land-based College in the UK offering courses in Agriculture, Countryside, Adventure Sports, Business & IT, Engineering, Construction, Horticulture, Floristry, Greenkeeping & Sports Turf, Food Technology, Animal Management, Equine, Foundation Studies and Work Based Learning.

1.3 Over recent years the College has seen significant investment which has resulted in an increase in student numbers, courses on offer and facilities provided. In particular, since 2009 a number of new buildings have opened such as a learning resource centre, state-of-the-art IT centre, animal management teaching centre, purpose built construction trades workshop, new halls of residence amongst others.

1.4 More recently, the College has constructed a new National Centre for Food Futures and Environments, referred to as project Robin, and a new Centre for Students with Learning Difficulties and Disabilities and replacement Horticulture, Arboriculture and Countryside buildings, referred to as projects Wren and Chaffinch. In addition, the College has recently carried out a refurbishment project of the central labs, referred to as project Brambling, which provides a learning Hub for students.

1.5 As part of the planning permission for the new Centre for Students with Learning Difficulties and Disabilities and replacement Horticulture, Arboriculture and Countryside buildings, Cheshire East Council (CEC) attached a ‘prior to occupation’ condition which states:-

‘Condition 16 – The applicant shall prepare and submit a Travel Plan for the development hereby approved which shall satisfactorily address future car parking needs of the site. This Plan shall be submitted to the Local Planning Authority for approval in writing before the building is first occupied, together with a timetable for its monitoring and implementation. The Travel Plan shall be implemented in accordance with the approved timetable.’
‘Reason – To encourage the use of means of transport other than the private car and reduce single person car trips in the interests of supporting sustainable transport policies. In accordance with Policy BE.3 (Access and Parking) and advice advocated within the National Planning Policy Framework’.

1.6 The College currently operates a Travel Plan, which is updated on an annual basis, and was submitted to CEC in order to discharge the above condition. This report forms an update of the College’s Travel Plan which covers the 2015 / 2016 academic year. In addition, the Travel Plan has been expanded to cover the educational elements of the proposed Local Development Order, which seeks to create a Food and Farming Enterprise Zone (FEZ) at the College. Further details on the LDO are provided later in this Travel Plan.

1.7 It should be noted, the College does not simply view this Travel Plan as an administrative exercise but views it of prime importance in promoting sustainable travel to and from the College. The sustainable access of students, staff, visitors and service providers to and from the College is, and will continue to be, a permanent element of the College’s management. The Travel Plan is owned by the College’s Board of Governors and will be revisited regularly as the LDO progresses and circumstances change.

Benefits and Aims of the Travel Plan

1.8 There are a number of challenges that travel plans can positively contribute towards meeting. For example, a high number of junctions on the A51 and around the local network suffer from peak hour congestion which is only likely to get worse as a result of background traffic growth and large developments in the local area. Travel plans can help to minimise the potential increase in traffic resulting from existing developments.

1.9 Climate change is also becoming an increasingly important aspect of planning policy and the need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce use of private transport and assist in meeting stringent targets.

1.10 In addition, there is a need to promote more healthy lifestyles and travel plans can help through increased walking and cycling. This will be done through the implementation of healthy lifestyle policies and initiatives for staff and students.

1.11 The travel plan seeks to establish clear outcomes to be achieved in relation to access and sets out all the measures to be implemented in detail, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review.
1.12 The development of this travel plan has been prepared based on the following overarching aims:

- To encourage staff and students to adopt the use of more sustainable modes of transport to and from the College wherever possible;
- To provide measures both physical and educational to encourage reduced use of cars and motorcycles; and
- To make travel to Reaseheath College healthier, safer and more environmentally sustainable.
2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. The plan continues for the life of the development, requiring commitment from College to carry out action and regularly monitor outcomes.

2.2 Travel plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, travel plans should be evaluated against three tests, set out as the acronym CAT. These tests are to ensure that the travel plan:

- **Covers all key elements**
  - Does the travel plan document contain all the key elements that are expected to be included in a travel plan, with appropriate content in each case?

- **Addresses site specific issues**
  - Does the travel plan address all the issues identified in the transport assessment and respond to the specific barriers and opportunities that are presented by the site?

- **Tips the balance in favour of sustainable transport**
  - Does the travel plan contain measures that can be expected to make a real difference – i.e. does it make access to the site by sustainable transport more attractive when compared to access by car, in terms of cost, journey times and convenience?

2.3 The first test can be assessed on the basis of a checklist approach while the other two tests rely on a judgement about the individual travel plan that needs to be made, particularly in the light of the local context.

**Travel Plan Benefits**

2.4 Travel plans can result in a variety of benefits to both the students and staff at the College as well as the wider community, and can address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for those with mobility difficulties;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
Reduce road danger and protecting vulnerable road users;
Improve local air quality, while reducing noise pollution;
Improve staff morale; and,
Improve access for staff, to aid staff recruitment and retention.

2.5 A travel plan should provide benefits to all parties, in this case the College and the local authority, which can help in gaining widespread commitment to implementation and continuing operation.

Policy Context

2.6 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

2.7 The key policy document for travel plans was published by the Department for Transport in April 2009 entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”. This document updates previous guidance published in 2002 following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.

2.8 These guidelines offer further impetus to the use of travel plans as a means of promoting sustainable transport. They offer assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term.

2.9 “Guidance on Transport Assessment” provides an important framework for securing travel plans, identifying them as the principal output of the assessment process. The hierarchy set out in this document puts sustainable modes at the top with road improvements as mitigation measures last.

2.10 The recently published National Planning Policy Framework (March 2012) states that plans should exploit opportunities for the use of sustainable transport modes and that development should be located to give priority to pedestrian and cycle movements and have access to high quality public transport facilities. A key tool to facilitate this will be a travel plan.
3.0 SITE AUDIT

Existing Site

3.1 Reaseheath College is situated within a five-hundred acre agricultural holding adjacent to the A51 and is located approximately 2.5km from Nantwich and 8km from Crewe. The surrounding land use is predominantly agricultural although a residential and commercial area is located just to the south east of the site. The main site is bounded by the B5074 Worleston Road to the east, the A51 and sports fields to the south, Wettenhall Road and agricultural fields to the west, and agricultural fields to the north. The location of the College is highlighted below.

Site Location

Contains Ordnance Survey Data © Crown Copyright and Database Right 2013

3.2 The College provides full-time programmes for both further education and higher education students in a vast range of subjects. These include Agriculture, Countryside, Adventure Sports, Business & IT, Engineering, Construction, Horticulture, Floristry, Greenkeeping & Sports Turf, Food, Animal Care, Equine, Foundation Studies, Family Learning and Work Based Learning. The College also caters for adult learners and provides a wide range of full and part-time courses.
3.3 The College encompasses a number of educational buildings, sports fields, halls of residence, a farm, car parks, a garden centre, dining and social areas with the campus extending over a large area and occupying several sites.

