



APRIL 2017

Framework Travel Plan

Dover Road, Walmer

Iceni Projects Limited on behalf of
Gladman Developments

April 2017

ICENI PROJECTS LIMITED
ON BEHALF OF GLADMAN
DEVELOPMENTS

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Framework Travel Plan
DOVER ROAD, WALMER

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- A1. EXAMPLE TRAVEL QUESTIONNAIRE

1.0 INTRODUCTION

- 1.1 Icen Projects Ltd has been appointed by Gladman Developments (the 'Applicant') to prepare a Framework Travel Plan (FTP) report to support an outline planning application for the proposed development at land to the east of Dover Road, Walmer for 85 residential dwellings (henceforth referred to as the Site).
- 1.2 As part of the planning application submission, details regarding bus, cycle and pedestrian requirements for the site have also been provided.
- 1.3 This FTP identifies a range of outline initiatives which will be supplemented by targets, with details to be discussed and agreed for inclusion in the final document. In addition to this FTP, the developer will also fund the provision of Kent County Council (KCC) Residential Travel Packs, which will be provided for each dwelling.
- 1.4 This FTP represents a commitment by the developer to ensure a Travel Plan (TP) is adopted by the house builder. Once the housebuilder is confirmed, they will submit a final TP prior to their occupation that is in accordance with this FTP.
- 1.5 This FTP includes a range of measures to encourage sustainable travel to and from the site, some of which will be implemented as part of the development and some of which will require further detail within the TP to be agreed prior to occupation of the development.
- 1.6 The following range of indicative measures have been considered for inclusion:
 - Residents travel packs, including public transport timetables and car sharing information;
 - Personalised travel planning for residents;
 - Provision of public transport information;
 - Provision of maps and information on national, local and off-road cycling routes in the county;
 - Public transport discounts;
 - Cycle training for residents;
 - Bicycle Users' Group (BUG);
 - Cycle maintenance clinics;
 - Car sharing; and
 - Car clubs.

- 1.7 The Action Plan for the FTP is outlined in **Table 7.1** and sets out the type of measures to be included, the responsibility of providing them and the timescales within which each measure should be implemented. This table will be updated to include all agreed measures with timescales and responsibilities for implementation when the final TP is provided.
- 1.8 The delivery of the final TP should be secured via S106 agreement.

What is a Travel Plan?

- 1.9 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.10 TPs are an important element of the Government's integrated transport strategy and are a means of managing the transport generated by a development or site and implementing measures to reduce identified adverse effects of such transportation.
- 1.11 A TP is essentially a series of initiatives that are introduced by an organisation to provide all users of a site with an enhanced range of sustainable transport opportunities. The overriding objectives of TPs are to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable modes of travel such as walking, cycling, and public transport.

Benefits of a Travel Plan

- 1.12 The most easily identifiable benefits of a TP are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.13 There is however, also a broader range of more intangible benefits that can accrue from the implementation of TP initiatives. Depending on the characteristics of each development, such benefits can include:
- Healthier residents and visitors;
 - Energy savings – through reduced fossil fuel use;
 - Improved use of public transport – through TP initiatives;
 - An improved environment for pedestrians and cyclists;
 - Cost savings – to residents as travel becomes more efficient; and

- Improved quality of life – through time savings achieved as a result of less congestion and reduced stress.

1.14 The four stated objectives of this TP are:

- Generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel to the site;
- Encourage safe and viable alternatives for accessing the site for residents;
- To reduce the environmental impact associated with development traffic by raising travel awareness amongst residents and encouraging the use of alternative modes to private cars; and
- Reduction in overall vehicle mileage.

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2. PROPOSED DEVELOPMENT

- 2.1 A full description of the proposed development is contained in the supporting documents accompanying the planning application. The following description is pertinent in transport terms.

