



Planning Application  
by Puy du Fou UK  
Land North-West of Bicester

## APPENDIX 6.2 TRAVEL PLAN

Steer

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August 2025

Travel Plan  
August 2025

# Land North-West of Bicester

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## A Illustrative Masterplan

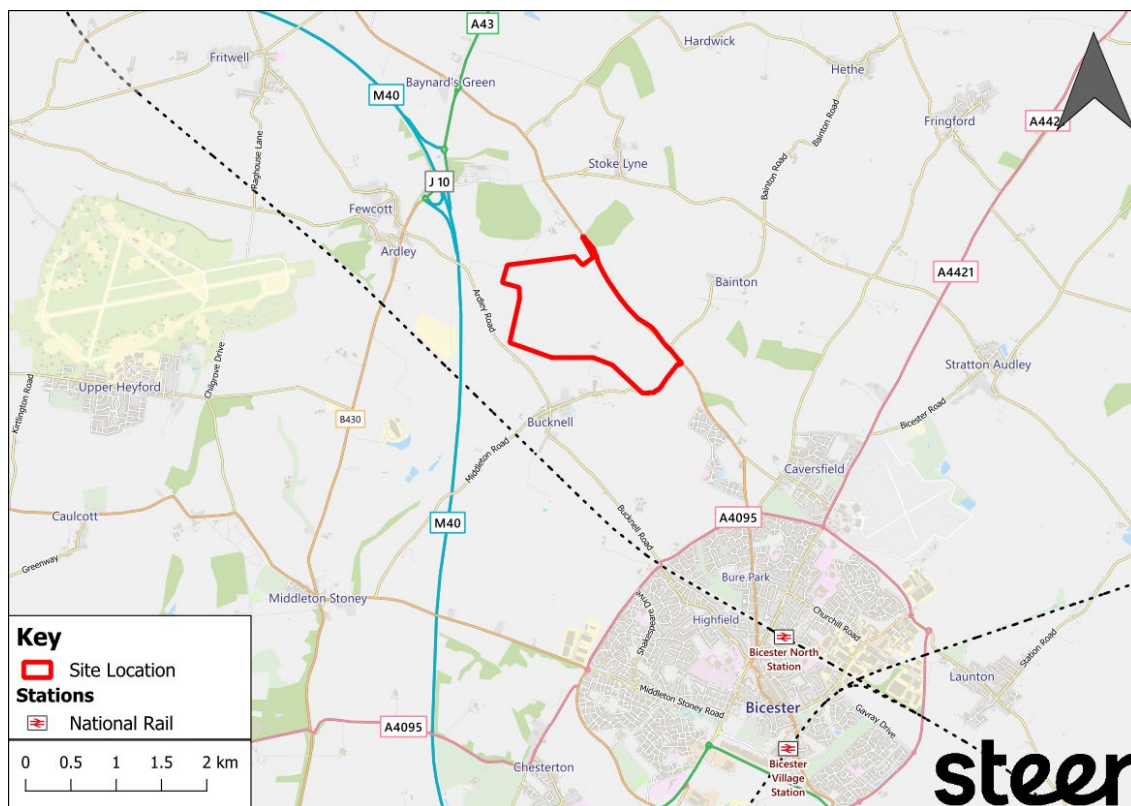
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# 1 Introduction

## Overview

- 1.1 Steer has been appointed by Puy du Fou United Kingdom Limited (referred to as ‘The Applicant’) to provide transport and highways advice to support the delivery of a tourism development. This Travel Plan (TP) has been produced to accompany the outline planning application for the Proposed Development, at land to the north and east of Manor Farm, Bainton Road, Bucknell (‘the Site’).
- 1.2 The Site sits wholly within Cherwell District Council (CDC) jurisdiction and the highway authority is Oxfordshire County Council (OCC). It is located to the north of the village of Bucknell and approximately 3.5km north of Bicester, Oxfordshire. The eastern boundary of the Site abuts the B4100 and the M40 is located approximately 1km west of the Site’s western boundary. The M40 provides road links to Birmingham to the north and London to the south. A Site location plan is provided at **Figure 1.1** at the rear of this chapter.

**Figure 1.1: Site Location Plan**



## Development Overview

1.3 The development description is as follows:

*“Tourism development, including outdoor and indoor theatres, restaurants, hotels, conference facilities, offices, warehousing and storage, security control centre, medical centre, animal facilities (including stables, aviary, animal sheds), laundry facility and workshops, and supporting infrastructure including recycling centre, wastewater treatment facility, energy centre and sub-stations, photovoltaic (PV) solar panels, water storage tanks and pumps, lakes and water management systems, structural landscaping, internal footpaths, internal vehicular routes, active travel routes, parking and access (Outline Masterplan).”*

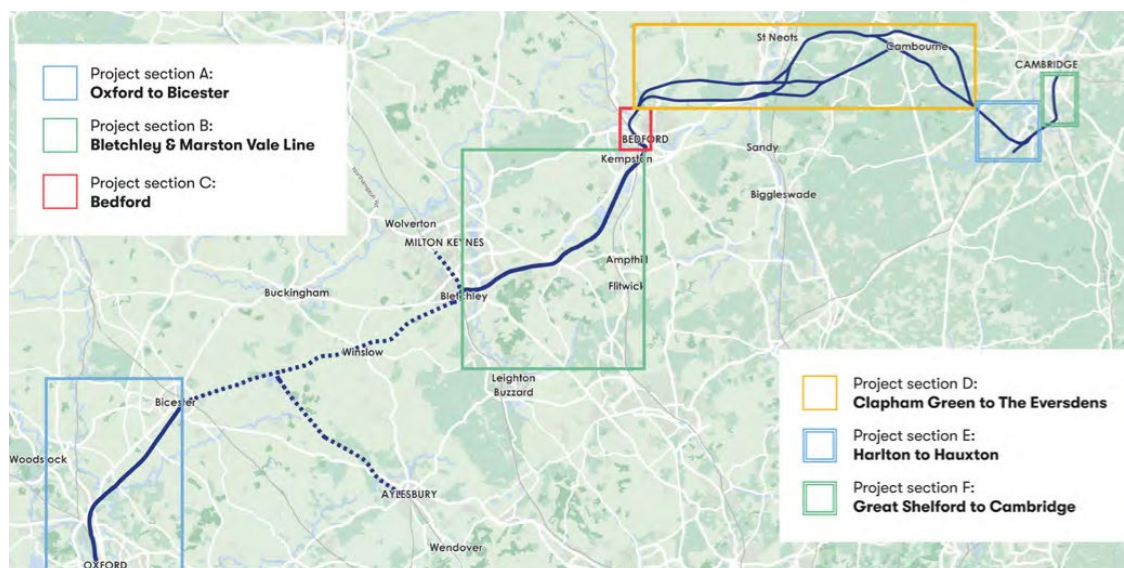
1.4 The Site is approximately 158ha in size and comprises agricultural land and various agricultural buildings at the north-western boundary and on the southern part of the Site. The Site also comprises small areas of woodland situated adjacent to the B4100 and on the south and south-eastern parts of the Site. The Site boundary extends to incorporate a section of the B4100, where highway works are proposed.

1.5 It is located to the north of the village of Bucknell and approximately 3.5km north of Bicester, Oxfordshire. The Site’s eastern boundary aligns with the eastern side of the B4100, with agricultural land predominantly running alongside this edge. Approximately 1 kilometre west of the Site’s western boundary lies the M40 motorway, which provides strategic road links to Birmingham in the north and London in the south.

1.6 The Site is well connected to existing transport infrastructures including Junction 10 of the M40 (approx. 1km north) providing links to London (approx. 110km south) and Birmingham (approx. 100km north). The Site is well positioned with two train stations, Bicester North Station (approx. 3.5km south-east) and Bicester Village Station (approx. 4.5km south) providing rail links to London Marylebone Station and train stations in Birmingham City Centre. The nearest city to the Site is Oxford which is approximately 20km south-west and easily reached by the surrounding road network, rail services from Bicester Village Station and local bus services.

1.7 There is also the East West Rail (EWR) project, which is a major UK infrastructure initiative aimed at re-establishing a strategic rail link between Oxford and Cambridge, via key locations such as Bicester, Milton Keynes, and Bedford. The Site will benefit from this as Bicester is a key location on the EWR route. The proposal route can be seen in **Figure 1.2**.

**Figure 1.2: EWR Proposal**



1.8 This TP is being submitted alongside a Transport Assessment (TA) to support the Application.

## Puy du Fou

1.9 Puy du Fou is a globally renowned immersive cultural and historical attraction, first established in western France in 1977. It has since pioneered a distinctive artistic model within the entertainment industry, demonstrated by Puy du Fou France being one of the most popular tourist attractions in France.

1.10 After success with Puy du Fou in France, a second park was opened in 2021 near Toledo in Spain, Puy du Fou España. Following continued success in Spain, Puy du Fou is now seeking to develop a number of sites across the world, and the UK is one of the key destinations as a result of Britain’s extensive and interesting history on which the shows will be based.

## Vision

1.11 The ‘decide and provide’ approach to transport planning decides on a preferred vision of the future and then provides the means to work towards that whilst also accommodating uncertainty about the future.

1.12 In line with Vision Led Decide and Provide development principles, and as required by National Highways circular 01/2022, the transport vision for the Site has been set out below.

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The Site is well located close to large, and accessible population areas allowing for both visitors and employees to easily access the Site via sustainable travel modes from both the local area and further afield, via Bicester Village and Bicester North railway stations. The transport strategy has been developed to deliver an exemplar mode share, with the promotion of a public transport and cycling mode share in excess of other similar leisure facilities, whilst also being close to the Strategic Road Network (SRN) for longer distance visitors. Its close proximity to key SRN junctions, will limit any highways impacts on local roads.

Measures both on and off Site will improve facilities for pedestrians and cyclists, while a comprehensive public transport package is in place, alignment with incentives and continual monitoring and promotion of sustainable travel opportunities which will help to minimise vehicular traffic to and from the Site and also assisting the authorities and National Highways aims of reducing car-based trips within the immediate vicinity of the Site and on the Strategic Road Network.

The Applicant supports the national, regional and local guidance and best practice which seeks to shift away from planning for vehicles, towards planning for people and places, e.g. a Vision Led approach based on Decide and Provide principles, rather than an outdated approach of predict and provide which is no longer supported by policy.

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- 1.13 Transport considerations have been embedded in the design process from the outset and have informed the evolution of the Proposed Development at each stage. The layout, access arrangements, and supporting infrastructure have been shaped by the findings of transport studies and ongoing discussions with stakeholders, ensuring that the scheme responds appropriately to forecast travel demand and network capacity. This iterative approach has enabled transport matters to be fully integrated into the Proposed Development's overall design, ensuring a comprehensive and sustainable solution.