3.4 At the time of preparing this report the College has 4859 students enrolled on its various courses. However, this comprises further and higher education full and part time students, higher education students using the College facilities from Chester Schools, apprenticeships and workplace learners. The number of students enrolled is not therefore the number of students that are on campus on a day-to-day basis, which is in the region of 3,500. The College also employees 600 staff which includes permanent, fixed term, full and part time workers.

3.5 Due to the nature of the educational facilities, students and staff arrive and depart across the whole day. A full-time student may only be timetabled to attend the college between 15-18 hours per week.

3.6 Access and egress to the main College site is provided from several points with the main College access being located on the B5074 Worleston Road. In contrast to the main College access, the main College reception area is accessed from the A51 while a further two points on Wettenhall Road provide access to a number of smaller college buildings in the western part of the site. All four access points are simple priority controlled junctions.

Development Proposals

3.7 As detailed earlier, over recent years the College has seen significant investment which has resulted in an increase in student numbers, courses on offer and facilities provided. In particular, since 2009 a number of new buildings have opened such as a learning resource centre, state-of-the-art IT centre, animal management teaching centre, purpose built construction trades workshop, new halls of residence amongst others.

3.8 More recently, the College has constructed a new National Centre for Food Futures and Environments, referred to as project Robin, and a new Centre for Students with Learning Difficulties and Disabilities and replacement Horticulture, Arboriculture and Countryside buildings, referred to as projects Wren and Chaffinch. In addition, the College has recently carried out a refurbishment project of the central labs, referred to as project Brambling, which provides a learning Hub for students. This TP covers all of these recent projects along with the wider existing operations at the College.
3.9 There are current proposals to create a Food and Farming Enterprise Zone at the College which involves a number of development projects which are proposed to be progressed under a LDO. The projects to be progressed under the LDO are shown on the plan presented in Appendix A and summarised as follows:-

1. Teaching & Workspace – up to 2,500 sq. m of floorspace falling within Class D1 (education and training) for specialist engineering workshop/teaching facilities. The forecast increase in student numbers (excluding apprentices and adult based learners) associated with this project is estimated to be 279 with 8 additional staff being required;

2. Centre Point Extension – up to 600 sq. m of floorspace falling within Class D1 (education and training) and comprising an extension to the College’s Higher Education Centre and forming a multi-purpose employer hub to encourage engagement with employers. This project is not anticipated to result in any significant changes to staff/student numbers, traffic flows or parking demand and is therefore considered to have limited transport implications;

3. Sport Science & Performance Academy – up to 1,850 sq. m of floorpace falling with Class D1 (education and training). The academy will provide year-round sports facilities including sports science and performance labs. Outline Planning Permission was secured by the College on this site on 17th March 2014 (LPA Ref: 13/5091/N) for a new Sports Hall and pitches. However, given that this project proposes now includes sports science and performance labs under Class D1, as a robust assessment, the increase in floor space has been assessed as additional teaching space;

4. Extension to teaching space – up to 450 sq. m of floorspace falling within Class D1 (education and training) providing new teaching accommodation for vet nursing, small animal and equine students. Includes provision to relocate the kennels on the site. The extension will result in the loss of approximately 25 spaces from the existing car park. The forecast increase in student numbers (excluding apprentices and adult based learners) associated with this project is 200 with 8 additional staff being required;

5. Extension to Engineering Shed – up to 200 sq. m of floorspace falling with Class D1 (education and training). The extension will include an enclosure to outside storage area as an extension to existing workshops adjacent. This element of the LDO is extremely small scale and will not result in a material increase in staff/student numbers and will therefore have limited transport implications; and
6. Employment Hub / Incubator Space – providing up to 5,800 sq. m of new commercial floorspace falling with Classes B1, B2 and B8 together with a new access road from the A51 to the north and other site infrastructure. For the purpose of this TA and in order to provide a worst case assessment, it has been assumed that all of the floor space will occupied by B1 office use. Given the constraints with access to this site, as detailed later, this element of the LDO will only come forward once the A51 has been realigned as part of the NW Nantwich Urban extension.

3.10 Whilst not covered in the LDO application, the College is also proposing new Halls of Residence located in the centre of the campus, which will provide accommodation for 200 to 300 students. In addition, the College has also undertaken. Given the nature of this use it is not anticipated to result in a material in an increase in traffic to and from the campus on a daily basis and, conversely, has the potential to reduce daily commutes to the College due to an increased availability of accommodation on the Campus.

**Access by Non Car Modes**

**Walking**

3.11 Walking is considered to be a realistic and healthy option to replace short trips by car up to 2km in length. Further guidance is contained in the IHT document ‘guidelines for journeys on foot’ which states that the preferred maximum walking distance for commuters is 2km.

3.12 Based on this threshold, the DfT recommended Accession software has been used to establish the area that can be reached in a 2km walk distance for the site, following existing highway and footpath routes. The Accession output plan is shown below.
3.13 The above demonstrates that the College is within acceptable walking distance of the residential areas located to the north of Nantwich. However, it is accepted by the College that given its location within a predominantly agricultural green space setting and the College’s catchment area, only a small number of staff and students currently walk to and from the College.

3.14 Notwithstanding this, pedestrian facilities around the site are generally good with well surfaced and lit footways along the A51 in the vicinity of the site. A controlled pedestrian crossing is provided in the vicinity of the site access on the A51 which provides safe crossing point for students and staff walking into Nantwich to access facilities such as the bus and railway stations.
3.15 Within the campus there is a network of footpaths connecting the various College buildings. These take the form of formal footways adjacent to the main access roads, marked footways on the lightly trafficked roads around the campus and other traffic free routes. Dropped kerbs and tactile pavings are provided at key junction locations with level or ramped access provided into all college buildings to assist the mobility / visually impaired.

3.16 Pedestrians are directed to the various buildings within the site through the use of ‘finger signs’ which encourage pedestrians along the most direct and safest route. An example of the signs and standard of the routes are provided on the photographs below:-

3.17 Reaseheath College also provides Halls of Residence within the main College campus, approximately 785 beds. These are ideally located to encourage students to walk to their areas of study and therefore reduce daily travel demands by other modes of transport on the surrounding highway network. Reaseheath College also has 11 staff living on-site in various houses around the Campus plus wardens for the Halls of Residence.

**Cycling**

3.18 There are a high number of cycle stands located adjacent to the main car park entrance, Halls of Residence and other locations around the campus. These cycle stands are covers and well located in areas of high movement ensure maximum levels of natural surveillance. Examples of the cycle parking are provided below.
3.19 Within the College campus the cycle route consists of a mixture of on and off road cycle lanes while alongside the A51, combined cycle/footways are provided. The majority of roads within the College grounds are lightly trafficked and as such provide a safe route for cyclists.

3.20 National Route 551 can be accessed from the College accesses on both Wettenhall Road and the A51 and provides a link to Winsford in the north and Nantwich Town Centre in the south.

3.21 Other cycle routes that are located further afield from the college include Local Route 451 which runs east to west along the northern edge of Nantwich town centre to the south of the college site between Wrenbury and Sandbach, and Sustrans ‘Connect2 Core Route’ which runs between Nantwich and Crewe to the south and east of the college.

