



Clover House
Western Lane
Odiham
Hampshire RG29 1TU
Tel: 01256 703355
Fax: 01256 704934
Email: info@bellamyroberts.co.uk

DEVELOPMENT PROPOSALS AT
ALBERT ROAD, DEAL

TRAVEL PLAN FRAMEWORK

on behalf of
QUINN ESTATES LTD / MILDVALLEY
HOMES LTD

DRAFT

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G D Bellamy BSc CEng MICE
I T Roberts MCIHT

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Liability Partnership registered in
England.

Reg No OC303725. Registered
Office: Clover House, Western
Lane, Odiham, Hampshire RG29
1TU



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1.0 INTRODUCTION

- 1.1 Bellamy Roberts LLP has been instructed by Quinn Estates Ltd and Mildvalley Homes Ltd to provide a Travel Plan Framework in support of proposals for a mixed residential, retail and commercial scheme at Deal, Kent.
- 1.2 This Travel Plan Framework will set out a number of measures, which aim to reduce the impact of the proposals on the surrounding highway network, and encourage greater use of sustainable modes of transport.

2.0 SITE LOCATION

- 2.1 The proposed site is located on the west side of Albert Road and north side of Minters Yard, south of the railway line in Deal, Kent. It is situated 600m west of Deal seafront, and 1.4km north east of Sholden. A site location plan is attached at **Appendix 1**. The site continues northwest from Albert Road towards the existing access to Minters Yard from Southwall Road. The site comprises an area of approximately 4.5 hectares.
- 2.2 The area surrounding the site is predominantly residential with the exception of Minters Yard, Jewson's and Hutchings Timber Yard, with the town of Deal to the south and east, and countryside to the west of the site.

Local Highway Network

- 2.3 The site is accessed via 2 points from the surrounding highway network. The first is a new priority "T" Junction onto Albert Road, to the south of the existing railway level crossing. This provides access to an existing builder's merchant, a timber merchant and Court Marsh Farm. As a result of the proposals, traffic attributed to the commercial establishments will be redirected via the new access, onto Albert Road.

- 2.4 Albert Road is a principal distributor road providing access to the eastern fringes of Deal, forming a junction with London Road (A258), 325m west of the application site. Albert Road is approximately 6m wide adjacent to the site, with a footway of 1.8m in width running along its southern edge. The footway on the northern side of the carriageway running along the southern boundary of the site, is sporadic. This will be addressed alongside these proposals. Albert Road runs through a residential area with street lighting present. It is subject to a 30mph speed restriction.
- 2.5 To the west of the proposed site access, and adjacent to the site boundary, there are parking restrictions enforced in the form of double yellow lines. Parking along Albert Road is permitted in limited areas due to these restrictions.
- 2.6 The second access to the site is gained from the existing Minters Yard access onto Southwall Road, in close proximity to its junction with Church Lane. Southwall Road runs on a broadly northeast/southwest alignment connecting the Household Recycling Centre and other commercial properties to the north, with Middle Deal Road to the south. Southwall Road is predominantly a residential road, with on-street parking permitted along much of the south side of the carriageway. The section of Southwall Road between its junctions with the site access and Middle Deal Road has varying carriageway widths and parking restrictions. Southwall Road for a distance of 50m east of the site access has a carriageway width of 7.3m with no parking restrictions, before narrowing sharply to a width of 4.3m. From this point eastwards, the carriageway gradually increases to 6.0m over a 70m length. This continues through to the junction with Middle Deal Road, with parking restrictions on both sides of the carriageway.

3.0 PROPOSED DEVELOPMENT

- 3.1 The development proposals for the scheme comprise a mixed-use development with the following mix of up to:
- 142 Residential Units
 - Convenience Store
 - Innovation Centre

- Childrens Nursery
- Link Road (from Albert Road to Southwall Road)

3.2 The application will provide a detail design of a link road connecting through the site from Church Lane/Southwall Road, to Albert Road. The link will allow both existing traffic from the Minters Yard site, and that attributed to the development site to divert through the site, thereby reducing the level of traffic on neighbouring junctions.

4.0 SUSTAINABLE TRANSPORT CONNECTIONS

4.1 This section examines the sustainable transport connections of the site and assesses the potential of such links to reduce the level of car borne traffic.

Pedestrians

4.2 In the absence of Planning Policy Guidance Note 13 'Transport' which sets out the widely recognised walking distance of 2km, the 'Guidelines for Providing Journeys on Foot, by the Institution of Highway and Transportation has been referred to. Within Table 3.2 of the aforementioned document, the suggested walking distances have been set out, whilst a distance of 2km still features as a preferred maximum walking distance for commuting. For other locations, a distance of 1.2km is stated.