## **TP Purpose and Scope**

- 1.14 This TP considers all aspects of travel behaviour to, from and within the Site for:
- Staff travel
  - Visitor travel
  - Servicing and deliveries (i.e. commercial trips)
- 1.15 This TP is a 'living' document and, as such, will be actively promoted, reviewed and updated over time. This TP provides the basis for sustainable travel prior to and following opening of the Site.
- 1.16 The TP will assist with the long-term management strategy for the sustainable movement of both people and goods to the Site. A key focus of this will be to encourage walking, cycling and public transport use as an alternative to car.

1.17 This TP will focus on:

- Improving the accessibility of the Site for all potential users
- Increasing travel options to and from the Site and encouraging the use of more sustainable modes of travel such as walking, cycling and public transport (as an alternative to car use)
- Improving the health and well-being of the Site’s users through encouraging active travel (walking and cycling) and reducing air and noise pollution
- Reducing the demand for car parking
- Helping to achieve local (CDC) and regional (OCC) policy sustainable transport targets and objectives

1.18 The Applicant recognises the value of sustainable travel, including deliveries and servicing, and the importance of producing TPs.

## TP Benefits

1.19 A TP can bring forward a number of benefits to the developer, the local authorities and the Site. The key benefits of the TP are summarised in **Table 1.1**.

**Table 1.1: Benefits of an TP**

Benefits	Applicant	Staff	Suppliers	Local residents	CDC/ OCC
Improved site access	✓	✓			
Less congestion on local roads		✓	✓	✓	✓
Reduced demand for parking spaces enabling land to be put to more cost-effective use	✓				
Improved travel choice (including opportunity for financial savings)	✓	✓		✓	✓
Help to meet an organisations environmental objective, for example reduced emissions contribute towards carbon dioxide CO <sub>2</sub> reduction targets	✓		✓		✓
Increase business efficiency	✓		✓		
Local environmental improvements from reduced congestion, pollution and noise				✓	✓
Opportunities for active, healthy travel and associated health benefits	✓	✓		✓	
Help achieve wider local policy objectives, e.g. on sustainability					✓
Opportunity to feed into a corporate social responsibility programme and ensure your operations comply with health and safety legislation	✓		✓		

## TP Structure

1.20 This TP is divided into nine chapters, following this introduction. The structure of the remaining report is as follows:

- **Chapter 2:** Policy and Guidance
- **Chapter 3:** Existing Conditions
- **Chapter 4:** Sustainable Travel Measures
- **Chapter 5:** Travel Patterns
- **Chapter 6:** Objectives and Targets
- **Chapter 7:** TP Management
- **Chapter 8:** Measures and Action Plan
- **Chapter 9:** Monitoring and Review

# 2 Policy Context

## Overview

2.1 This Chapter provides a summary of transport-related national, regional and local planning policy and guidance relevant to the Planning Application and which has informed the preparation of this report and the design of the Proposed Development.

## National Planning Policy

- National Planning Policy Framework (NPPF) 2024
- National Planning Practice Guidance ‘Travel Plans, Transport Assessments and Statements in Decision-Making’ (2014)
- Department for Transport Circular 01/2022: Strategic Road Network and the Delivery of Sustainable Development (2022)
- Decarbonising Transport (2021)
- Active Design (2023)
- Local Transport Note 1/20 ‘Cycle Infrastructure Design’ (LTN 1/20) (2020)

## Regional Policy

- Oxfordshire Local Transport and Connectivity Plan 4 (LTCP5) (2022)
- Oxfordshire Bus Service Improvement Plan (June 2024)
- Oxford Local Cycling and Walking Infrastructure Plan (LCWIP) (2020)
- Oxfordshire Mobility Hub Strategy
- EV Infrastructure Strategy
- Oxford Transport Strategy
- Active Travel Strategy

## Local Policy

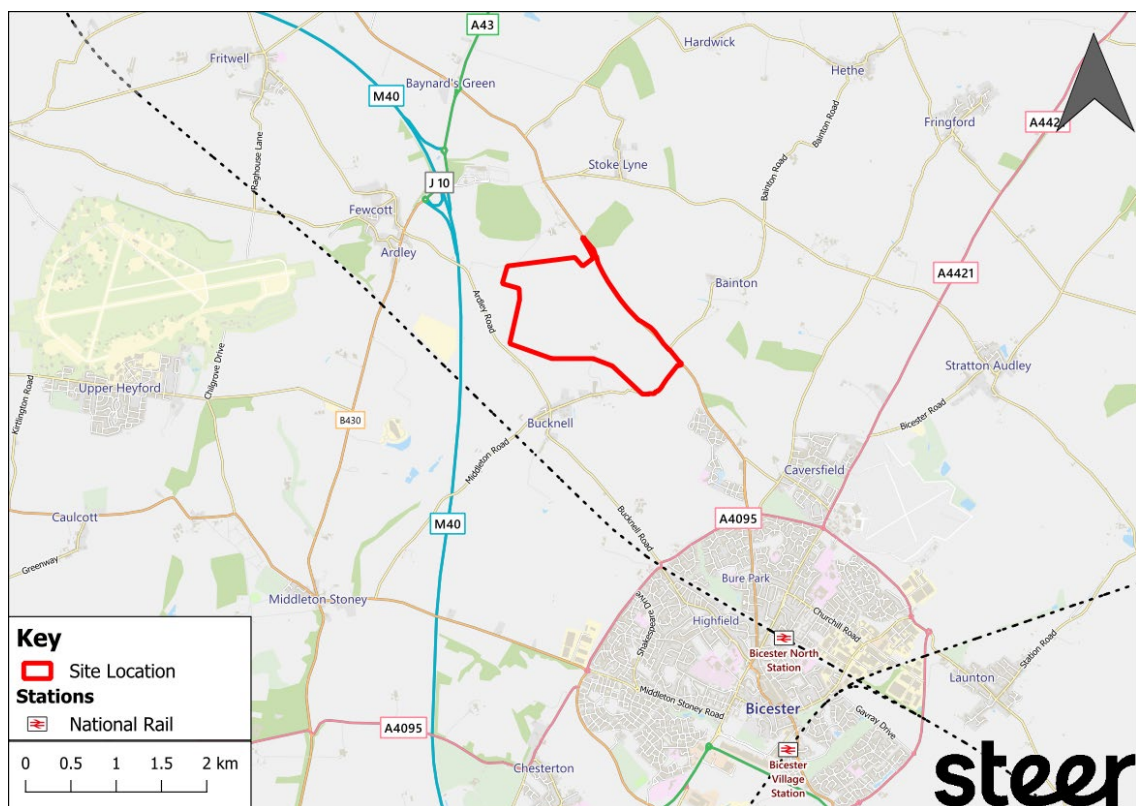
- Cherwell Local Plan Review 2042 – Proposed Submission Plan (Regulation 19) (December 2024)
- Bicester Local Cycling and Walking Infrastructure Plan (LCWIP) (2020)

# 3 Baseline Conditions

## Site Description

3.1 The location of the Site and its surrounding context are presented in **Figure 3.1**. The Site is circa 3km north of Bicester, near the village of Bucknell.

**Figure 3.1: Site Location**



3.2 The Site is approximately 158ha in size and comprises agricultural land and various agricultural buildings at the north-western boundary and on the southern part of the Site. The Site also comprises small areas of woodland situated adjacent to the B4100 and on the south and south-eastern parts of the Site. The Site boundary extends to incorporate a section of the B4100, where highway works are proposed.

3.3 It is located to the north of the village of Bucknell and approximately 3.5km north of Bicester, Oxfordshire. The Site's eastern boundary aligns with the eastern side of the B4100, with agricultural land predominantly running alongside this edge. Approximately 1 kilometre west of the Site's western boundary lies the M40 motorway, which provides strategic road links to Birmingham in the north and London in the south.

- 3.4 The Site is well connected to existing transport infrastructures including Junction 10 of the M40 (approx. 1km north) providing links to London (approx. 110km south) and Birmingham (approx. 100km north). The Site is well positioned with two train stations, Bicester North Station (approx. 3.5km south-east) and Bicester Village Station (approx. 4.5km south) providing rail links to London Marylebone Station and train stations in Birmingham City Centre. The nearest city to the Site is Oxford which is approximately 20km south-west and easily reached by the surrounding road network, rail services from Bicester Village Station and local bus services.
- 3.5 The Site is well connected to existing transport infrastructures including Junction 10 of the M40 (approx. 1km north) providing links to London (approx. 110km south) and Birmingham (approx. 100km north). The Site is well positioned with two train stations, Bicester North Station (approx. 3.5km south-east) and Bicester Village Station (approx. 4.5km south) providing rail links to London Marylebone Station and train stations in Birmingham City Centre. The nearest city to the Site is Oxford which is approximately 20km south-west and easily reached by the surrounding road network, rail services from Bicester Village Station and local bus services.
- 3.6 The Site is located within an area predominantly characterised by farmland which immediately surrounds the Site to the north, south, west and east.
- 3.7 A large area of woodland, Stoke Wood, is located to the north of the Site with Moto Cherwell Valley services located beyond at Junction 10 of the M40. Ardley Road and the M40 are located to the west. Bucknell village is located to the south and comprises predominantly residential dwellings alongside a small number of services and businesses including Bicester Midwives Hospital, St Peter's Church, a public house and several holiday homes. Open countryside comprising parcels of farmland and areas of woodland extend east of the Site.
- 3.8 The Site benefits from good proximity to existing residences and local amenities at the Cherwell Valley service station, which includes a petrol station (ESSO), and a host of restaurants and shops, and a Travelodge hotel.