3.22 Technical guidance states that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport. Based on this threshold, Accession software has been used to establish the area that can be reached within 5km cycle distance, which is shown below.
Figure 3.2 - 5km Cycle Distance

3.23 As the plan shows, the whole of Nantwich is accessible by bicycle. This mode of transport could be used by students travelling to the College and occasionally by staff, dependent on their work schedule.

**Public Transport**

3.24 An extensive network of coach contracts are operated and funded by the College. This provides heavily subsidised travel arrangement for students from all areas of Cheshire and the adjacent areas of Wirral, Stoke-on-Trent & Newcastle, Leek & Uttoxeter, Whitchurch, Market Drayton, Shrewsbury and Warrington. The College also operates a free service bus to and from Crewe Railway Station on a daily basis to encourage the use of the rail network and a shuttle bus operates from Nantwich bus station. It should be noted that staff working for the College are not permitted to use these bus services.
3.25 A number of buses are contracted out and operate for the whole academic year dropping off approximately 1,200 students in the morning between 08:30 and 09:00 while picking up the students again at 17:00. These services, which are heavily subsidised, provide travel from the following areas:

- Crewe – 2 services
- Chester – 1 service
- Staffordshire – 5 services
- Shropshire – 2 services
- Ellesmere, Oswestry and Wrexham – 1 service
- Warrington – 1 service
- Wirral – 4 services
- Stockport, Cheadle Hulme and Wilmslow – 1 service
- Knutsford, Northwich and Middlewich – 1 service
- Congleton and Macclesfield – 2

3.26 For students in Higher Education, a ‘Spare Seat Place’ is in operation for over 19’s wanting to utilise the bus services to the site. A significant amount of information on public transport is currently provided on the College’s website with dedicated transport coordinators at the College providing advice to students and staff.

3.27 The College plans to increase its transport budget year on year and as the College grows, to extend these subsidised bus services to encourage the use of more efficient and environmentally sustainable means of transport.

3.28 An additional commercial bus route serves Reaseheath College to Nantwich town centre which is the number 52(A). A summary of the 52(A) bus route and the subsidised bus services paid by the College is provided below:

**Table 5.1 - Bus Routes and Frequencies**

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<th>Number</th>
<th>Route Description</th>
<th>Maximum Frequency Monday to Friday</th>
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<tr>
<td>52A</td>
<td>Nantwich – Manor Road – Reaseheath College</td>
<td>1 service AM starts 08:45 1 service PM terminates 16:59</td>
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<tr>
<td></td>
<td>Crewe</td>
<td></td>
</tr>
<tr>
<td>740</td>
<td>Leighton Hospital – Shavington – Nantwich – College</td>
<td>1 service AM starts 07:46 1 service PM terminates at 17:59</td>
</tr>
<tr>
<td>Number</td>
<td>Route Description</td>
<td>Maximum Frequency Monday to Friday</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>741</td>
<td>Crewe Railway Station – Wistaston – College</td>
<td>1 service AM starts 08:23 1 service PM terminates at 17:22</td>
</tr>
</tbody>
</table>

**Shropshire**

| Coach A | Shrewsbury – Whitchurch – College | 1 service AM 07:30 1 service PM terminates at 18:15 |
| Coach B | Newport – Telford – Audlem – College | 1 service AM starts 06:55 1 service PM terminates at 18:30 |

**Ellesmere, Oswestry and Wrexham**

| | Ellesmere – Oswestry – Wrexham – College | 1 service AM starts 07:00 1 service PM terminates at 18:40 |

**Stockport, Cheadle Hulme and Wilmslow**

| | Stockport – Cheadle – Wilmslow - College | 1 service AM starts 07:00 1 service PM terminates at 18:30 |

**Warrington**

| | Warrington – Thelwall – Lymm Cross – College | 1 service AM starts 07:05 1 service PM terminates at 18:55 |

**Wirral**

| Coach A | Liscard – College | 1 service AM starts 07:20 1 service PM terminates at 18:20 |
| Coach B | Port Sunlight – Helsby – Frodsham – Cuddington – College | 1 service AM starts 07:20 1 service PM terminates at 18:17 |
| Coach C | Ellesmere Port – Capenhurst – Stamford Bridge – Clotton – College | 1 service AM starts 07:22 1 service PM terminates at 18:15 |
| Coach D | Upton – Arrowe Park Junction – College | 1 service AM starts 07:30 1 service PM terminates at 18:15 |

**Knutsford, Northwich and Middlewich**

| Coach A | Mobberley – Knutsford – Northwich – Middlewich – College | 1 service AM starts 07:00 1 service PM terminates at 18:35 |

**Congleton and Macclesfield**

| | Congleton – Sandbach – College | 1 service AM starts 07:10 1 service PM terminates at 18:30 |
| | Macclesfield – Chelford – College | 1 service AM starts 06:40 1 service PM terminates at 19:02 |

**Staffordshire**

| Coach A | Newcastle-Under-Lyme – College | 1 service AM starts 07:50 1 service PM terminates at 17:45 |
| Coach B | Leek – Endon – Sandyford – College | 1 service AM starts 07:00 1 service PM terminates at 18:40 |
3.29 The nearest railway station to the site is Nantwich station, located to the south of Reaseheath College, within Nantwich town centre. This station is approximately 2.5km from the main College campus, closer to the employment hub / incubator space element of the LDO. This station provides services to Crewe, Shrewsbury and Manchester every 2 hours throughout the day, 7 days per week. Travelling from Manchester to Nantwich is approximately 60 minutes by train, whilst travel from Shrewsbury and Crewe is a 40 minute and 10 minute journey time, respectively.

3.30 As stated earlier, the College operates a free shuttle bus to and from Crewe Railway Station on a daily basis to encourage the use of the rail network. Any student travelling to Reaseheath College via train are eligible for a free bus pass for use on this shuttle bus.

3.31 The above analysis demonstrates that the College places significant importance on travel by public transport and provides substantial investment in this form of travel which has resulted in the College being highly accessible by public transport from a number of key settlements around the northwest.
4.0 TRAVEL PLAN MANAGEMENT

4.1 This travel plan forms the working document, setting out the details of the measures and initiatives within an action plan, including timescales for implementation.

Travel Plan Co-ordinator

4.2 Implementation and long term management of the travel plan will be achieved through the appointment of a travel plan coordinator (TPC). A suitable person or organisation will always be appointed to provide a key role in delivering a successful travel plan. Details of the Colleges current TPC can be obtained from Student Services.

4.3 The TPC will act as the main contact for the travel plan with outside organisations, including the local authority, and will be responsible for implementation of hard measures and overseeing the marketing of the travel plan and annual monitoring. The TPC will also be responsible for the day to day operation of the travel plan and responsible for implementing soft measures, carrying out marketing of the travel plan and distribution/collation of travel surveys at each monitoring stage.

4.4 Should the appointed TPC change during the life of the travel plan, the local authority will be informed of the details of the replacement TPC at the earliest opportunity.

4.5 The Travel Plan will be monitored and updated annually, in accordance with the following broad timescales;

*4 weeks prior to the start of the academic year*

- Obtain up-to-date public transport timetables and literature;
- Review walking and cycling routes within the site; and
- Prepare welcome packs for all new students.