Development Details

- 2.2 The proposed development will include the construction of up to 85 residential dwellings. A Framework Plan detailing the proposed outline layout is provided within the pack of information and drawings accompanying the application.
- 2.3 Since this report is in support of an outline application, with all aspects except access for future determination by means of a reserved matters submission, full details of the internal layout, including car and cycle parking provision, are not put forward for consideration at present. Such details will be in accordance with KCC advice at the time of the reserved matters application and will accord with relevant adopted car and cycle parking standards.

Access Arrangements

- 2.4 It is proposed to serve the site from new simple priority 'T' junction located on Dover Road with a new designated right hand turn into the site. The access will be located approximately 80m south of the existing farm track access onto the site.

Pedestrian Access

- 2.5 Pedestrian footways are to be provided on both sides of the access road leading into the development.

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3. SUSTAINABLE TRAVEL MODES

Site Location

- 3.1 The site is currently undeveloped and used for agricultural purposes. As stated before, the Site abuts the existing southern edge of Walmer. The Site takes access from Dover Road. The existing vehicular access is located in the north-west corner of the site. It is a common farm type access with no formal kerbing or surfacing and appears to be used for maintenance and farming vehicle access. **Plate 1** below illustrates the Site and existing access.

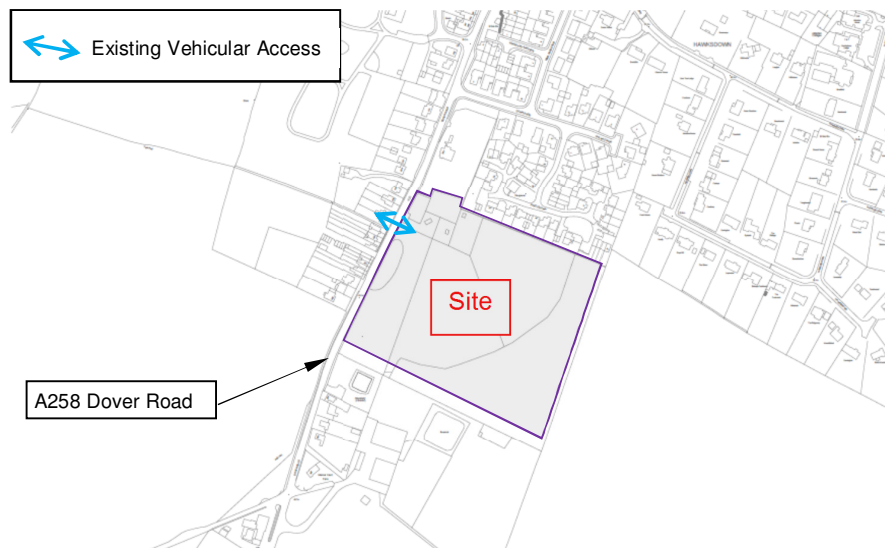


Plate 1: The Site

- 3.2 The Site is bounded as follows:
- Open fields to the east;
 - The rear gardens for residential properties served from Thistledown to the north and Dover Road to the south
 - Dover Road to the west.

Local Amenities and Facilities

- 3.3 Walmer has a wide range of local amenities catering to the day-to-day needs of existing local residents. These include a range of educational institutions, healthcare, employment opportunities, recreational facilities, and retail establishments.

Access to Healthcare

- 3.4 Walmer and Deal have a number of health care facilities in close proximity, all less than a 3.5km radius from the site.
- 3.5 Victoria Hospital in Deal is an NHS Hospital located circa 3.2km north of the site. The hospital has six outpatient rooms, inpatient beds for intermediate care, palliative care and continuing care. There is also a minor injury unit. Other services include outpatient consultations with visiting consultants in all major specialties such as child health, dental services, therapy and rehabilitations services other out-of-hour services. St Richard's Road Surgery, and Balmoral Surgery can both be found at approximately 2.4km walk distance from the site. Both surgeries provide access to a number of General Practice doctors.
- 3.6 Walmer also hosts dental facilities and opticians, all located in and around the town. The closest dental clinic can be found at Pennypot Dental Surgery, approximately a 1.1km walk distance from the site. The closest opticians can be found within Deal with Specsavers being located 3.7km from the site.