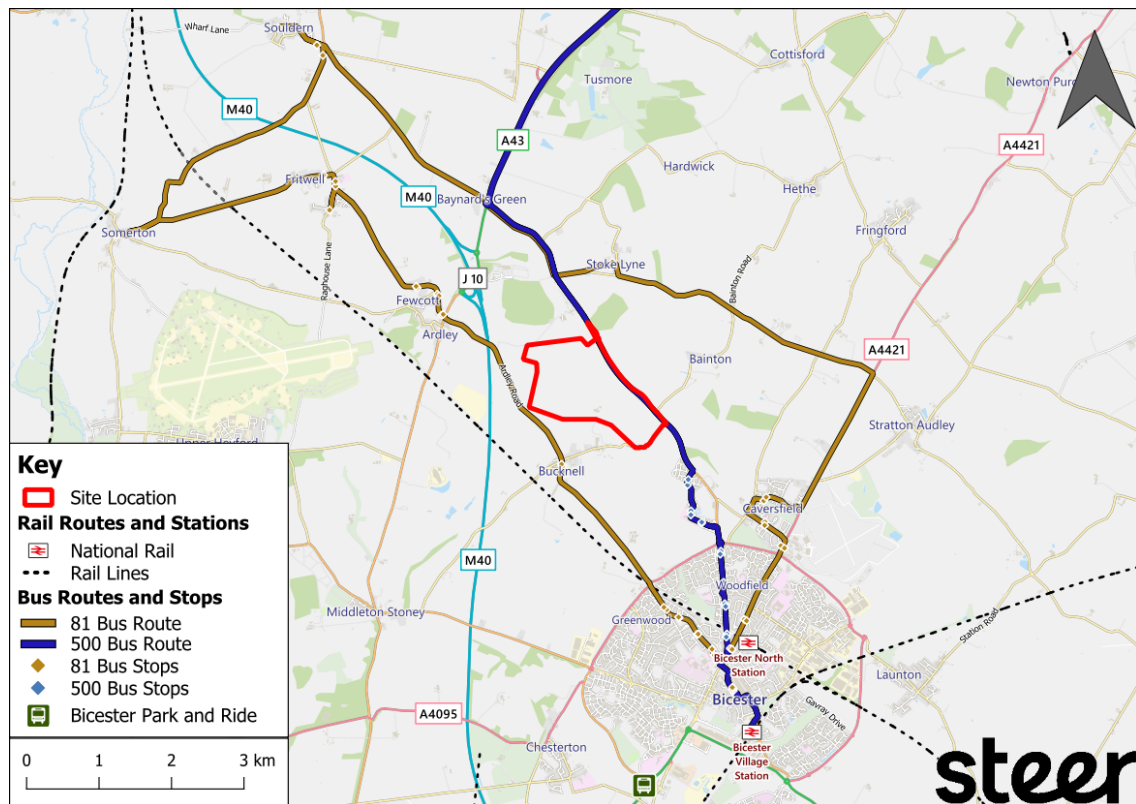
## **Existing Site Uses**

- 3.9 The Site currently consists of predominantly undeveloped farmland, with small areas of woodland. The woodland areas are Great Copse, Nettle Copse, Twelve Acre Copse, and Kilby's Copse which only partly sits within the red line boundary. There are two small farm-related sites, consisting of barns and other various outbuildings.

## Existing Public Transport Network

3.10 A public transport network map can be seen in **Figure 3.2**.

**Figure 3.2: Existing Public Transport Network**



### Bus

- 3.11 The Site has limited accessibility to public bus services. The 500 service, run by Stagecoach, runs between Banbury and Bicester via Brackley, with part of the route travelling on the B4100 in the vicinity of the Site. However, the nearest stop is at Braeburn Avenue, some 2.5km to the south of the Site. The service generally runs on an hourly basis between 05:50 (leaving Banbury) and 18:40 (last bus into Bicester), and less frequently thereafter, with the last service between Banbury and Brackley at 23:00.
- 3.12 Bus route 81, provides a circular route between Bicester and Souldern, with stops in Bucknell, some 3km from the Site as well as in Ardley. There are two services in the morning and three in the afternoon. Morning services route southbound towards Bucknell and afternoon services route northbound towards Souldern.
- 3.13 Other services are available from further afield, including a range of buses that serve Bicester.

3.14 Key services and routes are presented in **Table 3.1**.

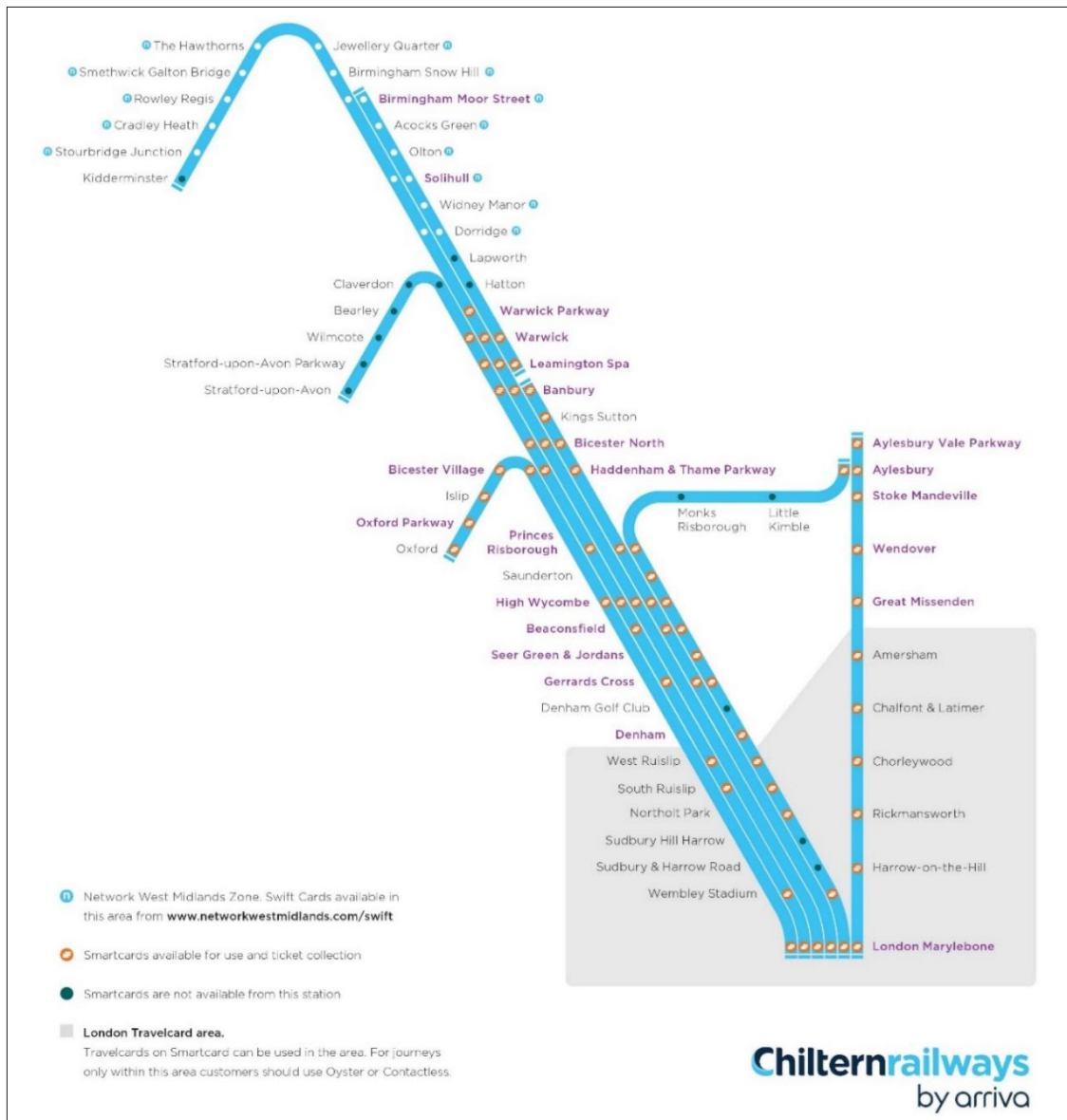
**Table 3.1: Existing Bus Services**

Service	Route	Typical Frequency		
		Mon - Fri	Sat	Sun
X5	Bedford – Oxford	Every 30 minutes	Every 1 hour	Every 1 hour
17	Aylesbury – Bicester	Every 2 hours	Every 2 hours	No service
18	Buckingham – Bicester	Every 2-3 hours	Every 2-3 hours	No service
24	Bicester – Oxford	Every 2-3 hours	Every 2-3 hours	No service
25	Lower Heyford – Bicester	Every 1 hour	Every 1 hour	No service
26	Kingsmere – Bicester	Every 30 minutes	Every 30 minutes	No service
107	Oddington – Bicester	1 per day (Fridays only)	No service	No service
108	Oxford – Bicester	2 per day	2 per day	No service
500	Banbury – Bicester	Every 1 hour	Every 1 hour	No service
S5	Oxford – Bicester	Every 30 minutes	Every 30 minutes	Every 30 minutes

## Rail

- 3.15 The nearest stations are Bicester North Station (approx. 3.5km southeast) and Bicester Village Station (approx. 4.5km south). These can each be reached within an 8 to 11-minute drive.

**Figure 3.3: Chiltern Railways Network Map**



- 3.16 Chiltern Railways operate services to both stations. Bicester Village is located on the London-Oxford branch and Bicester North is located on the London-Birmingham branch.
- 3.17 The full set of timetable and capacity data is available in **Appendix C** of the TA, with a summary of the number of services set out in **Table 3.2** for Bicester North and **Table 3.3** for Bicester Village.
- 3.18 As mentioned, Bicester Village station is a key destination on the EWR route. Sections of the route are forecast to be operational in 2025. This route will be a key aspect of the baseline capacity.

**Table 3.2: Summary of Chiltern Railways' timetabled services at Bicester North (as of January 2025)**

	Number of Northbound Services towards Birmingham			Number of Southbound Services towards London		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
00:00-01:00	-	2	1	-	-	-
01:00-02:00	1	1	-	-	-	-
02:00-07:00	2	1	-	4	2	-
07:00-08:00	2	1	-	2	2	-
08:00-09:00	2	1	1	2	2	2
09:00-10:00	2	1	1	2	2	1
10:00-11:00	2	2	1	2	2	2
11:00-12:00	2	1	1	2	1	2
12:00-13:00	2	1	1	2	1	2
13:00-14:00	2	2	2	2	2	1
14:00-15:00	2	1	1	2	1	1
15:00-16:00	2	1	1	2	1	1
16:00-17:00	2	2	1	2	2	2
17:00-18:00	2	2	1	2	1	1
18:00-19:00	2	2	2	2	1	1
19:00-20:00	2	2	2	1	2	1
20:00-21:00	2	2	1	1	2	-
21:00-22:00	2	2	1	1	1	1
22:00-23:00	1	1	1	2	1	1
23:00-00:00	2	1	1	-	-	-
<b>Total</b>	<b>36</b>	<b>29</b>	<b>20</b>	<b>33</b>	<b>26</b>	<b>19</b>

**Table 3.3: Summary of Chiltern Railways' timetabled services at Bicester Village (as of January 2025)**

	Number of North/Westbound Services towards Oxford			Number of Southbound Services towards London		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
00:00-01:00	2	2	1	-	-	-
01:00-02:00	-	-	-	-	-	-
02:00-07:00	2	-	-	3	1	-
07:00-08:00	2	2	1	1	2	1
08:00-09:00	2	2	1	4	2	2
09:00-10:00	2	2	2	1	2	2
10:00-11:00	2	2	2	2	2	2
11:00-12:00	2	2	2	2	2	2
12:00-13:00	2	2	2	2	2	2
13:00-14:00	2	2	2	2	2	2
14:00-15:00	2	2	2	2	2	2
15:00-16:00	2	2	2	2	2	2
16:00-17:00	2	2	2	2	2	2
17:00-18:00	2	2	2	2	2	2
18:00-19:00	2	2	2	2	2	2
19:00-20:00	2	2	2	2	2	2
20:00-21:00	2	2	2	2	2	2
21:00-22:00	2	2	2	2	2	2
22:00-23:00	2	2	2	2	1	1
23:00-00:00	2	1	1	2	-	-
<b>Total</b>	<b>38</b>	<b>35</b>	<b>32</b>	<b>37</b>	<b>32</b>	<b>30</b>

3.19 As is shown in these tables, there is a continuous frequent service throughout the day, from early in the morning through to very late evening.