*By the end of the first term*

- Distribute travel plan survey to all staff/students or put link on intranet;
- Collect travel plan surveys and analyse results;
- Commission car park occupancy surveys in accordance with the specification detailed later in this Travel Plan; and
- Prepare an updated monitoring report comparing travel mode split to previous year's results.
By the end of the third term / annually

- Undertake travel plan audit and modify the plan where appropriate; and
- Update travel plan targets and issue updated Travel Plan report to all staff and Cheshire East Council.

Funding

4.6 The Travel Plan will be incorporated into the Colleges Estates Development Strategy and as such, funding for the Travel Plan measures and monitoring exercises will come from the Estates Department budget.

4.7 An annual budget will be set for the day-to-day operation of the travel plan, including monitoring and reviewing. In addition, a separate budget will provide funding for specific measures to be implemented, which will be allocated at the time of the annual review. This funding stream will allow the travel plan to operate in perpetuity.
5.0 TRAVEL PLAN TARGETS & INDICATORS

5.1 The setting of targets is essential to ensure that the objectives of the travel plan are met. Targets should therefore be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Targets will be measurable through the use of indicators, which represent the results of monitoring. Indicators may also be used to highlight the progress of the travel plan without necessarily having a linked target.

5.2 The two types of target are **Aims**, which consider modal share and **Actions** which are non-quantifiable and represent milestones.

**Aims – Modal Share Targets**

5.3 Travel surveys have been carried out since the start of the 2016 September term. Questionnaires were prepared for both staff and students, copies of which are contained in **Appendix B**. A total of 238 student surveys and 163 staff surveys were completed.

5.4 The surveys have provided a breakdown of existing travel modes used to access the college together with comments and recommendations from those who completed the survey. The existing modal share is indicated in **Tables 5.1** and **5.2** for students and staff respectively.

**Table 5.1 – Student Mode Split Survey Results**

<table>
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<th>Mode of Transport</th>
<th>2016 Number of Students by Mode</th>
<th>2016 Percentage Mode Split</th>
<th>Previous 2013 Survey Results for Comparison</th>
<th>Previous 2008 Survey Results for Comparison</th>
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<tr>
<td>Contract Coaches</td>
<td>103</td>
<td>43%</td>
<td>65%</td>
<td>56.3%</td>
</tr>
<tr>
<td>Car – Single Occupancy</td>
<td>80</td>
<td>34%</td>
<td>9%</td>
<td>38.7%</td>
</tr>
<tr>
<td>Car Share</td>
<td>33</td>
<td>14%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Cycle</td>
<td>1</td>
<td>0.4%</td>
<td>2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Walk</td>
<td>5</td>
<td>2.1%</td>
<td>2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>m/c</td>
<td>4</td>
<td>1.7%</td>
<td>4%</td>
<td>-</td>
</tr>
<tr>
<td>Other incl taxi</td>
<td>12</td>
<td>5%</td>
<td>4%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Resident on site</td>
<td>-</td>
<td>-</td>
<td>4%</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>238</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Table 5.2 – Staff Mode Split Survey Results

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>2016 Number of Students by Mode</th>
<th>2016 Percentage Mode Split</th>
<th>Previous 2013 Survey Results for Comparison</th>
<th>Previous 2008 Survey Results for Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Coaches</td>
<td>0</td>
<td>-</td>
<td>&lt;1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Car – Single Occupancy</td>
<td>134</td>
<td>83%</td>
<td>82%</td>
<td>87.8%</td>
</tr>
<tr>
<td>Car Share</td>
<td>17</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Cycle</td>
<td>4</td>
<td>2.5%</td>
<td>3%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Walk</td>
<td>6</td>
<td>3.7%</td>
<td>3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>m/c</td>
<td>1</td>
<td>0.6%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Other incl taxi</td>
<td>0</td>
<td>-</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>Resident on site</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>162</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

5.5 A summary of the results is also contained within Appendix C. The results indicate that a higher proportion of students are using the private car as a mode of travel to the College, when compared to the 2013 surveys, with an associated reduction in the use of contract coaches. There is a slight increase in the number of students who car share. There is no significant change in the number of students who walk and/or cycle to the college.

5.6 The single occupancy car and contract coaches mode split percentages for students vary significantly between the survey years. It is considered that limited weight should be given to the comparison of these mode splits between the various years, given the relatively low number of students who have completed the survey, when compared to the total number enrolled within the College. The College acknowledges the importance of these surveys and has committed to making every effort to increase the number of students participating in future surveys through a more active marketing strategy and use of potential incentives for students.

5.7 The staff results show that there is no significant change in any of the travel modes, indicating that there needs to be an active approach in promoting the more sustainable modes.

5.8 In order to inform modal split targets, an in depth review of the survey responses and the ‘additional comments’ section have been examined to obtain a more detailed understanding of the existing concerns and what measures could be put into place to enable a higher number of staff and students to travel to the college by more sustainable modes.
5.9 From the completed student surveys the additional comments can be summarised as:-

- Lack of suitable cycle parking space;
- Lack of CCTV on car parks;
- Punctuality of college buses;
- Capacity of college buses;
- Sense of security on college buses; and
- Timetable of college bus services not compliant with course timetables.

5.10 The main concerns raised by staff included:

- Lack of suitable cycle parking space;
- Lack of secure and covered cycle storage;
- Many staff have indicated an interest in car sharing but consider current working hours a deterrent to finding appropriate sharing partners;
- No bus link to the college for staff;

5.11 The above concerns are further considered in Section 6 of this Travel Plan where measures are proposed to mitigate staff and student travel concerns, with the overall aim of bringing a change to existing travel behaviour and allow for more sustainable travel to and from the college.

5.12 Using the existing mode split and taking into account the opportunities from the analysis of the surveys, mode split targets for students and staff have been set for a five year period and are summarised in Table 5.3 below.
Table 5.3 – 2021/2022 Modal Split Targets

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Coaches</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Car – Single Occupancy</td>
<td>80%</td>
<td>25%</td>
</tr>
<tr>
<td>Car Share</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Cycle</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Walk</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>m/c</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other incl taxi</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

5.13 The targets are considered to be realistic based on the survey outputs and take into account the semi-rural location of the College and existing transport infrastructure. The following Chapter sets out the measures the College currently have in place and are currently considering to help encourage travel by sustainable modes and meet the above targets.

**Aims – Car Parking**

5.14 Whilst the overall aim of this Travel Plan is to promote travel by sustainable modes, it is acknowledged that there will always be a need for certain students, staff and visitors to travel to the College by car, such as the mobility impaired or those individuals who have no genuine travel alternative. The College is therefore committed to ensuring that these individuals have somewhere to park and that the level of available parking on campus stays within reasonable operational levels. The College therefore seeking to provide a balance between not providing too much parking so as to encourage travel by private car, whilst at the same time ensuring that sufficient parking is provided for those who need it so that no overspill parking occurs on the local highway network.