Access to Employment

- 3.7 Deal Business Park is located circa 4.8km from the site; offering roles within independent businesses, including but not limited to, offices, warehouses, call centres and product manufacturers.
- 3.8 Employment opportunities are also available at 'A M I Court Care Home' (1.1km walking distance) and a number of self-contained building yards, with MKM Building suppliers found to the north (4.1km walking distance) and Victoria Hospital (3.2km walking distance) to the north.
- 3.9 In addition to the industrial estate and the small number employers, Deal town centre and its high street have opportunities for employment, with numerous shops providing all types of retail and services including; convenience stores, post offices, coffee shops, pubs, opticians, banks, estate agents, restaurants and independent retailers.

Access to Education

- 3.10 The nearest primary school in relation to the site is The Downs Church of England primary school which is located circa 1.9km distance from the site (Circa 23 minute walk), close to Walmer station. The closest secondary school is Goodwin Academy, found circa 1.6km north of the site, located on Mill Road.
- 3.11 There are also a number of other educational institutions located around Walmer and Deal, ranging from nurseries, pre-schools and primary schools. Additional primary and pre-school schools can be

found east of the site, with Kingswood and Ringwould Primary School being 1.7km south east of the site (Circa 21 minute walk) and St Mary's Catholic Primary School being further north east from here, at 1.5km from the site (Circa 19 minute walk).

Access to Retail

- 3.12 In relation to retail the closest convenience shop is located on Dover Road, found in the centre of Walmer, north east of the site.
- 3.13 Walmer boasts a range of independent shops, professional services, and pubs. There is also a Londis convenience store, a hairdresser, fish and chip shop and a pub located along Dover Road. As well as Walmer there larger high street banks, food shops, franchise shops financial services and estate agents within Deal.

Leisure, Recreation and Community Facilities

- 3.14 There are many PRow suitable for walking and leisure activities around the site. Deal Victoria and Barnes Close Cricket Club is located north of Church Street, a circa 13 minute walk north west of the site. The castle gardens at Deal Castle are circa 15 minute walk away from the site, to the north east of the site.
- 3.15 Deal also benefits from having a library, cinema, restaurants, recreational clubs and Tides Leisure Centre.
- 3.16 With the Deal town centre being within close proximity to the site, the level of local amenities and services within a 35 minute walk distance of the site is considered to be good.

Walking and Cycling

- 3.17 The Institute of Highways and Transportation (IHT) provide guidance on desirable walk distances in their publication 'Providing for Journeys on Foot' which recommends suggested acceptable walking distances of between 500m (6 minutes, "Desirable") and 2km (25 minutes, "Preferred Maximum") for commuting and journeys to school.
- 3.18 For non-commuter journeys the guidance suggests that a walk distance of up to 1,200 metres can be considered, with the acceptable and desirable distances being 800 and 400 metres respectively.
- 3.19 **Table 3.1**, below summarises the approximate walk journey times that can be 'Considered', are 'Acceptable', and those that are 'Desirable'.

Table 3.1: Suggested Acceptable Walking Distance & Approximate Walk Times

| IHT Standards | Distance (m) | | Approx. Walk Time (mins) ¹ | |
|---------------------|---|-----------------------------|---|-----------------------------|
| | Commuting, Walking to School and Recreation | Other Non-Commuter Journeys | Commuting, Walking to School and Recreation | Other Non-Commuter Journeys |
| 'Desirable' | 500 | 400 | 6.25 | 5 |
| 'Acceptable' | 1000 | 800 | 12.5 | 10 |
| 'Considered' | 2000 | 1200 | 25 | 15 |

Note: ¹ Calculated assuming an average walk speed of 5kph
 Source: IHT 'Guidelines for Providing Journeys on Foot' (2000)

3.20 The 'Manual for Streets' (MfS) identifies walkable neighbourhoods as being those typically characterised by having a range of facilities within an 800m (10 minute) walk distance, however not an upper limit, with walking offering the greatest potential to replace short car trips, particularly those under 2km.