### **East West Rail**

3.20 East West Rail is a nationally significant railway project which will deliver transport connections for communities between Oxford and Cambridge by:

- Upgrading an existing section of railway between Oxford and Bicester
- Bringing back a section of railway between Bicester and Bletchley
- Refurbishing existing railway between Bletchley and Bedford and
- Building brand new railway infrastructure between Bedford and Cambridge

3.21 The first phase of the western section, Oxford to Bletchley/ Milton Keynes, is expected to open in the latter half of 2025, and the central section, Bletchley to Cambridge via Bedford, is targeted for completion by 2030. This timeline is subject to securing the necessary statutory planning powers and consents.

## Future Station at Ardley

- 3.22 Ardley Railway Station is listed as Core Policy 85 of Cherwell District Council’s Local Plan Review 2040. There was originally a station at Ardley on the Chiltern main line that runs between Birmingham and London, which closed in 1963. Land is safeguarded for a railway station at Ardley on the railway line to the south of the settlement of Ardley. At this stage, no further studies have been undertaken to determine the feasibility of reinstating the station.

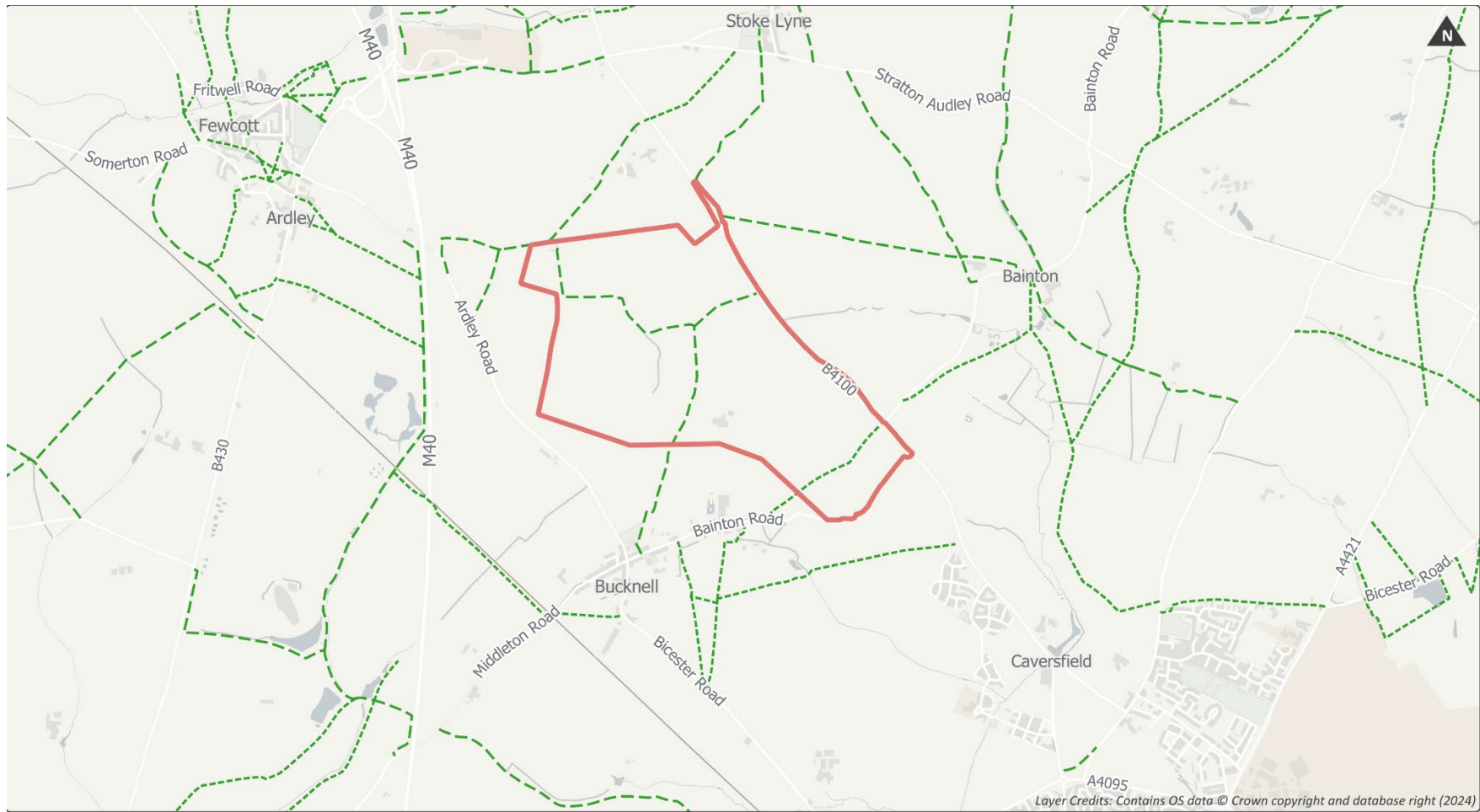
## Park and Ride

- 3.23 Bicester is served by a dedicated Park & Ride facility located at Vendee Drive, on the southwestern edge of the town, adjacent to the A41. The site provides approximately 580 car parking spaces, cycle parking, and step-free pedestrian access to bus stops. It offers frequent bus services to Oxford city centre via the A41 and A34 corridor, with typical weekday daytime frequencies of every 15–20 minutes and journey times of around 30–35 minutes.
- 3.24 Services operate seven days a week, with reduced frequencies in the evenings and on Sundays. The facility is well-connected to the local highway network, allowing easy access from surrounding towns and villages, and reduces the need for private vehicle trips into Oxford, supporting congestion management and air quality objectives.

## Existing Public Rights of Way Network

- 3.25 The roads directly surrounding the Site have limited pedestrian and cycle facilities. There are no footways on the B4100, Ardley Road, or Bainton Road.
- 3.26 Public Rights of Way (PRoW) are present within the Site boundary and connect to the surrounding PRoW network. All PRoW within the masterplan area of the Site are classified as bridleways, therefore pedestrians, cyclists, and horse riders have right of way.
- 3.27 **Figure 3.4** shows the PRoW that intersect the Site, including:
- Bridleway - Path Ref. 367/12/10 which enters the Site from the north at Kilby’s Barn in a north-south direction for the first part and then travels east to connect to Path Ref. 367/11/10.
  - Bridleway - Path Ref. 367/11/10 intersects the Site in an east-west direction connecting to the B4100
  - Bridleway - Path Ref. 148/1/20 intersects the Site’s southern boundary, bypasses Great Copse, and connects centrally to Path Ref. 367/12/10 and Ref. 367/12/10
  - Footpath - Path Ref. 148/8/10 crosses the southern area of the of the Site in an east-west direction, linking the Bainton Road to the B4100
- 3.28 The two PRoW that cross the Site and terminate at the B4100 do not have direct and interconnecting paths of footways on the eastern side of the B4100.
- 3.29 On the highway network, there is no existing cycle infrastructure in the proximity of the Site.
- 3.30 Photographs of the existing PRoW can be seen in **Figure 3.5**.

**Figure 3.4: Existing PRoW and Site Boundary**



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**Puy du Fou - Public Rights of Way (PRoW) and Site Boundary**

- Site Boundary
- Existing PRoW
- Footpath
- Bridleway

0 500 1,000 m



Scale @A4: 1:25,000

**Figure 3.5: Existing PRoW**



## Vehicle Access

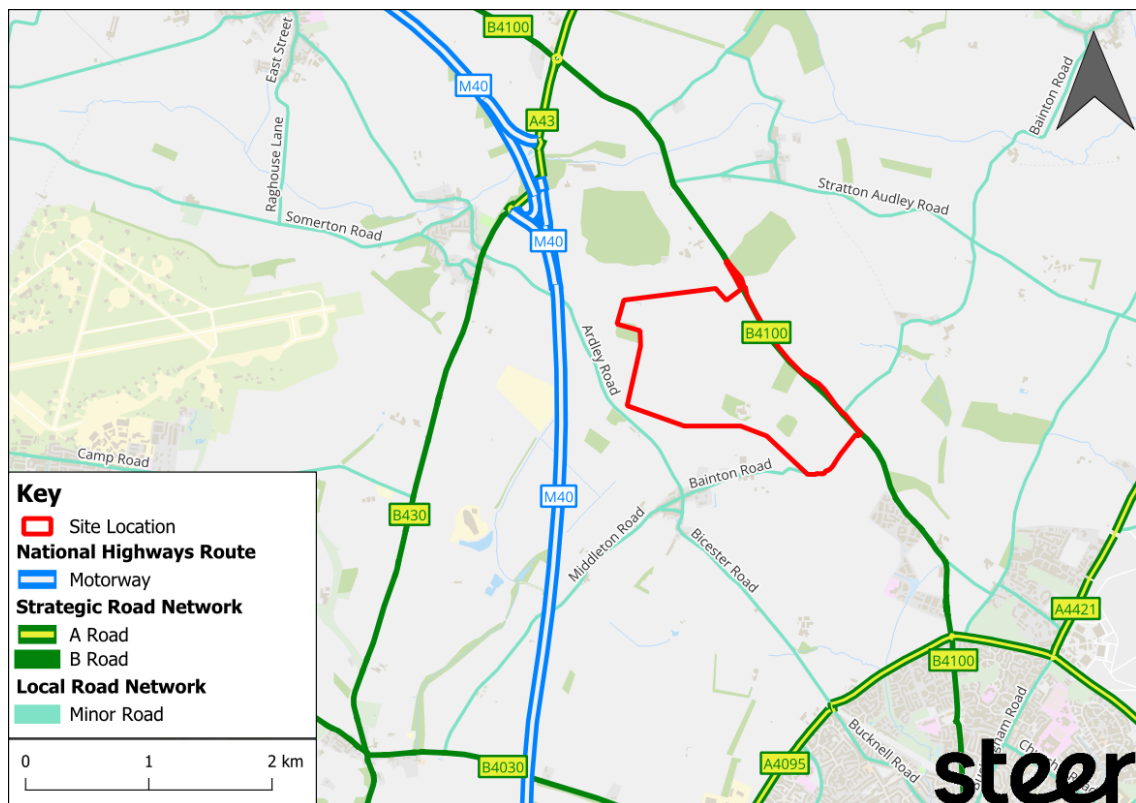
- 3.31 The Site benefits from three existing access points for agricultural use as follows:
- From the south: Access extends from Bainton Road in Bucknell
  - From the north-west: Access extends from Ardley Road
  - From the north-east: Access extends from the B4100
- 3.32 A network of agricultural tracks is present within the Site providing access to all agricultural parcels that form the Site.