5.15 Car parking is currently provided at a number of locations around the main College campus, as shown on the plan presented in Appendix D. In order to determine the existing number of parking spaces on the site and associated demand, a car parking survey was undertaken on Monday 7th December 2015. The survey covered all of the parking areas and was undertaken between 08:00 and 18:00 on a typical College day, at 30 minute beats.
5.16 The results of the survey are presented in Appendix D and identified that there are currently 732 formally marked spaces within the College, 30 of which are dedicated for disabled use. However, the total car parking capacity at the College is higher than this as there are a number of unmarked parking areas around the College which, when included, provides a total capacity on the campus of approximately 874 spaces.

5.17 The parking accumulation survey is summarised in Table 5.4 below:

<table>
<thead>
<tr>
<th>Surveyed Time Period</th>
<th>Number of Cars</th>
<th>Percentage Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>302</td>
<td>36%</td>
</tr>
<tr>
<td>08:30</td>
<td>506</td>
<td>60%</td>
</tr>
<tr>
<td>09:00</td>
<td>681</td>
<td>81%</td>
</tr>
<tr>
<td>09:30</td>
<td>724</td>
<td>86%</td>
</tr>
<tr>
<td>10:00</td>
<td>718</td>
<td>85%</td>
</tr>
<tr>
<td>10:30</td>
<td>734</td>
<td>87%</td>
</tr>
<tr>
<td>11:00</td>
<td>725</td>
<td>86%</td>
</tr>
<tr>
<td>11:30</td>
<td>716</td>
<td>85%</td>
</tr>
<tr>
<td>12:00</td>
<td>708</td>
<td>84%</td>
</tr>
<tr>
<td>12:30</td>
<td>688</td>
<td>82%</td>
</tr>
<tr>
<td>13:00</td>
<td>697</td>
<td>83%</td>
</tr>
<tr>
<td>13:30</td>
<td>681</td>
<td>81%</td>
</tr>
<tr>
<td>14:00</td>
<td>686</td>
<td>81%</td>
</tr>
<tr>
<td>14:30</td>
<td>647</td>
<td>77%</td>
</tr>
<tr>
<td>15:00</td>
<td>624</td>
<td>74%</td>
</tr>
<tr>
<td>15:30</td>
<td>612</td>
<td>73%</td>
</tr>
<tr>
<td>16:00</td>
<td>600</td>
<td>71%</td>
</tr>
<tr>
<td>16:30</td>
<td>468</td>
<td>55%</td>
</tr>
<tr>
<td>17:00</td>
<td>356</td>
<td>42%</td>
</tr>
<tr>
<td>17:30</td>
<td>335</td>
<td>40%</td>
</tr>
</tbody>
</table>

5.18 The above demonstrates that the peak car parking demand occurs during the 10:00 to 11:00 period. The results of the survey presented in Appendix D show that whilst a number of parking locations within the College do operate at or close to capacity, during the peak parking period a maximum of 734 spaces (87%) were occupied, indicating that there is still spare parking capacity for approximately 110 spaces on the campus.
5.19 It should also be noted that in order to better manage parking on the site, the College encourages staff to park in Equestrian Centre car park on the southern side of the A51 which, although unmarked, provides space for approximately 125 cars. This car park was excluded from the main accumulation survey and above analysis but regular counts were undertaken throughout day of the main survey which demonstrated that the maximum demand at this location occurred at around 11:00, where 35 cars were recorded.

5.20 CEC’s parking standards are set out in their emerging local plan and for Higher and Further Education uses is set at 1 space per 2 staff and 1 space per 15 students. Applying these standards to the educational elements of the LDO equates to a requirement of 40 spaces. In addition, Site 4 of the LDO will be constructed on an existing parking area and will result in the loss of approximately 25 spaces.

5.21 Whilst the car parking surveys demonstrate that there are parking areas on campus that are operating at capacity during peak periods, there is still significant spare capacity around the main campus (110 spaces) and at the Equine Centre (approx. 125 spaces) to accommodate this demand. No additional parking areas are therefore proposed for the educational elements of the LDO, with it being anticipated that any additional parking demand will be accommodated within the existing campus.

5.22 The parking on campus will however be better managed through the introduction of a car park management plan which will include for better signage and the formal marking of existing areas of hard standing, such as that of the Equine Centre. This car park management plan will be incorporated into the future updates of the Travel Plan. The car park management plan will be prepared and submitted to CEC for approval prior to commencement of the Agri-Tech and Animal / Science Centre elements of the LDO.
6.0 TRAVEL PLAN MEASURES

6.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. The travel surveys and consultation undertaken with staff and students is therefore key to achieving support from those who the measures are targeted at and avoids measures that may prove difficult to implement and those which may be unpopular.

6.2 The additional comments received during the travel survey has allowed for specific measures to be identified taking into account staff and student needs and commitments outside of the Reaseheath campus.

6.3 There are a number of measures which are already provided by the College, which are summarised in below.

- Subsidised public transport travel for students;
- A free shuttle bus to Crewe Railway Station;
- Car sharing website [http://www.liftshare.com](http://www.liftshare.com);
- Travel information on the College’s website, including bus timetables etc.
- Dedicated transport coordinators employed by the college to provide students with information on travel;
- A cycle to work scheme for staff which provides college-funded financial incentives for staff to purchase a cycle and cycle to work; and
- Safe cycle parking, shower and change facilities for cyclists.

6.4 On review of the comments made by staff and students from the travel surveys, it is clear that although the above measures provided staff and students are not fully aware of the facilities and resources available. It is considered that a review and upgrade of marketing of certain measures is key area which can be improved upon with appropriate measures identified in the following sections.

6.5 The following sub-headings in this travel plan outline the measures to be considered and promoted by the TPC.

   Travel Awareness

6.6 Good accurate information on the choice of travel modes from the site and the initiatives being promoted by the college will be a critical element of a successful travel plan.
6.7 All staff and students, new and existing, will be made aware of the travel plan and the key measures to be implemented. The TPC will promote the sustainable travel opportunities to access the site through the distribution of travel information packs to new students at the beginning of each academic year, either in the post or as part of their induction.

6.8 The travel information pack would include, though not exclusively, the following:

- An introductory leaflet to the travel plan, highlighting the purpose and key measures being implemented as well as contact details of the TPC;
- A map showing the location of the college in relation to the local area, highlighting the nearby bus stops and any potential lunchtime destinations;
- Bus timetables of local services from nearby bus stops;
- Details of routes and destinations served by trains which stop at Nantwich and Crewe railway stations;
- A map showing local cycle routes;
- A brief summary of the TPC role and offer of personal travel planning service; and
- A car cost calculator, providing information on the full cost of car use (i.e. financial from insurance/tax/MOT, environmental, health, etc.).

6.9 The TPC will regularly review the information provided within the travel information pack to ensure that students and staff are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will disseminate this information via email/intranet/website or on noticeboards throughout the college.

6.10 Throughout the year there are a number of national events, for example Bike Week, that promote sustainable transport. The TPC will promote these and any local events to students in order to raise awareness and encourage action on travel issues. The range of events that will be promoted will be agreed and co-ordinated with the local authority.