3.21 Approximate walking/cycling distances from the site to key services and facilities are as shown below:

Schools

- **Goodwin Academy** - 1.6km, 20 minute Walk / 4 minute Cycle
- **The Downs C of E Primary School** - 1.9km, 23 minute Walk / 5 minute Cycle
- **St Mary's Catholic Primary School** - 1.7km, 21 minute Walk / 6 minute Cycle
- **Kingsdown and Ringwold C of E Primary School** – 1.7km, 21 minute Walk / 7 minute Cycle
- **Brewood Secondary School** – 2.5km, 31 minute Walk / 12 minute Cycle

Retail

- **Thompson Bell Pub** – 0.3km, 4 minute Walk / 1 minute Cycle
- **Castle Fish and Chips** – 0.4km, 5 minute Walk / 1 minute Cycle
- **Londis Convenience shop** – 0.6km, 8 minute Walk / 1 minute Cycle
- **Deal Town Centre** - 3.5km, 44 minute Walk / 12 minute Cycle
- **Sainsbury's Superstore** – 3.7km, 45 minute Walk / 12 minute Cycle

Health

- **Walmer Pharmacy** – 0.5km, 6 minute Walk / 1 minute Cycle
- **Pennypot Dental Surgery** - 1.1km, 14 minute Walk / 2 minute Cycle
- **St Richard's Surgery** – 2.4km, 30 minute Walk / 6 minute Cycle
- **Balmoral Surgery** – 2.4km, 30 minute Walk / 6 minute Cycle
- **Victoria Hospital** - 3.2km, 40 minute Walk / 11 minute Cycle

Employment

- **A M I Court Care Home** - 1.1km, 13 minute Walk / 2 minute Cycle
- **Victoria Hospital** – 3.2km, 40 minute Walk / 11 minute Cycle
- **Deal Town Centre** – 3.5km/ 44 minute walk/ 12 minute Cycle
- **MKM Building suppliers** – 4.1km, 51 minute Walk / 13 minute Cycle

Other Facilities

- **Deal Victoria & Barnes Close Cricket Club** – 1.2km, 15 minute Walk / 3 minute Cycle
- **Marke Wood**– 1.2km, 15 minute Walk / 3 minute Cycle
- **Tides Leisure & Indoor Tennis Centre**- 3.2km, 40 minute Walk / 8 minute Cycle
- **Deal Town Football Club**- 3.2km, 40 minute Walk / 8 minute Cycle

3.22 Given the level of local services and amenities, the site is well located in terms of walking and cycling accessibility. While a small number of services and amenities fall outside of the IHT 25m-minute walk time, many can be accessed by walking an additional 5 minutes, or alternatively by cycling. It is recognised that many people will cycle to services/amenities outside of the 25 minute walk distance.

3.23 Walking and cycling are of significant importance at local trip level, offering the greatest potential to replace short car trips where they are less than 2km for walking and 5km for cycling.

3.24 Having reviewed KCC's online Public Rights of Way (PRoW) map (shown in **Plate 2** overleaf), it is confirmed that there a number of PRoW surrounding the site. PRoW EE444 (Shown in **Plate 2**) connects with Bridleway EE442 which in turn connects to Mayers Road and Station Road. No ProW run through the site or adjacent to the boundaries.