## Existing Local Highway Network

- 3.33 The local highway network is presented in **Figure 3.6**, which also illustrates the existing accesses into to the Site and nearby amenities.
- 3.34 The B4100 runs along the eastern boundary of the Site, roughly north to south between Bicester to the south and Twyford to the north. In the vicinity of the Site, it is a single-carriageway road operating under a de-restricted speed limit (60mph).
- 3.35 The B4100 was formally part of the A41, however it was downgraded to the B4100 when it was bypassed by the M40. While it was downgraded many of the geometric features, such as road width and forward visibility remain.

- 3.36 At the southern end of the B4110 is the A4095 / B4100 junction. This junction was recently (2025) converted by OCC from a roundabout into a signalised junction with traffic lights to improve traffic flow and encourage more walking and cycling.
- 3.37 To the west of the Site, Ardley Road is a minor single-carriageway road running between Bicester to the south and Ardley to the north. In the vicinity of the Site, it operates under a de-restricted speed limit (60mph).
- 3.38 To the south of the Site, Bainton Road is a minor single-carriageway road running between Bucknell to the west and B4100 to the east. Through Bucknell Village, there is a 20mph speed limit (where the southern agricultural access connects). Upon exiting the village to the east, the speed limit becomes de-restricted.

**Figure 3.6: Local Highway Network**



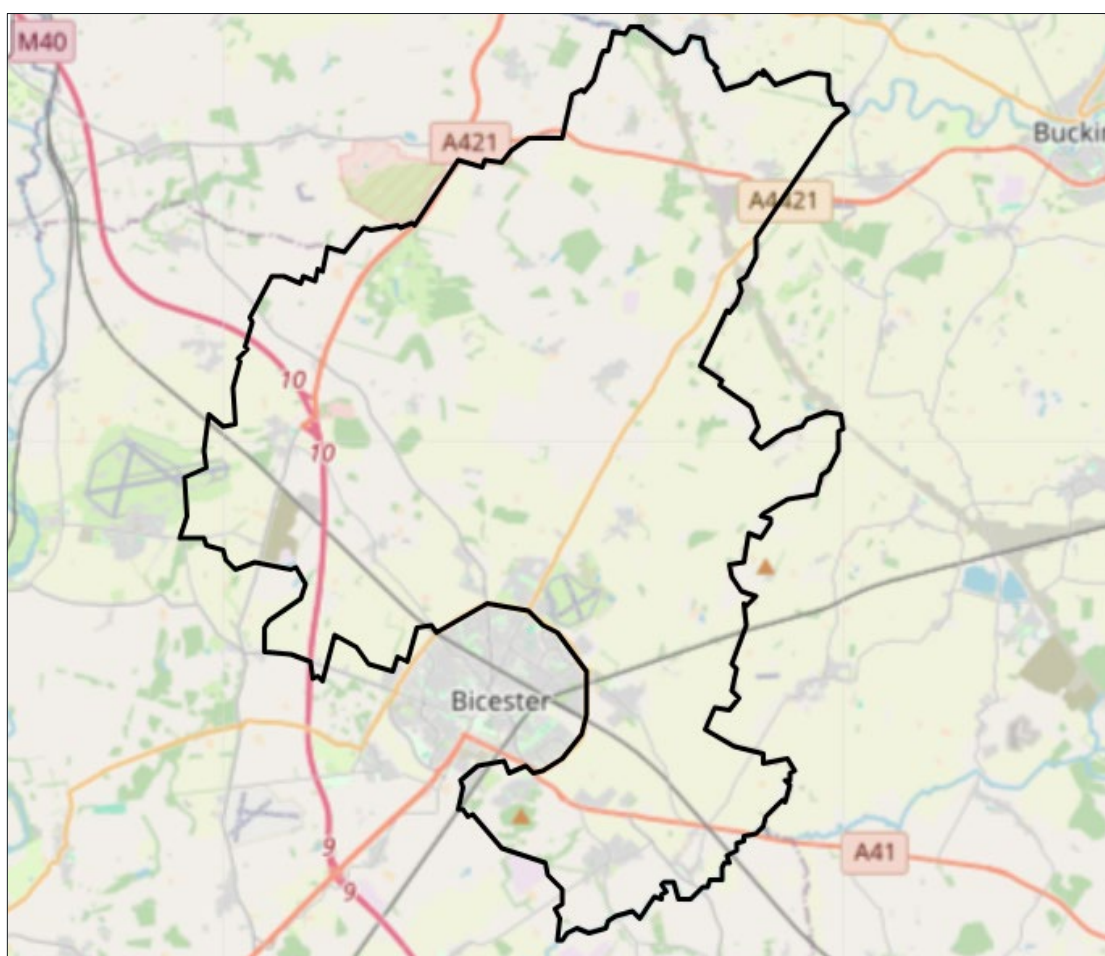
## Existing Strategic Highway Network

- 3.39 The M40 and its junctions are managed by National Highways (NH). The M40 Junction 10 is situated under a kilometre north-west of the Site and provides an interchange between the M40, A43, and B430. Junction 9 is located less than 9km south of the Site and provides an interchange between the M40, A34 and A41.
- 3.40 The M40 motorway is a major route connecting London to Birmingham, facilitating north-south travel. The A43 provides a vital link between the M40 and the M1 motorway, serving as a key corridor for traffic between the East Midlands and the South of England. The convergence of these highways near Ardley makes the Cherwell Valley Services a crucial stopover for motorists navigating these routes.

## Existing Travel Patterns

- 3.41 2011 Census data has been obtained to establish the existing travel patterns of employees working in the Cherwell 011 middle super output area (MSOA), within which the Site is situated. The MSOA is shown in **Figure 3.7** and a summary of the mode share in **Table 3.4**.
- 3.42 Although this dataset is now 14 years old, it remains a robust and reliable source of travel-to-work information at the MSOA level. More recent 2021 Census data reflects travel behaviour during and immediately after the Covid-19 pandemic, when working patterns were heavily disrupted, and is therefore not considered representative of longer-term trends. On this basis, the 2011 Census provides the most appropriate baseline against which to assess travel patterns in this context.

**Figure 3.7: Cherwell 011 MSOA**



**Table 3.4: Cherwell 011 MSA – Mode Share (Employees)**

Mode	Number	%
Driving a car or van	1,681	66.0%
On foot	411	16.1%
Passenger in a car or van	201	7.9%
Bicycle	103	4.0%
Bus	59	2.3%
Train	27	1.1%
Other	27	1.1%
Motorcycle	25	1.0%
Taxi	8	0.3%
Underground	4	0.2%
<b>Total</b>	<b>2,546</b>	<b>100.0%</b>

- 3.43 **Table 3.4** demonstrates that of the employees who work in Cherwell 011 MSA, 20.2% travel to work by active travel (walking and cycling) and 3.5% travel by public transport (bus, train or underground).

## Summary

- 3.44 The Site is well-placed to benefit from good vehicular access and connectivity to the SRN but is also well-placed to enable trips on foot and by cycle for people living in nearby villages, and is within a reasonable walk and cycle distance of Bicester, subject to improvements in active travel infrastructure.
- 3.45 While public transport provision in the immediate vicinity of the Site is currently limited – reflecting its rural context – a frequent bus service passes the Site, providing direct connections to nearby towns including Bicester, Buckley, and Banbury. Importantly, the Site benefits from its close proximity to two mainline railway stations: Bicester Village and Bicester North. Both offer excellent and improving rail services, with Bicester Village providing fast connections to Oxford and London, and Bicester North serving routes to Birmingham and beyond. These stations will also benefit further from the East West Rail (EWR) project, which will significantly enhance regional connectivity and enable greater opportunities for longer-distance, sustainable, non-car travel to and from the Site.

# 4 Sustainable Travel Measures

## Measures

- 4.1 The key TP measures for the Proposed Development involve a provision of infrastructure to facilitate the use of non-car modes of transport and promotion of these modes. This section provides details of the infrastructure to be provided, as well as the ‘soft measures’ to be implemented, and publicity and promotion of these. These measures will collectively contribute to achieving targets and meeting the objectives of the TP.

### Site Layout and Infrastructure Measures

- 4.2 The following infrastructure elements are included in the Site design to encourage and support the use of sustainable travel modes:

#### *Mobility Hub*

- 4.3 A mobility hub is located just off the main primary access, and can be accessed from either the primary or secondary access.

- 4.4 This will include provision for:

- Bus shuttle and public transport set down and pick up with an allowance for at least 6 buses
- Up to 440 cycle parking spaces
- Cycle hire docking stations
- Taxi pick up and drop off
- Fast EV car charging

- 4.5 Adjacent to the mobility hub is the coach parking facility which has been designed to accommodate up to 150 coaches.

#### *Walking and Cycling Strategy*

- 4.6 The Site is well located to take advantage of connectivity to both local villages and Bicester. The walking and cycling strategy includes the following elements:

- Walking and cycle provision along the frontage of the Site
- Improvements to PRoW which cross the Site
- Connection to Bicester via segregated footway/ cycleway
- Localised improvements to off Site infrastructure (as set out in the mitigation strategy)

- 4.7 To the north of the proposed Site access roundabout, a new equestrian crossing will be delivered as part of the Site access arrangements. This will connect existing bridleway and provide a dedicated crossing over the B4100, which does not exist at present.

- 4.8 Footpath 148/8/10 crosses the ‘retained agricultural land’ to the south, and as such is to be retained in its current location. It is however proposed that the 148/8/10 footpath which crosses the Site be upgraded from a Footpath to a Bridleway.
- 4.9 An additional uncontrolled crossing of the B4100 will also be provided to the south of Bainton Road, connecting footpaths 148/8/10 and 153/3/10, again providing provision that does not currently exist for users of the PRow network.
- 4.10 The parameter plans and illustrative masterplan (see **Appendix A**) establish a robust foundation for prioritising pedestrian and cycle movement, fostering seamless connectivity within the Proposed Development and with surrounding areas.
- 4.11 This approach places people – rather than vehicles – at the forefront of the movement hierarchy. Active travel modes, including walking, cycling, and wheeling, will take precedence over all other forms of transport, supported by a permeable, fine-grain network of high-quality routes designed to enhance accessibility and convenience.
- 4.12 Bridleways ref.148/1/20, ref.367/12/10 and ref. 267/11/10 will all need to be diverted to accommodate the development proposal, as identified within the emerging masterplan. Routes will be built to modern standards, i.e. a 5m usable path, segregated for use by horses, cyclists and pedestrians.
- 4.13 Cycle parking will be provided for in three distinct areas:
- Up to 440 bikes in a dedicated cycle parking area close to the Site access, located immediately off the cycle route within the mobility hub area
  - Within the conference and hotel buildings
  - For staff in discreet parking locations associated with the back of house areas
- 4.14 A cycle hire scheme will be available in the local area to support sustainable and active travel to and from the Site. Docking stations will be provided at key transport hubs, including the local rail stations, to facilitate first- and last-mile connections for those arriving by train. Additional docking stations will also be installed on-Site at prominent, easily accessible locations.
- 4.15 Cycle hire will benefit both staff and visitors, providing a flexible and accessible travel option.
- 4.16 The scheme will operate alongside dedicated cycle parking and improved cycle infrastructure, forming part of a wider sustainable transport strategy that reduces reliance on private vehicles and promotes active travel modes.