4.3 A pedestrian isochrone plan has been attached at **Appendix 2**, to identify these recognised walking distances in relation to the application site, along with local facilities that can be found within this distance.

4.4 There are pedestrian footways either side of Albert Road, which is adjacent to the eastern access to the site. These follow the carriageway south to London Road and along Western Road to the north. There are also pedestrian footways at the western access to the site, either side of Southwall Road. These footways are approximately 1.8m in width.

Cycling

- 4.5 Cycling can be a realistic alternative to the car, particularly for journeys under 5km. There is an on-road cycleway in close proximity to the site, which runs along Albert Road through the centre of Deal, heading north to Sandwich. A plan of the local cycle network is attached at **Appendix 3**.

Buses

- 4.6 There are four bus routes that operate close to the site; these are Routes 80, 15A, 15X & 80A. These all operate between Sandown and Canterbury on an hourly basis, and share the same timetable. The nearest bus stop is located within the immediate vicinity of the site; it comprises a standing pole and serves southbound bus services.
- 4.7 A copy of the route map can be found at **Appendix 4**, with a summary of these services provided in Table 1.

Table 1: Bus Services

Route	From	To	Freq	Mon-Fri		Sat		Sun	
				First	Last	First	Last	First	Last
80/15A/ 15X/80A	Sandown	Canterbury	Hourly	0733	1908	0849	1908	-	-

Rail

- 4.8 The nearest Railway Station to the site is Deal Railway Station, which can be found 600m south of the site, on Queen Street. Destinations include London Charing Cross, London St Pancras and Ramsgate with stations between. During the AM Peak (0800-0900) there are two services an hour to London Charing Cross and Ramsgate, and one service an hour throughout the day. There are four services a day to London St Pancras before 0800hrs.

- 4.9 Facilities include a ticket office, sheltered seating, WCs, cycle parking, pay phones and taxi rank. A copy of the arrivals and departures can be found at **Appendix 5**.

5.0 OBJECTIVES

- 5.1 The main objectives of this Travel Plan are as follows:
- Reduce the need to travel by ensuring the provision of facilities such as work, leisure and shopping.
 - Promote sustainable modes of transport which contribute to a healthier, sustainable local community.
 - Promote linked trips to lower the number of single destination trips, supporting the reduction of proposed traffic generated by the development.
 - Provide a safe and secure environment enabling residents to feel comfortable travelling by foot, cycle or public transport.
 - The development should be well integrated with the surrounding urban area, linking it with the existing pedestrian and cycle network.
- 5.2 Whilst promoting sustainable modes of transport is recognised as an important means by which to reduce unnecessary trips by car, the location and size of the development is such that very limited headway could be made if the sole objective was to promote alternative modes.
- 5.3 As such, it is recognised that for the site to reduce the amount of unnecessary car trips by removing the need to travel, in addition to encouraging linked trips when travel by car is unavoidable, the overall vision of reducing vehicular trips should be met by the current sustainable transport choices available.

6.0 TARGETS

- 6.1 To determine targets for the proposed development, the number of vehicle trips generated by the development is to be monitored. This provides the best indication of the usage of sustainable modes. This is a desirable form of monitoring as modal split data can be difficult to obtain for residential developments.
- 6.2 As a result, a target will be set for the number of single occupancy vehicle trips over a 12-hour period, which will establish the progress of the Travel Plan. An annual survey will be conducted once the development is completed, and 12 months after occupation.
- 6.3 The number of vehicle trips that the development will generate has been determined using the TRICS database, whereby total person trip rates for the residential development and commercial were calculated. From the total person trip rates, it was possible to determine the number of vehicle trips the proposed site would produce, alongside the Method of Travel to Work modal split taken from the Census.
- 6.4 Tables 2 demonstrates the total number of vehicle trips produced by the scheme during the AM, PM network peaks.

Table 2: Proposed Vehicle Trip Generation

Vehicular Trips	AM		Total	PM		Total
	In	Out		In	Out	
Scheme	61	89	150	82	69	151

- 6.5 The new target modal splits will be set against the 2001 Census; however these targets will be indicative until they have been agreed by the Council. These targets are shown in Tables 5 and 6 below.