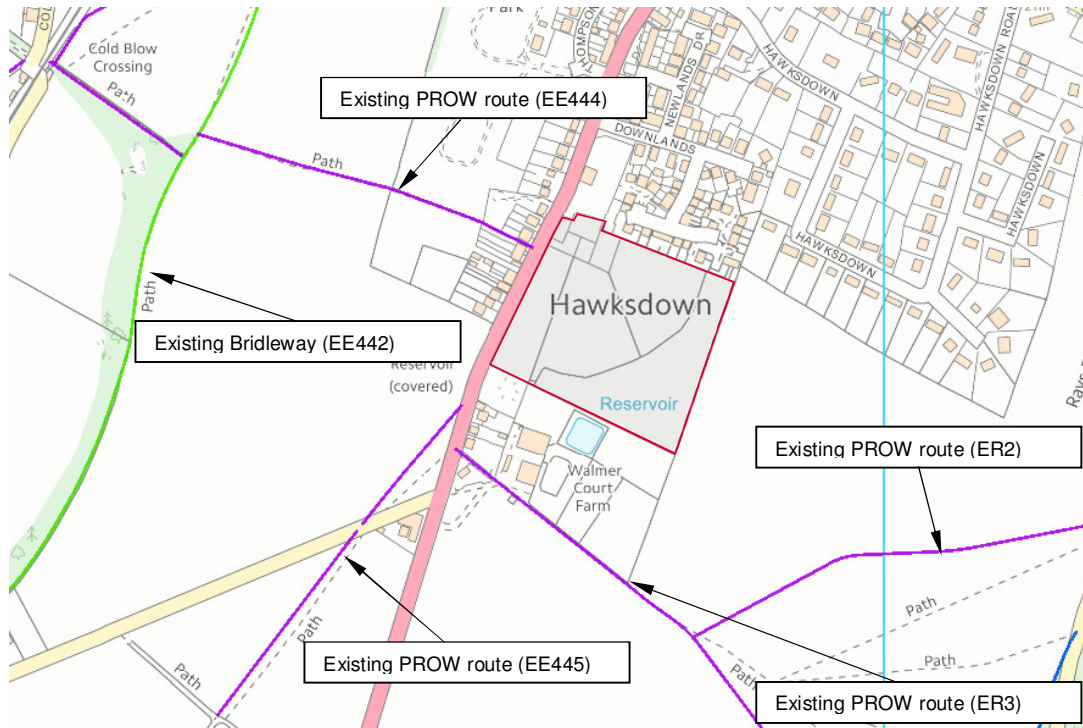


Plate 2: Public Rights Way of Way Map (Extract from www.webapps.kent.gov.uk)

3.25 With regards to cycling, National Route 1 of the National Cycle Network is also within proximity of Walmer. Connecting Dover to London, via Canterbury and Gravesend, and a link to Deal. The link to National Route 1 can be accessed via Granville Road off of the A258.

3.26 To ensure that cycling is catered for within the town centre, a number of cycle parking stands are located around major areas. These stands can be found outside numerous shops on the High Street and public buildings.

3.27 The DfT's Local Transport Note 2/08 Cycle Infrastructure Design states that:

'The road is the most basic (and important) cycling facility available, and the preferred way of providing for cyclists is to create conditions on the carriageway where cyclists are content to use it, particularly in urban areas.'

3.28 As previously stated it is widely recognised that cycling offers the greatest potential to replace short car trips, particularly those under 5km, but can also be part of longer journeys via public transportation.

Public Transport

Bus Services

- 3.29 Bus services offer a realistic option for the journey to work, being best suited for medium distance journeys. Buses are also often used as part of a journey, such as bus routes which connect with rail stations and other transport hubs.
- 3.30 The most frequently served bus stop in relation to the site is located on Dover Road, circa 80m east of the site, in circa 1 minute walk.
- 3.31 This bus stop on Dover Road (Downlands) caters for bus routes travelling northbound only and is provided with a sign only, servicing routes 12, 13, 15, 15X, 80A, 80X, 93.
- 3.32 The bus stop on Dover Road travelling in the opposite direction southbound, is only provided with a flag post, servicing routes 12, 13, 15, 15X, 80A, 80X, 93. The stop is found 170m north of the site frontage, and is a circa 2-minute walk.
- 3.33 A summary of local regular bus services are provided overleaf which includes information on destinations served and frequency. Full copies of the bus timetables are available at <http://www.traveline.info/>

12 route: Monday – Friday and Saturday Service only.