## *Public Transport Strategy*

- 4.17 The Proposed Development is supported by a comprehensive public transport strategy that integrates multiple modes to maximise accessibility, reduce car dependency, and support sustainable travel choices for visitors and staff. The strategy includes:
- Rail access: Visitors will be encouraged to travel via nearby rail stations Bicester North and Bicester Village, which provide national connectivity. These stations serve as key public transport gateways to the Site.
  - Shuttle services: A dedicated shuttle service will operate between key local rail stations and the Site, offering a seamless connection for visitors arriving by train, particularly during peak visitor periods.
  - Local bus services: Existing local bus routes will be reviewed and, where feasible, enhanced to provide regular and reliable services connecting surrounding settlements to the development. This will cater to both daily staff travel and visitor movement.
  - Coach access: Dedicated coach parking and drop-off facilities will be provided to support group and long-distance travel. This offers a high-capacity option for school groups, tour operators, and event attendees, reducing individual car trips.
- 4.18 This integrated approach provides a range of sustainable travel options to suit different user needs, while supporting the Site's wider environmental and transport objectives.

## *Car Park Strategy*

- 4.19 The car parking strategy adopts a phased approach, aligned with the build-out of the development and projected visitor numbers. Rather than delivering the full extent of car parking infrastructure at the outset, parking provision will be scaled to match anticipated demand during each phase of operation.
- 4.20 In the opening year, only the parking necessary to support the forecast visitor and staff capacity will be made available. This approach avoids over-provision, reduces unnecessary land take, and helps promote early adoption of sustainable travel alternatives. It also ensures that infrastructure is delivered efficiently, in line with actual need.
- 4.21 To maintain operational flexibility, controlled overspill capacity will be identified and safeguarded for use if required during peak demand or special event days. This overspill provision will only be activated when justified by attendance levels, with a preference for managing demand through travel planning, communications, and public transport promotion.
- 4.22 This phased strategy supports the overall transport objectives of the Site – minimising reliance on the private car while ensuring that visitor experience and operational resilience are not compromised.

## **Soft Measures**

- 4.23 The following paragraphs describe the 'soft' TP measures which support the stated objectives, including:
- Measures to encourage employees to walk and cycle
  - Measures to encourage employees to use public transport
  - Measures to manage car use
  - Opportunities to reduce the need to travel

### *Walking Measures*

- 4.24 Walking trips will be encouraged, supported, and facilitated through the development. This will be achieved via the provision of walking route maps that will identify routes between the Site and transport connections, local services, and amenities. The maps will include walking times, calories burned, and carbon saved compared to driving. These will be provided on communal noticeboards.

### *Cycling Measures*

- 4.25 Cycling will be encouraged via:
- Cycle maps from CDC/OCC covering the local area to be displayed on communal noticeboards
  - The TP Coordinator (Travel Plan Coordinator (TPC)) will seek to organise a discount with a local cycle shop to offer reduced cost of servicing/ purchasing cycles
  - Promote the Cycle to Work scheme and its associated benefits
  - Promote the health, fitness and time saving benefits of cycling, through specific events such as National Bike Week and Bike2Work Days

### *Public Transport Measures*

- 4.26 Public transport will be encouraged by:
- Providing public transport information on communal noticeboards
  - Maintaining regular contact with OCC/ bus operators to ensure staff are kept up to date on service improvements

### *Car Sharing*

- 4.27 Reduced car usage will be promoted via Lift Share Schemes (<https://liftshare.com/uk>) will be advertised with details provided to all employees to encourage staff and visitors to car share.

### *Employee Noticeboards*

- 4.28 Noticeboards will be established in communal areas and will be updated annually or when there is a material change in bus or rail timetables. The noticeboards will contain the following information:
- Contact details for the nominated TPC
  - Pedestrian, cycle and public transport network maps and information, including typical journey times and routes to local facilities
  - Information on the health benefits of walking and cycling
  - Full set of published timetables for bus services operating in the vicinity of the Site, including contact details for operators
  - Contact details of local taxi companies
  - Information regarding local businesses selling bicycles and providing cycle maintenance services
  - Details of the car sharing scheme (including guaranteed ride home)
  - Information on initiatives and proposals detailed in this TP

## Travel Demand Management

- 4.29 Sustainable low-carbon transport options are crucial to the live entertainment, recreation, and tourism industries as they reduce environmental impact, promote local economic resilience, and enhance the appeal of destinations, venues, and events through eco-friendly travel experiences.
- 4.30 The Proposed Development presents a unique opportunity to deliver a world-class visitor experience while setting new standards for sustainable travel. Recognising the environmental, operational, and reputational benefits of effective Travel Demand Management (TDM), Puy du Fou UK will implement a comprehensive strategy to reduce car dependency, promote low-carbon travel, and ensure accessibility for all visitors.
- 4.31 The Sites TDM strategy leverages digital innovation, stakeholder collaboration, and best practice to deliver a sustainable, accessible, and resilient transport offer. By prioritising low-carbon travel, data-driven management, and visitor experience, the strategy will support Puy du Fou and OCC’s environmental goals, and set a new standard for the sector. Ongoing monitoring and adaptive management will ensure the strategy remains effective and responsive to changing needs.
- 4.32 More detail is provided in the TA.

## Sustainable Travel Toolkit

- 4.33 The suite of measures that will form the Transport Strategy for the Site to enable the successful implementation and operation of the Proposed Development are summarised at **Table 4.1**.

**Table 4.1: Sustainable Travel Toolkit**

Theme	Measure
Reduce single occupancy vehicle trips	Restraint-based car parking from the outset compliant with local policy, subject to conditioned agreement at RMA stage.
	Encourage car sharing through site-wide promotion for staff including priority measures and promotion of Lift Share schemes.
Encourage sustainable vehicle travel	Electric Vehicle Charging (EVC) will be provided in line with CDC and OCC standards.
	TPC to provide information to staff such as access arrangements, walking, cycling, public transport, including maps, website links and real-time journey information.
	Inform staff and visitors of the health and financial benefits of walking and cycling, through the website or marketing material. Information will include safe walking and cycling routes with distances and times and possibly discounts for local cycle shops.
	Clear, detailed, and engaging information about travelling via sustainable transport modes should be provided on the website, with this information prioritised over directions to arrive by car and parking information. The information provided should include details such as the location of pick-up and drop-off areas, and journey times from local transport hubs to ensure visitors are informed and capable of planning their journey confidently and seamlessly. Sustainable transport initiatives should also be actively promoted across communication channels.

Theme	Measure
Enable and support active travel	Provision of high-quality pedestrian and cycle infrastructure within the Site. Suitable crossing points with dropped kerbs and tactile paving will be provided at junctions.
	The TPC will publicise the possibilities and benefits of “Cycle to Work” schemes (e.g. CycleScheme UK) to tenants and encourage them to enrol their organisation. Such schemes are free to enrol in for both businesses and employees and represent a key low-cost means of reducing the cost of cycling equipment which can thus be used for commuting.
	Establish a regular meeting to discuss cycle issues facilitated by the TPC and encourage the use of local services and facilities.
	Encourage uptake of the proposed UK Government e-bike grant.
	Cycle parking will be provided in line with OCC cycle parking standards.
	The TPC will encourage the occupier to organise cycle-to-work days aimed at encouraging employees to either more regularly cycle or try cycling if they do not do so already.
Maximise use of public transport	It is proposed that bus routes are diverted to stop on Site at the public transport area in the northeast corner of the Site, which has an allowance for a total of six buses. The primary and secondary accesses will be used, with the internal link road between them providing access to the bus stops and pick up and set down areas.
	A rail shuttle bus between Bicester rail station and the Site is proposed, in order to encourage rail travel.
	Comfortable passenger waiting areas and real-time travel information will be provided.
Access for All	The buildings have been designed to be accessible to disabled people.
	Provision of disabled persons parking and level access to the Site have been included.
	Cycle parking for larger/ adaptable bikes will be provided.
TP	Staff will be trained on the measures contained within the TP and there will be Site-wide events and centralised cycle maintenance, training, etc.
	Secured as part of the S106 Agreement to include a series of measures to achieve its objectives and targets.
Monitoring	Those responsible for the delivery of the TP will meet regularly to assess progress against targets/triggers, and, if required, will implement further sustainable travel measures.

# 5 Travel Patterns

## Introduction

- 5.1 This section presents the mode share analysis for the Proposed Development. The analysis draws on research from comparable tourism and leisure destinations, alongside professional experience and industry benchmarks, to inform a realistic and deliverable mode share strategy. It considers the nature of the attraction, expected visitor profiles, and likely travel behaviours.

## Researching Visitors and Staff Mode Shares

- 5.2 While there are no directly comparable attractions to Puy du Fou within the UK, a high-level review has been undertaken to assess other UK-based ‘tourist attractions’ for context. However, publicly available data on these sites is limited, and much of it is outdated and therefore not relevant for informing current planning.
- 5.3 It’s important to recognise that most of these comparator sites are long-established parks, conceived and built at a time when sustainable transport was not a key planning consideration. As such, their infrastructure and operations were designed predominantly around private car access, with limited support for sustainable travel, and often without a Travel Plan in place, i.e. they were designed as part of the historic ‘predict and provide’ planning assessment.
- 5.4 Consequently, the mode shares observed at these legacy parks are not considered appropriate benchmarks for Puy du Fou. Instead, the Proposed Development presents a unique opportunity to embed sustainable transport principles from the outset, supported by a coordinated strategy that encourages mode shift and reduces reliance on private vehicles.
- 5.5 Notwithstanding this, the following summarises information found for visitor trips:
- Disneyland Paris – 54% arrival by individual car
  - London Resort, Kent (not built) – 45.8% car mode share
  - Universal Theme Park and Resort, Bedford (proposed) – the public consultation identified that initial studies estimate 10% of visitors would drive, with a further 25% as passengers, 35-40% of visitors would arrive by train, and the remaining visitors would arrive by bus, taxi, or other modes.
- 5.6 Discussion have been held with Warner Brothers Studios in Leavesden, Hertfordshire, who operate high quality frequent shuttle buses from the local train station to their site, as well as a number of other sustainable travel options such as bus/ coach ticket packages from London. While the mode shares are not published and as such are not in the public domain it is understood that they achieved their Travel Plan target of 50% arriving by car and now regularly achieve a car mode share of just over 50%.