6.11 In addition, other promotions will be considered with the potential for rewards for those who participate, such as leaving the car at home one day a week or running a ‘Sustainable Travel Student of the Month’ scheme. Some staff have given suggestion to further promote such events within the travel survey and these will be followed up.

Staff/Student Database

6.12 The TPC will update the staff and student database prior to the start of the next academic year (2016/2017) that contains contact details of all those attending the site on a regular basis. The database will record the following information:
- Staff/student profile, including age and gender;
- Home postcode;
- Normal hours of attendance;
- Main mode of travel to the site and reasons for not using public transport and other modes;
- The anticipated take-up of a car sharing scheme as well as use of public transport or other non-car modes of travel to the site; and
- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the travel plan.

6.13 The responses received from these surveys will be entered into the database to help analyse the data and allow a year on year comparison of travel patterns for the continually changing students.

6.14 All data collected from the travel survey in connection with the travel plan will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold the database and be responsible for the release of information, with all data held being used solely for the purposes of the travel plan.

6.15 As changes to students and staff occur, where possible, the TPC will seek to ensure that all former staff are removed from the database and new staff are entered into the database.

6.16 Information contained within the database and the travel patterns derived from the data will inform the annual review process. The TPC will submit the results of the annual review along with the survey data to key members of staff and the local highway authority if required. However, in the interests of security, names and addresses of staff/students will not be provided.

- Public Transport Information

6.17 The TPC will actively promote the use of public transport with the following specific measures to be implemented:

- Staff/students will be provided with public transport route and timetable information in the travel information packs, which will be updated on notice boards, via email/intranet and the College’s website;
- Liaise regularly with public transport operators to ensure that information remains valid; and
The TPC will provide details of websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Transport Direct website and Traveline (Tel: 0871 200 2233) and also Cheshire East Council’s website (www.cheshireeast.gov.uk).

6.18 The college bus provision is subject to regular audit and this will be continued to provide the most efficient catchment areas and routes to the college to meet student’s needs.

6.19 Other public transport initiatives that will be considered as the travel plan progresses will include the potential offer of interest free loans for season tickets to enable savings to be made by staff.

Walking

6.20 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material;
- Provide a map showing walking routes as part of the travel information pack, indicating distances and times to key local facilities near to the site;
- Promote the www.walkit.com website for journey planning on foot;
- Encourage staff/students to sign up to the ‘WalkBUDi’ scheme which offers a journey matching service for those who may feel vulnerable travelling alone for journeys to work, or want to join in with regular exercise;
- Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.

6.21 It should also be noted that Reaseheath College also provides Halls of Residence within the main College campus, which provides approximately 785 beds. These are ideally located to encourage students to walk to their areas of study and therefore reduce daily travel demands by other modes of transport on the surrounding highway network.

Cycling

6.22 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:
• Continue to offer the bike to work scheme for all staff and ensure efficiently promoted through all levels of staff to increase uptake;
• Provide secure cycle parking for students across the site as well as short term parking for visitors;
• Provide secure covered long term cycle parking for staff;
• Provide improved shower and changing facilities for staff with separate facilities for students;
• Provide personal locker storage for staff large enough to accommodate cycle equipment including helmet together with areas to hang wet clothing;
• Provide a communal toolbox at reception, to include puncture repair kit, cycle tools, etc;
• Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website;
• Encourage students and staff to sign up to the ‘BikeBUDi’ scheme which offers a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
• Provide information and consider holding on campus cycle proficiency courses for both staff and students. Also, the DfT provides advice on adult cycle training on their website (www.dft.gov.uk) by clicking on the link ‘cycling for adults’; and
• Liaise regularly with the cycling officer at Cheshire East Council to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.

6.23 The management of parking for mopeds and motorcycles will be considered in combination with car park management. The parking facilities available for powered two-wheelers will be monitored to ensure adequate provision meets typical demand.

6.24 The TPC will encourage travel by powered two-wheelers as an alternative mode of travel to work by implementing the following initiatives:

• Provide secure motorcycle parking within the new shelter, with anchors in the ground for locking, along with showers, lockers and changing facilities; and
• Consider reallocation of spaces for motorcycle / moped storage, subject to demand.
6.25 The TPC will promote the use of a car sharing scheme for staff. The promotion of this type of scheme is fundamental to the site because it allows two or more individuals to mutually share journeys to places of work or leisure in one car as a complete journey or as part of a journey involving sustainable modes of transport.

6.26 It is evident from the travel survey that there are a number of staff interested in car sharing opportunities although many see conflicting work patterns as a barrier. The College already uses the liftshare network (http://www.liftshare.com) which will be further promoted by the TPC to allow for staff and students to find common journeys to the College.

6.27 The benefits of car sharing include:

- Cost savings on fuel and car parking charges;
- Reducing the number of cars on the highway network which subsequently results in less congestion and lower journey times;
- Reduced stress;
- A reduction greenhouse emissions; and
- Increased travel choices which could include walking, cycling and public transport.

6.28 Consideration will be given to providing priority car parking spaces, close to main entrances for car sharers. In addition car sharing for offsite work journeys will also be considered and further review of options available will be considered.

6.29 The TPC will also negotiate with a local taxi firm if preferential rates can be provided to registered car sharers in times of emergency lift being required.

6.30 Car parking usage will be surveyed annually and will identify whether the level of parking on Campus is falling within the College’s aim of achieving a less than 90% peak occupancy. The measures identified in this Travel Plan will help to encourage travel by sustainable modes and in turn help to reduce parking demand. However, should the car parking surveys indicate that car parking occupancy has exceeded the 90% threshold then remedial measures will be considered which will include the provision of additional parking spaces, which would be discussed with CEC at an appropriate time.
6.31 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

6.32 The personalised journey planners could include:

- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel; and
- Timetable information for public transport services used on their journey.

6.33 Staff and students would initially be directed to the Transport Direct journey planning service, which could be integrated into the college’s intranet and/or website.

6.34 The degree to which visitors can be encouraged to use sustainable modes of transport will depend on a number of factors, including the accessibility of the site by public transport from the visitor’s origin and whether visitors to the site are usually ‘invited’ or arrive ‘on-spec’.

6.35 The TPC will encourage travel via sustainable modes for visitors by implementing the following initiatives:

- Refer visitors to the Reaseheath College ‘how to find Reaseheath’ page on their website;
- Identify the location of the nearest railway station and indicating the approximate taxi fare from the station to the site;
- Offer lifts from the station to the site; and
- Provide travel information on the college’s website, including integration of the Transport Direct journey planner.

6.36 Both incoming and outgoing deliveries can be addressed by the TPC by encouraging use of local suppliers and co-ordination of deliveries with various departments on the College.
7.0 PLAN MONITORING AND REVIEW

7.1 To establish the success of the travel plan, an effective monitoring and review process must be in place. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

Monitoring

7.2 The TPC will monitor travel patterns and levels of car parking on an annual basis, with formal travel and car parking survey to be completed by end of every first term.

7.3 The monitoring of the plan is important for the following reasons:-

- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with the local authority and public transport operators of local travel patterns.