Table 5: Residential Modal Split

Targets	Timescale			
	Baseline	Year 1	Year 2	Year 3
Single-occupancy Vehicle Trips	66.2%	61.2%	56.2%	51.2%
Walking	13.1%	13.1%	14.1%	15.1%
Car Share	6%	7%	9%	12%
Cycling	4.3%	6.3%	6.3%	6.3%
Public Transport	7.9%	9.9%	11.9%	12.9%

- 6.6 The targets shown above are based upon the guidance set out by Kent County Council, which recommends that developments should aim to achieve a reduction of 15% in single-occupancy vehicle trips three years after occupation.

- 6.7 As a result, the percentage of residents using sustainable modes should increase as followed: Walking increases by 2%, car sharing by 6%, cycling by 2% and public transport by 5%.

- 6.8 These targets can be considered realistic and achievable within the timescale demonstrated.

7.0 PROPOSED MEASURES

- 7.1 This section outlines a number of measures that will be implemented to encourage greater use of sustainable transport modes and reduce reliance on the car.

Walking

7.2 Measures to increase the number of residents travelling by foot will be based around the following initiatives:

- Information on pedestrian network routes.
- Using schemes such as kentjourneyshare and WalkBUDI, which allows residents to find a walking buddy.

Cycling

7.3 Measures to promote cycling among residents will include the following:

- Providing secure cycle parking for each dwelling for cyclists, and ensuring that those wishing to travel by cycle are not prevented by a lack of facilities.
- Providing information on local cycle routes.
- Schemes such as kentjourneyshare and BikeBUDI allow cyclists to find someone to cycle with, for example if they are travelling a similar route or direction.

Car Sharing

7.4 As well as promoting public transport, car sharing can be an alternative way to travel, for instance it may be more convenient for some residents and more comfortable for residents with disabilities. Car sharing will be promoted through (also known as kentjourneyshare) as part of the soft measures.

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7.6 The benefits of car sharing are quite clear, contributing to the mitigation of traffic congestion and pollution on the roads.

On-site Car Club

7.7 An on-site Car Club provides the option to residents who may not wish to, or are unable to afford the cost and maintenance of a private car. This would be beneficial to these residents as public transport does not operate at all times of day, i.e. evenings and weekends. Residents would be able to book a car online and pay a required fee.

7.8 As a result, this can be a cost-effective measure as it discourages these residents from purchasing a private car, and encourages them to use a combination of public transport and the Car Club. The aim of this measure means that such residents would only use a private vehicle when necessary.

Home Working

7.9 The provision of super-fast broadband across the development will give residents the option to work from home if required. As a result, this can play a part in mitigating the impact on the local highway and transportation network. It also provides residents with easier access to travel information online.

Resident Travel Packs

7.10 A Travel Pack can be a clear and concise way to provide a range of local travel information. The Travel Pack will consist of a folder and delivered to each household or commercial unit from occupation. It will include the following:

- The Travel Plan measures, with its objectives and targets.
- Maps displaying the local bus, walking, cycling routes and facilities.
- Information regarding the kentjourneyshare, WalkBUDI and BikeBUDI schemes.
- Information on the on-site Car Club.
- Information on how to claim a free bus pass.
- Details of home delivery from supermarkets in the local area.
- Contact details for the Travel Plan Co-ordinator.

Buses

7.11 In terms of buses, the site is well served by a number of local routes. Residents are to receive information on local services including:

- A route map, timetables and frequencies.
- Nearby bus stops
- Public transport website www.traveline.org.uk
- Government travel options website www.transportdirect.info

7.12 It is recommended that new residents should be offered new 'taster' public transport tickets, which will be implemented upon occupation.

Personalised Travel Planning

7.13 This measure involves a Travel Survey conducted door-to-door at each dwelling to establish the travel behavior of each new household. This measure can be quite effective, achieving on average an 11% reduction in car driver trips, increasing the rates of walking, cycling and public transport by between 14% and 33%.

7.14 These door-to-door visits are designed to tailor travel information to each household. For instance, a household that shows a keen interest in travel modes such as walking and cycling will be provided with information detailing desirable walking and cycling routes. On the other hand, a household that demonstrates an interest towards public transport will be given details on discounts, cheaper tickets and 'taster' tickets as an incentive to use the bus or train.

7.15 Personalised Travel Planning is deemed a very cost-effective measure in terms of reducing congestion, as opposed to the costs of infrastructure improvements. This will be conducted on an annual basis to monitor the Travel Plan's progress.