## Adopted Approach

### Visitor Mode Share

- 5.7 A 50% car mode share is believed achievable for Day Only ticketholders. The full methodology for the mode share assessment is presented and discussed within the accompanying TA, however a summary will be provided here.
- 5.8 In summary, a combined mode share breakdown is calculated for each of twelve distinct scenarios, where scenarios 1-4 form Phase 1, scenarios 5-8 form Phase 5, and scenarios 9-12 form Phase 8. These modes shares are then used to calculate a combined mode share for each visitor type in each phase, with approximately even increases in visitor numbers as the phase number increases.
- 5.9 The focus of this assessment will be the day-ticket holders who will have unrestricted access to public transport, especially in comparison to night-only ticket holders who will often have more limited options with regards to public transport.
- 5.10 This information is summarised in **Table 5.1**, where public transport is a combination of coach, local bus, rail (and shuttle), rail (and taxi), rail (and cycle) and Bicester park and ride. It is important to note that these estimations assume the successful implementation of this Travel Plan.

**Table 5.1: Combined Mode Share by Ticket Type**

Ticket Type	Mode	Phase 1	Phase 5	Phase 8
Day Only	Car	46.1%	46.0%	45.4%
	Active Travel	1.0%	1.0%	1.0%
	Public Transport	51.9%	52.0%	52.6%
	Taxi	1.0%	1.0%	1.0%

### Staff Mode Share

- 5.11 A mode share target of 55% private car users has been set, informed by census data and the planned public transport strategy. 2011 'Journey to Work' census data shows that within urban areas, 63.85% of trips to work are as a car driver, 6% are as a car passenger, c.9% by public transport (rail and bus), and 19% on foot or by bike.
- 5.12 Additionally, the transport strategy proposes there will be shuttle services between the rail station and the Site, enhanced local services from neighbouring areas such as Bicester, Upper Heyford, Oxford, and Banbury, and improved infrastructure for walking and cycling – all of which can be utilised by staff.

# 6 Objectives and Targets

## Introduction

- 6.1 This chapter outlines the overarching Objectives and Targets of the TP for the Proposed Development.
- 6.2 The Objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

## Objectives

- 6.3 The main objective of the TP is:

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“To minimise car use and maximise active travel and the use of public transport for all trips, and to achieve a 50% car mode share for Day Only ticketholders”

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- 6.4 To support the realisation of the overarching objectives, several sub-objectives have been set:
- To improve the health of employees of the development and minimise impacts on the environment
  - To ensure the Proposed Development is accessible to all users and that the needs of vulnerable groups, for example those with mobility problems, are met and respected
  - To promote and encourage users to travel by sustainable modes including rail, bus, walking and cycling as an alternative to private car or taxi
  - To ensure maximum opportunities exist for collective travel, such as car sharing
  - To increase awareness of the TP and its constituent measures
  - To encourage the most efficient use of cars and a reduction in single occupancy car use
  - To improve the safety of persons travelling to and from the Proposed Development on foot or by cycle and provide relevant on-Site facilities
  - To encourage the best use of taxis and private hire vehicles

## Targets

### Overview

- 6.5 The key aim of the TP is to reduce car trips and achieve a 50% car mode share for Day Only events. Targets are the measurable goals through which the progress of the TP can be assessed against the objectives.
- 6.6 A monitor and manage approach is being used, and as such this will monitor trip arrivals and departures to the site on a regular basis.

### Mode Share Targets

- 6.7 It is difficult to achieve a high public transport mode share for Day and Night and Night Only ticketholders due to the lack of public transport provision at the time for night show egress, typically as late as 23:30 during June/ July. While there are trains which can accommodate some of the evening movements, the assessment considered the worst-case scenario based on current rail timetables. It is anticipated that in line with demand, public transport capacity will increase in the future, and as such there would be a higher percentage of public transport trips generated. Furthermore, as additional hotels become available in the area, there is greater opportunity for people to stay more locally and access the Site by sustainable modes.
- 6.8 Proposed targets for Phase 1 Day Only tickets are shown in **Table 6.1**. It should be noted that this is only an indicative target, and recognition should be paid to initial behaviours not being as predicted. Monitoring and review may be required to reach the target.

**Table 6.1: Phase 1 Mode Share Target (Annual Average Day Attendance Only)**

Mode	Mode Share Target
Car Driver	20%
Car Passenger	30%
Public Transport (Rail / Bus / P&R / Coach/ Taxi)	49%
Active Travel (Cycling, Walking, Wheeling)*	1%

\*This includes visitors whose journey has been entirely by bike, or they have accompanied their bike on public transport. It excludes any enhancements at either rail station for a bike-share/docking scheme.

- 6.9 These are average targets across the year, and in some scenarios a greater percentage may be achieved (such as during school term time when there are more coaches) while during the peak summer periods, and at night shows, a higher car proportion will occur.
- 6.10 Whilst the mode share for Night Only or Day and Night ticket holders is untargeted, it is proposed to be monitored through the Travel Plan, and as and when improvements to public transport are delivered, targets will be implemented.

# 7 TP Management

## TP Delivery

- 7.1 Effective management of the TP combined with clearly defined roles and responsibilities, is recognised as being fundamental to achieving the overarching objectives.
- 7.2 In order to co-ordinate the overall implementation, and monitoring and review of this TP, a TPC will be appointed. This role will be part-time and will commence prior to the opening of the new development. A member of staff will also be appointed as a Travel Plan Manager (TPM).
- 7.3 The TPM role will need to be appointed prior to opening. This will ensure there is adequate time to promote the TP and the sustainable travel opportunities to the Proposed Development. This will allow employees to identify potential travel modes before they begin working at the Site.
- 7.4 The names, addresses, and telephone numbers of the TPM will be supplied to the TPC as soon as they are appointed. The name, address (postal and email), and telephone number of the TPC will be provided to CDC and OCC upon appointment.
- 7.5 The TPC will be the key point of contact for the Proposed Development, and the council will be informed of any changes to the TPC's details. The contact details for an Interim TPC will be provided prior to opening of the site.
- 7.6 Under the leadership of the TPC, the TPM will be responsible for:
- Overseeing the development, promotion, and implementation of measures amongst staff.
  - Designing and implementing continuous effective marketing and awareness raising strategies to promote sustainable travel. For example, they will be responsible for the effective display of information on the staff notice boards and staff intranet etc.
  - Acting as a point of contact for all staff, visitors, and/or suppliers who require information. Where necessary, the TPM will provide the TPC's details.
  - Setting up any internal meetings or Site wide meetings in conjunction with the TPC.
  - Reporting back to the TPC and CDC/OCC's TP officers with the results of the TP monitoring.
  - Assisting the TPC with securing a sufficient budget for the Travel Plan to ensure the Site-wide measures can be implemented and promoted, and their use is efficient and effective in relation to their unit.

## Securing and Funding the TP

- 7.7 It is envisaged that this TP will be secured via an appropriately worded planning condition or Section 106 obligation. A series of sustainable transport measures will be implemented as part of the Proposed Development, demonstrating the commitment to this TP by the Applicant.
- 7.8 The Applicant will ensure that suitable funding and a sufficient budget for the TP are provided, subject to viability discussions. This will ensure future commitment and ongoing monitoring and review.

## TP Awareness and Marketing

- 7.9 The success of the TP is dependent on the Proposed Development and implementation of an effective marketing strategy.
- 7.10 To increase awareness of the TP, staff and visitors will be given information on the sustainable ways to travel to and from the application sites within the local area.
- 7.11 It is essential that staff are involved in the implementation and evolution of the TP. The travel surveys and pre-survey marketing will contribute to raising awareness at the outset. It will also allow staff to have input into the ongoing development of the Full TP.
- 7.12 The TPC and TPM will liaise to produce a marketing strategy which could include:
- Provision of local transport information to prospective buyers and commercial unit tenant prior to opening with links to relevant external websites, e.g., real-time travel information
  - Annual review and update of all marketing information and material for the employee/visitor noticeboard

## Efficient Use of Private Vehicles

- 7.13 This TP recognises that the use of private cars varies and that whilst this can be reduced, it cannot be totally eradicated for several reasons such as shift patterns and mobility issues.
- 7.14 The TP will therefore encourage staff to make informed decisions about how they travel and will discourage the use of private cars.
- 7.15 This measure will be supported by the initial designation of car-sharing spaces close to building entrances and the conversion of further parking spaces for the exclusive use of car sharers in response to observed activity.
- 7.16 In addition, this TP advocates good access for servicing and deliveries, to avoid congestion in and around the Proposed Development.

## Visitor Travel

- 7.17 The TP aims to encourage journeys to be made by sustainable modes of transport. Visitors will be able to access guidance on how to reach the Site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes and that car parking is limited.

## Management Challenges

- 7.18 Times of operation will vary as will shift patterns of employees. It is important that the TPC and TPM recognise this challenge and adapt measures to suit individual shifts.

## Mode Share Differences due to Increased Attendance

- 7.19 Travel to the Site will be monitored annually. Although there will be an initial adjustment period as visitors determine the best way to reach the Site. The lower visitor numbers in Phase 1 should make it easier to achieve a 50% car mode share, due to the greater availability of non-car travel options relative to overall attendance. In the early years it will be more difficult to provide public transport options for night show attendees due to limited service availability. As a result, most visitors are expected to travel by private vehicle. However, as noted in the TA, these events take place when the surrounding road network is typically very quiet.
- 7.20 Growth of the park will run in parallel to local growth identified in the Local Plan. This will include the delivery of new infrastructure and measures to promote sustainable travel which are to be delivered by OCC and others through developer contributions. In line with the LTCP, this is expected to increase alternative options to the private car. This, combined with communications pushing demand to public transport, will provide a viable alternative to private vehicle. However, the increased capacity threshold and attendance means the obligations on Puy du Fou to establish elevated numbers of bus shuttles and local bus services, as well as a target for increased attendance by active travel measures, will be increased proportionately.
- 7.21 As the capacity threshold and attendance further increases, there are more weekday events which have higher sustainable mode shares, but also a higher proportion of night shows per year, and as such there will be a greater need for initiatives to increase travel by public transport and active travel. This can be managed through Travel Plan coordination.

## 8 Monitoring and Review

8.1 The TP is a continuous process requiring monitoring, review and revision to ensure it remains relevant. This section sets out the strategy for monitoring and review over a five-year period from first opening.

### Monitor and Manage Strategy

8.2 A fundamental part of implementing the ‘decide and provide’ approach, mentioned in the TA, is the need to monitor the outcomes of the strategies put in place to provide alternatives to the private car. A Monitor and Manage Strategy (also known as a Monitoring and Evaluation Plan (MEP)) will therefore be put in place and secured through the Section 106 agreement. The Monitor and Manage strategy will include:

- TP aimed at promoting sustainable travel and reducing single/ low occupancy car vehicle trips
- A mechanism to record how the trip generation and mode share at the Site changes throughout the year and evolves over time
- A mechanism to monitor the performance of specific junctions
- An agreement to cover monitoring costs and report to OCC on the findings of the monitoring
- An agreement to deliver a Transport Working Group which will meet periodically to assess the operation of the transport strategy and where necessary consider interventions aimed at ensuring predicted mode shares are on track
- The provision of a Sustainable Transport Fund which can be used to implement off-Site infrastructure improvements, support public transport and/ or deliver remedial measures should additional capacity improvements be necessary

### Monitoring Programme

8.3 The TPC and TPM will oversee the monitoring and review of the TP to ensure that the measures are delivered effectively and access by sustainable transport modes are promoted. The Applicant will ensure suitable funding is provided for the TPC to deliver the proposed measures.