7.4 Travel surveys will be distributed to all staff/students either by email or web based systems to monitor travel to and from the site and gain an understanding of travel habits, similar to those undertaken for the purpose of this report. These surveys will be used to monitor the number of students and staff walking, cycling, travelling by car and public transport to the site and will be compared with the mode share targets identified earlier in this travel plan.

7.5 The TPC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed via email/intranet to all staff and students.

Reviewing

7.6 The TPC will undertake a review of the travel plan at the end of each academic year. This review will be important in assessing the effectiveness of the measures implemented, the level of car parking on the site and to identify areas where modifications may be necessary. In particular the following will be assessed:
• The level of car / non-car usage at the site
• The levels of car parking on the site; and
• Comments received from students/staff.

7.7 When reviewing the effectiveness of the travel plan, the following questions will be asked:

• Which areas offer the greatest potential for change / improvement?
• Was the initiative implemented by the target date?
• How well used is each scheme / initiative?
• How much did it cost to introduce?
• Is the review process itself effective?

7.8 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.

7.9 The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

7.10 The TPC will prepare a progress report by the end of the second term, to include the results of travel pattern monitoring, car park usage, details and success of measures implemented and an action plan including the requirement for any remedial measures over the forthcoming period. This will be submitted to the local authority for their review, providing input for travel planning at a strategic level.
### 8.0 ACTION PLAN

8.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

<table>
<thead>
<tr>
<th>Action</th>
<th>Target Date</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial Setup</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set up travel plan working file</td>
<td>1 month prior to start of academic year</td>
<td>TPC</td>
</tr>
<tr>
<td>Obtain public transport timetables</td>
<td>1 month prior to start of academic year</td>
<td>TPC in conjunction with Council and Providers</td>
</tr>
<tr>
<td>Ensure staff database is up to date</td>
<td>1 month prior to start of academic year</td>
<td>TPC</td>
</tr>
<tr>
<td>Update Travel pages on intranet / website with links to useful pages</td>
<td>On-going</td>
<td>TPC/ IT</td>
</tr>
<tr>
<td>Ensure car sharing register is fully set up and operational</td>
<td>By the end of the 1st term</td>
<td>TPC</td>
</tr>
<tr>
<td>Promote car sharing to the College</td>
<td>On-going</td>
<td>TPC</td>
</tr>
<tr>
<td>Provide information for staff / students / visitors online and in information by post</td>
<td>From start of academic year</td>
<td>TPC/IT/Reception</td>
</tr>
<tr>
<td>Prepare travel information packs for distribution by post or at induction</td>
<td>1 month prior to start of academic year</td>
<td>TPC</td>
</tr>
<tr>
<td>Provide a communal cycle toolbox</td>
<td>2 weeks prior to start of academic year</td>
<td>TPC</td>
</tr>
<tr>
<td>Review adequacy of cycle provision</td>
<td>Upon each anniversary of implementation</td>
<td>TPC</td>
</tr>
<tr>
<td>Provide on-going travel information; on paper, on TV screen and via website / intranet</td>
<td>On-going</td>
<td>TPC</td>
</tr>
<tr>
<td>Promote walk/cycle/car share journey on College’s websites</td>
<td>On-going but update 1 month prior to start of academic year</td>
<td>TPC/IT</td>
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<tr>
<td>Action</td>
<td>Target Date</td>
<td>Responsibility</td>
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<tr>
<td><strong>Monitoring &amp; Review</strong></td>
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<tr>
<td>Distribute travel plan survey to all staff/students</td>
<td>By the end of 1&lt;sup&gt;st&lt;/sup&gt; term</td>
<td>TPC</td>
</tr>
<tr>
<td>Collect travel plan surveys and count data and analyse results</td>
<td>By the end of 1&lt;sup&gt;st&lt;/sup&gt; term</td>
<td>TPC</td>
</tr>
<tr>
<td>Commission car park occupancy surveys and analyse results</td>
<td>By the end of 1&lt;sup&gt;st&lt;/sup&gt; term</td>
<td>TPC</td>
</tr>
<tr>
<td>Submit progress / monitoring report to key members of staff and Cheshire East Council</td>
<td>By the end of 2&lt;sup&gt;nd&lt;/sup&gt; term</td>
<td>TPC</td>
</tr>
<tr>
<td>Undertake travel plan audit and modify where appropriate</td>
<td>By the end of 3&lt;sup&gt;rd&lt;/sup&gt; term</td>
<td>TPC</td>
</tr>
<tr>
<td>Issue progress update to all staff/students</td>
<td>By the end of 3&lt;sup&gt;rd&lt;/sup&gt; term</td>
<td>TPC</td>
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<tr>
<td>Repeat above on an annual basis</td>
<td>Annually</td>
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</table>
9.0 USEFUL LINKS

For public transport information;

www.cheshireeast.gov.uk

www.arrivabus.co.uk

www.transportdirect.info

www.nationalrail.co.uk

For walk/cycle routes:

www.walkit.com

www.sustrans.com

For walk/cycle/car-share;

www.walkbudi.co.uk

www.bikebudi.co.uk

www.carbudi.co.uk

For personalised journey planners/C02 calculator;

www.transportdirect.info
As part of the College’s Travel Plan and overall commitment to promoting sustainable travel, the College is required to carry out annual surveys to see how members of staff travel to the college.

We would be grateful if you could take 3 minutes to complete the following questionnaire. Once completed, please click submit at the bottom of the form.

Thank you for your time.

* Required

Name

Email Address

Home postcode? *
(Please provide full post code)

1. How old are you? *

- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60+

2. Are you a full-time or part-time member of staff? *

- Part-time
- Full-time

3. How do you usually travel to the College? *
(Please select one option only. If you use 2 or more modes of transport, please tick the one that is used most regularly)

- Walk
- Cycle
- Bus
- Train and Shuttle Bus
- Train
4. What is your main reason for choosing your current travel mode? *
(Please select one option only. If you select "Other" please specify)
- Quick
- Cheap
- No alternative
- Convenient/Flexible
- Health reasons
- Personal safety
- Other:

5. If you drive to Reaseheath College, where do you park this car? *
(If you select "Other" please specify)
- College car park
- On-Street
- N/A
- Other:

6. Do you own a bicycle which you use to travel to / around the College? *
- Yes
- No
- I don’t own a bicycle

7. If ‘NO’ in question 6, why not? 
(If you select "Other" please specify)
- Too far to cycle from where I live
- I don’t like cycling
- Other:

8. Are you aware of the College participation in the Cycle to Work Scheme? *
- Yes
- No

9. Which of the following would encourage you to use public transport for your journey to Reaseheath College and for other trips associated with the College? *
(Please tick all that apply)
- Better ticket information
More frequent bus routes
More direct routes
Better weekly / season ticket offers
Better timetable information
There isn’t a bus route I can use
N/A – I already use the bus
Other: 

10. Which of the following would encourage you to choose another way to travel other than the mode you currently use? *

Safety
Improving health and fitness
Knowing that the mode I choose is better for the environment
Money saving
Convenience
I wouldn’t change my mode of travel
Better information on the options available to me
Time saving
Other: 