Social Media and Public Information

7.16 In the past decade, travel information has become much more accessible via the form of social media. Twitter and Facebook have been used as an effective tool in providing up-to-date travel information. Major transport operators such as TfL and various national rail operators use social media to keep travellers and customers informed with the latest updates to services. Residents will be able to

keep informed by social media, enabling events such as coffee mornings to be organised, raising the awareness of sustainable modes.

- 7.17 More traditionally, information will be presented on a Travel Plan notice board, which will be installed in a public area detailing all the current travel information for the local area. This will be updated by the Travel Plan Co-ordinator when required. A newsletter can also be an effective way to distribute travel information to local residents and business users; it would be another tool used to promote the Travel Plan, including any new measures and developments to sustainable transport modes in the local community.

8.0 IMPLEMENTATION AND RESPONSIBILITIES

- 8.1 The Travel Plan will be implemented by the Travel Plan Co-ordinator who will be responsible for managing the relationship between the various parties involved, which are the developer, the Highways Authority Kent County Council and the site occupants. It will be the responsibility of the Travel Plan Co-ordinator to report back findings to the Council.

Travel Plan Co-ordinator

- 8.2 The role and responsibilities of the Travel Plan Co-ordinator are as follows:
- Implementing Travel Plan measures.
 - Liaising with users of the development and promoting sustainable travel.
 - Liaising with stakeholders, including the Local Planning and Transport Authorities.
 - Monitoring the effectiveness of the Travel Plan by the form of a travel survey.
 - Reviewing the Travel Plan and preparing Action Plans.
- 8.3 The majority of proposed measures are to be covered by the developer and the annual budget for promoting and executing the Travel Plan is to be controlled by the Travel Plan Co-ordinator.

8.4 To summarise the measures proposed and identify suitable timescales for implementation, Table 7 has been provided.

Table 7: Proposed Measures

Measure	Timescale	Responsibility	Costing
Pedestrians			
Improved pedestrian links to and from the site	Occupation	Developer	Development Costs
A series of footways navigating the site and connecting with the existing footway network	Occupation	Developer	Development Costs
Cycling			
Secure cycle parking to be provided at each dwelling and additional parking for visitors	Occupation	Developer	Development Costs
Public Transport			
Free 'taster' public transport tickets	Occupation	Local Bus Operator	To be agreed by Local Operator
Other Measures			
Provision of Car Club	Upon occupation of 100 th dwelling	Developer	Up to £10,000
Installation of high speed broadband	Prior to Occupation	Developer	Development Costs
Travel Packs providing a range of local information on buses, cycling, WalkBUDI and BikeBUDI schemes	Upon occupation of each dwelling and unit	Travel Plan Co-ordinator	Approx. £50 per dwelling
Personalised Travel Planning for all new occupants	Ongoing, - up to 5 years after occupation	Travel Plan Co-ordinator	Approx. £50 per dwelling
Newsletter and public travel notice board	Ongoing	Developer to provide a Travel Plan Co-ordinator	To be agreed by Developer

9.0 EVALUATION AND MONITORING

9.1 To ensure the continued success of the Travel Plan, it will be necessary to conduct a survey of residents' travel habits annually to assess the effect of initiatives covered within this document.

9.2 To ascertain a base level from which targets would be set, an initial survey would need to be undertaken within three months of full occupation. Using this data, SMART targets will need to be agreed with the Local Authority prior to approval of the Plan. Subsequent surveys will then be conducted on an annual basis thereafter.

9.3 If targets have not been met by the deadlines proposed, the results of the survey will be submitted to the Local Authority with a short report, outlining any actions. The managing company will liaise with the Council during this process.

10.0 CONCLUSION

10.1 This Travel Plan is an integral part of the future sustainability of the proposed development at Albert Road, Deal.

10.2 It will be used as an important tool in raising awareness and encouraging the use of sustainable methods of transport. Its success will be based on a number of factors, for instance:

- The participation of residents, employees and occupants in the measures set out in this Travel Plan.
- A Travel Plan Co-ordinator ensuring measures are delivered as promised.
- Co-operation from the Local Authority and public transport providers.
- Financial support from the developer towards the provision of the Travel Plan.

10.3 It will be the responsibility of the Travel Plan Co-ordinator to manage and implement the proposed measures and, as such, the engagement of new residents in using sustainable modes of transport.

10.4 Reviews are to be conducted annually by the Travel Plan Co-ordinator in the appearance of a travel survey. This will monitor the success and failure of the Travel Plan, determining whether additional measures are required.

- 10.5 The overarching aim of this Travel Plan is to produce a culture in which residents and occupiers choose to travel more sustainably and therefore it is hoped that from the measures set out this will be fulfilled.

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