8.4 Monitoring will be undertaken through the distribution of a staff travel questionnaire survey, to understand how staff travel to/ from work, alongside traffic surveys at the proposed Site access which will record vehicle movements (including vehicle classification) across the day.

8.5 **Table 8.1** below gives estimated plans and timescales for the monitoring and review of the TP.

**Table 8.1: Plans and Timescales for TP Monitoring**

Action Timescale	Action Timescale
Baseline travel surveys	Within 6 months of opening
Undertake annual audits of cycle parking, accessible car parking demand and EV charging demand.	Annually
Future travel surveys	Annually for 10 years
Feedback to employees	Annually
Undertake comprehensive strategic review of all aspects of the TP (including the objectives, targets, action plan and the monitoring programme)	Annually

## Travel Surveys

- 8.6 The travel surveys will be undertaken within 6 months of opening of the Site and review:
- Travel Plan awareness
  - Baseline modal split and travel patterns
  - Uptake of any measures and incentives proposed in this Travel Plan
  - Help identify any further measures that need to be investigated and proposed
- 8.7 The surveys will be undertaken during the main operation hours of the Site on multiple days to get an accurate understanding of how the Park is operating in different scenarios.

## Review Process

- 8.8 The TPM will be responsible for undertaking a regular review of the Travel Plan focusing on Travel Plan awareness and the travel patterns of staff and visitors, under the leadership of the TPC.
- 8.9 The data gathered by the surveys outlined above will be made available to CDC and OCC. The monitoring program will also include the following ‘hard’ data recorded at 12 monthly intervals by the TPC:
- Demand for car parking and car share parking spaces (number of spaces occupied)
  - Demand for electric vehicle charging points
  - Demand for cycle parking spaces
  - Informal comments made by employees and visitors regarding the operation of the TP
- 8.10 The results of the travel surveys and hard data monitoring will be presented in a report form to CDC/ OCC for discussion and agreement by the TPC. The report will outline the actual travel patterns of staff and visitors.
- 8.11 In addition, this TP will be expanded to include the following sections:
- Introduction
  - Travel Plan aims, objectives, and benefits
  - Transport audit – review existing transport infrastructure to support sustainable travel
  - Employee characteristics collected via surveys – e.g. number of staff, working hours, home location, method of travel to work
  - Visitor travel – where they travel from, mode of travel, and TP awareness

- Modal shift potential – opportunities for employees/ visitors to switch their travel mode to a more sustainable mode
- TP targets will be revised if necessary
- Measures to be implemented to encourage modal shift – possible incentives identified based on the surveys
- Implementation of the TP – similar to the methods detailed above, with surveys and data collection
- Monitoring and review – monitoring and reviewing the success of the TP

8.12 It is proposed that every 12 months for a period of ten years, an Annual Monitoring Report will be prepared by the TPC and issued to OCC/ LDC. The report will comprise the following structure:

- Introduction & background – number of staff employed and working hours
- Results of surveys – results of the surveys that against indicators defined in the TP
- Description of work undertaken over the past 12 months with evidence and examples
- Problems and issues – problems and issues encountered in implementing the Travel Plan, and any issues that have not yet been resolved
- Specific measures from the TP – details on how the measures from the TP have been implemented in terms of infrastructure, policy, and promotion for each specific travel mode and strategy (walking, cycling, public transport, car sharing, general measures, working practices etc.), with evidence of how each measure has been implemented
- Summary – detail whether the Site is on track to meet targets and any key issues to achieving these
- Strategy for the next 12 months – detail of any specific outcomes or desired results

8.13 The Annual Monitoring Reports would be made available to employees and visitors within the development, so individuals can see how their travel choices fit into the TP.

## **Remedial Measures**

8.14 Should the modal shift targets set out in the TP not be met, various remedial measures can be implemented to further encourage modal shift, which could include:

- Increasing the level of personalised travel planning on offer
- Increasing the number of cycle parking spaces provided
- Providing additional changing facilities
- Exploration into the provision of an on-site car club (if necessary)
- Increasing the number of electric vehicle charging points on the Site

# 9 Action Plan

## Overview

- 9.1 An indicative Action Plan is presented in **Table 9.1**, which sets out the proposed initiatives and the timescale and responsibility for implementation. This will be refined in due course as more details are confirmed.

**Table 9.1: TP Action Plan**

Measure	Initiative	Timescale for Implementation	Responsibility
Establish Baseline	Undertake baseline surveys and staff questionnaires	Within 6 months of first opening	TPC
<b>Managing the on-going development and delivery of the TP</b>			
Appoint a TPC	Applicant to identify a TPC	Prior to opening	The Applicant
Travel Plan Coordinator (TPC) meetings	Ad-hoc meetings hosted by the TPC to encourage staff to sign up and discuss matters with TPC.	Upon opening	TPC
<b>Increasing Awareness of the TP</b>			
Feedback to staff	Regular feedback to staff through meetings/ newsletters on progress of TP measures and Site-wide transport issues.	Within first year of opening then annually	TPC
Site information/ Staff Information and Welcome Packs	TPC to provide information to staff such as access arrangements, walking, cycling, public transport, including maps, website links and real-time journey information.	Upon opening and ongoing	TPC
Health and financial benefits	Inform staff and visitors of the health and financial benefits of walking and cycling, through the website or marketing material. Information will include safe walking and cycling routes with distances and times and possibly discounts for local cycle shops.	Upon opening and ongoing	TPC
Increasing Awareness for Visitors	Clear, detailed and engaging information about travelling via sustainable transport modes should be provided on the website, with this information prioritised over directions to arrive by car and parking information. The information provided should include details such as the location of pick-up and drop off areas and journey times from local transport hubs to ensure visitors are informed and capable of planning their journey confidently and seamlessly. Sustainable transport initiatives should also be actively promoted across communication channels.	Upon opening and ongoing	TPC

Measure	Initiative	Timescale for Implementation	Responsibility
<b>Encouraging Walking and Cycling</b>			
Cycle parking and facilities	To provide cycle parking in line with standards and to ensure that they are covered and secure.	Prior to opening	The Applicant
Pedestrian facilities	To develop a high-quality pedestrian environment within the Site and create links with the wider area.	Prior to opening	The Applicant
'Cycle to Work' Schemes	The TPC will publicise the possibilities and benefits of "Cycle to Work" schemes (e.g. CycleScheme UK) to staff.	Upon opening and ongoing	TPC
Bicycle User Group	Establish a regular meeting to discuss cycle issues facilitated by the TPC and encourage the use of local services and facilities.	Upon opening and ongoing	TPC
E-bike loan/subsidy scheme/grant	Encourage uptake of the proposed UK Government e-bike grant.	Upon opening	TPC
Cycle to Work Days	The TPC will encourage Puy du Fou to do cycle-to-work days aimed at encouraging employees to either more regularly cycle or try cycling if they do not do so already.	Ongoing	TPC
<b>Encouraging the use of Public Transport</b>			
Community Noticeboard	To provide details on key routes, maps and timetables to users of the Proposed Development.	As part of Proposed Development	TPC
Extension of local bus route into the Site	It is proposed that bus routes are diverted to stop on Site at the public transport area in the northeast corner of the Site, which has an allowance for a total of six buses. The primary and secondary accesses will be used, with the internal link road between them providing access to the bus stops and pick up and set down areas.	Upon opening	The Applicant
Rail Shuttle	A rail shuttle bus between Bicester rail station and the Site is proposed, in order to encourage rail travel.	Upon opening and ongoing	The Applicant
Financial initiatives	Positive financial incentives reward travel by sustainable modes to Site, such as free rail shuttle travel, a discounted Park entry	Upon opening and ongoing	The Applicant

Measure	Initiative	Timescale for Implementation	Responsibility
	ticket when travelling by sustainable modes or a food and drink voucher.		
<b>Encouraging the best use of cars and servicing vehicles</b>			
Car Parking	Car parking for visitors will be provided to accommodate anticipated demand. Car parking for staff will be based on OCC standards.	Upon opening and ongoing	The Applicant
Car Sharing	Sign up to Lift Share Schemes ( <a href="https://liftshare.com/uk">https://liftshare.com/uk</a> ) and provide details to staff.	Upon opening	TPC
Launch Event	TPC to hold a launch event to advertise the TP and promote sustainable travel.	Three months after first opening	TPC
<b>Marketing</b>			
Six Monthly Newsletter	Providing a brief marketing update for staff to maintain awareness of the TP and promote initiatives and events – to be delivered via email.	Upon opening and ongoing	The Applicant

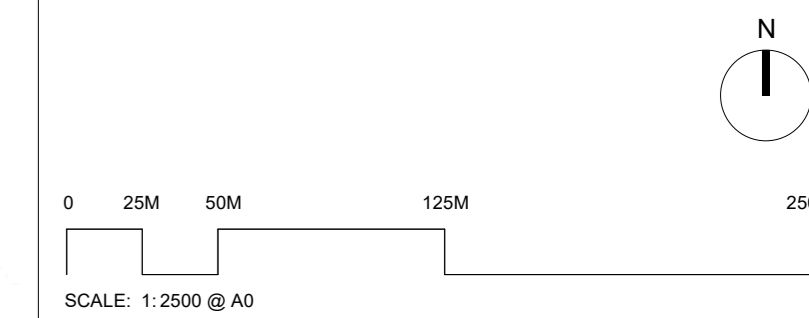
# Appendices

# A Illustrative Masterplan

NOTES:  
 1. Do not scale from this drawing for construction purposes.  
 2. All dimensions are to be checked on site.  
 3. This drawing is to be read in conjunction with all other Title + Co and relevant consultants' drawings and information.  
 4. This drawing is copyright.

- KEY:**
- Site Application Boundary
  - Hotel
  - Indoor Show
  - Outdoor Show
  - Village
  - Other Building
  - Utilities
  - Parking
  - Public Right of Way
  - Service Road
  - Path
  - Control Access Point
  - ← Vehicular Access Point
  - ← Visitor Access Point
  - Ancient Woodland (Retained)
  - Ancient Woodland 15m Buffer Zone
  - Retained Hedgerows, Trees & Woodland
  - Woodland / Woodland Edge
  - Mixed Native Hedgerow (Informal)
  - Mixed Scrub
  - Screening and Spatial Separation
  - Wildflower / Species-Rich Meadow
  - Themed Gardens
  - Amenity Grass Mix
  - Retained Agricultural Land
  - Aquatics, Emergents and Floating
  - Lake
  - Dry Basin
  - Photovoltaics

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	date	amendment		



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drawing title  
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				A







**TRAVEL PLAN**

Puy du Fou UK

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**PUYDUFOU**

UNITED KINGDOM