11. Would you consider car sharing for your journey to Reaseheath College and other trips associated with the College? *

I already car share
Yes
Occasionally
No

12. Which of the following would encourage you to walk / cycle for your journey to the College and other trips? *
(Please tick all that apply)

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<thead>
<tr>
<th>Provision of cleaner, safer routes</th>
<th>Walk</th>
<th>Cycle</th>
<th>None of these</th>
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<tbody>
<tr>
<td>Improved showers and changing facilities</td>
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<td>More lockers and storage facilities</td>
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<tr>
<td>Provision of local maps and information</td>
<td>Walk</td>
<td>Cycle</td>
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<tr>
<td>Discounts on equipment</td>
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</table>

13. Please provide any other additional comments or suggestions:

Submit

Never submit passwords through Google Forms.
Name

Email Address

Home postcode?* (Please provide full post code)

1. How old are you?*
   - 18 - 29
   - 30 - 39
   - 40 - 49
   - 50 - 59
   - 60+

2. Are you a full-time or part-time member of staff? *
   - Part-time
   - Full-time

3. How do you usually travel to the College?* (Please select one option only. If you use 2 or more modes of transport, please tick the one that is used most regularly)
   - Walk
   - Cycle
   - Bus
   - Train and Shuttle Bus
   - Train
   - Motorcycle
   - Car driver - With passenger(s)
   - Car driver - Alone
   - Car passenger
4. What is your main reason for choosing your current travel mode? *(Please select one option only. If you select "Other" please specify)
   - Quick
   - Cheap
   - No alternative
   - Convenient/Flexible
   - Health reasons
   - Personal safety
   - Other:

5. If you drive to Reaseheath College, where do you park this car? *(If you select "Other" please specify)
   - College car park
   - On-Street
   - N/A
   - Other:

6. Do you own a bicycle which you use to travel to / around the College? *
   - Yes
   - No
   - I don’t own a bicycle

7. If 'NO' in question 6, why not? (If you select "Other" please specify)
   - Too far to cycle from where I live
   - I don’t like cycling
   - Other:

8. Are you aware of the College participation in the Cycle to Work Scheme? *
   - Yes
   - No

9. Which of the following would encourage you to use public transport for your journey to Reaseheath College and for other trips associated with the College? *(Please tick all that apply)
   - Better ticket information
   - More frequent bus routes
   - More direct routes
   - Better weekly / season ticket offers
   - Better timetable information
   - There isn’t a bus route I can use
   - N/A – I already use the bus
   - Other:

10. Which of the following would encourage you to choose another way to travel other than the mode you currently use? *
- Safety
- Improving health and fitness
- Knowing that the mode I choose is better for the environment
- Money saving
- Convenience
- I wouldn’t change my mode of travel
- Better information on the options available to me
- Time saving
- Other: 

11. Would you consider car sharing for your journey to Reaseheath College and other trips associated with the College? *

- I already car share
- Yes
- Occasionally
- No

12. Which of the following would encourage you to walk / cycle for your journey to the College and other trips? *(Please tick all that apply)

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<tr>
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<tr>
<td>Discounts on equipment</td>
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13. Please provide any other additional comments or suggestions:
How do you usually travel to the College?

- Car driver - Alone: 82.6%
- Car driver - With passenger(s): 8.7%
- Car passenger: 7.4%
- Cycle: 9.9%
- Motorcycle: 0%
- Or car passenger: 0%
- Walk: 0%

What is your main reason for choosing your current travel mode?

- Other: 38.9%
- Cheap: 38.9%
- Convenient/Flexible: 9.9%
- Health reasons: 7.4%
- No alternative: 0%
- Personal safety: 0%
- Quick: 0%
If you drive to Reaseheath College, where do you usually park this car?

- College car park: 92%
- Other: 3%
- Equino car park: 5%

Do you own a bicycle which you use to travel to / around the College?

- I don't own a bicycle: 16%
- No: 26.5%
- Yes: 57.4%
If 'NO' to the previous question, why not?

- Other: 58.8%
- Cost: 32.8%
- I don’t like cycling: 7.6%
- Too far to cycle from where I live:

Which of the following would encourage you to use public transport for your journey to Reaseheath College and for other trips associated with the College?

- Better timetable information
- Better weekly/season ticket offers
- More direct routes
- More frequent bus routes
- There isn’t a bus route I can use
- Nothing
- Other
Which of the following would encourage you to choose another way to travel other than the mode you currently use?

- Other
- Convenience
- Improving health and fitness
- Money saving
- Safety
- Time saving

Would you consider car sharing for your journey to Reaseheath College and other trips associated with the College?

- I already car share: 38.9%
- No: 26.5%
- Occasionally: 25.3%
- Occasionally: 9.3%
- Yes: 8.1%
Student Travel Survey Result Summaries

How old are you?
- 21 - 22: 61%
- 19 - 20: 19.3%
- 16 - 18: 13.7%
- 23 and over: 6%
- 21 - 22: 6%

Are you a full-time or part-time student?
- Full-time: 91.2%
- Part-time: 8.8%

If not living in the Halls of Residence how do you usually travel to your Campus?
- Car Share: 6%
- Bus: 12.9%
- Car driver - Alone: 30.1%
- Cycle: 41%
- I Live in Halls of Residence: 41%
What is your main reason for choosing your current travel mode?

- 42.6% Other
- 28.9% Cheap
- 10.8% Convenient/Flexible
- 11.6% Distance
- 9.2% Health reasons
- 5.4% No alternative
- 2.4% Personal safety
- 1.6% Quick

If you drive to Reaseheath College, where do you park this car?

- 48% Designated area at the College
- 46.4% N/A
- 5.2% Other

Do you own a bicycle which you use to travel to/around the College?

- 66.7% Yes
- 27.3% No
- 6% I don't own a bicycle
If 'NO' in previous question, why not?

- Too far to cycle from where I live: 60.4%
- I don't like cycling: 20%
- Other: 6.5%
- N/A: 5.1%

What would encourage you to use non college run public transport for your journey to Reaseheath College and for other trips associated with the College?

- N/A – I already use the bus: 17.4%
- More frequent bus routes: 9.1%
- More direct routes: 6.1%
- Better weekly / season ticket offers: 3%
- Cheaper: 58.3%
- Better timetable information: 6.5%
- Other: 0.6%
Which of the following would encourage you to use college-run buses for your journey to Reaseheath College and for other trips associated with the College?

- Better ticket information: 12.4%
- Other: 16.1%
- Better timetable information: 8.4%
- Better weekly/season ticket offers: 53.8%
- Cheaper: 12.4%
- More direct routes: 8.4%
- More frequent bus routes: 53.8%
- N/A – I already use the bus: 12.4%
- None of these: 0%
Would you consider car sharing for your journey to Reaseheath College and other trips associated with the College?

- Yes: 32.9%
- Occasionally: 23.3%
- No: 21.7%
- N/A - Live at the Halls of Residence: 12%
- I already car share: 10%
New Parking Area – Not shown on Aerial Image
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