There is no Sunday, or public holiday service.

Service managed by 'Stagecoach in East Kent.

The route runs from **Canterbury – Deal.**

This route starts at Canterbury Bus Station, before travelling to Deal.

The route provides 10 buses a day, with 4 in the morning and 6 in the evening

13 route: Monday – Friday and Saturday Service only.

There is no Saturday, Sunday, or public holiday service.

Service managed by 'Stagecoach in East Kent'

Route runs from **Court Road after Station Road – Canterbury.**

This route travels around Walmer, before ending at Canterbury.

This route starts from various places throughout the day, the majority of the hourly bus services start from Deal South Street. However, the 07:32 bus departs from Whitfield, Forge Lane and the 17:50 from Court Road. The route provides 17 buses a day, with 9 in the morning and 8 in the evening

15 route: Monday – Sunday Service.

Service managed by 'Stagecoach in East Kent

Route runs from **Canterbury – Sandown accept on a Sunday where buses from Canterbury terminate at Deal instead of Sandown.**

This route stops at locations including Dover, Guston and Deal.

The weekday route provides approx. 6 buses a day, while the Saturday route provides approx. 3 buses a day.

15X route: Monday – Friday and Saturday Service.

There is no Sunday, or public holiday service.

Service managed by 'Stagecoach in East Kent

Route runs from **Canterbury – Sandown accept on a Saturday where buses from Canterbury terminate at Deal instead of Sandown.**

This route stops at locations including Dover, Guston and Deal.

The weekday route provides approx. 6 buses a day, while the Saturday route provides approx. 3 buses a day.

80A route: Monday – Friday Service.

There is no Sunday, or public holiday service.

Service managed by "Stagecoach in East Kent"

Route runs from **Tower Hamlets-Walmer and Middle Deal- Tower Hamlets**

This route stops at locations including Walmer, Ringwould, Guston and Dover. The weekday route provides approx. 2 buses each day. The morning bus travels from Middle Deal to Tower Hamlets whereas the afternoon bus starts at Tower Hamlets to Walmer.

80X route: Monday – Friday Service.

There is no Sunday, or public holiday service.

Service managed by "Stagecoach in East Kent"

Route runs from **Tower Hamlets-Deal and Walmer- Tower Hamlets**

This route stops at locations including Walmer, Ringwould, Guston and Dover. The weekday route provides approx. 2 buses each day. The morning bus travels from Walmer to Tower Hamlets whereas the afternoon bus starts at Tower Hamlets to Deal.

93 route: Monday – Saturday Service.

There is no, Sunday, or public holiday service.

Service managed by *Stagecoach in East Kent*

Route runs from ***Christchurch Academy Grounds- Deal-Dover.***

This route stops at locations including Walmer, Ringwould, Guston and Dover. The weekday route provides approx. 6 buses each day. The Saturday bus travels from Deal to Dover and provides approx. 6 buses each day.

Rail Services

- 3.34 The closest publicly accessible rail station to the site is found at Walmer, approximately a 1.2km from the site. Connections from this station include Ramsgate (circa 25-30 minute train journey), London St Pancreas (circa 80 minute train journey), and London Charing Cross (circa 129 minute train journey). These destinations are served by trains running at a frequency of 4-5 trains per hour during the busier periods of the day, and are serviced by the South Eastern Railways.

- 3.35 The station benefits from waiting rooms, toilets, shops and a 43 capacity car park with circa 12 bicycle parking spaces, making commuter trips to Cambridge and London a viable option.

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4. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 4.1 This FTP is primarily focussed on residents of the site and the majority of measures proposed are intended to encourage travel using sustainable modes.
- 4.2 This focus has been adopted because the Government's main goal for TPs has been towards residents and employers, and as such it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with residents than with the more variable visitor trips.

Objectives

- 4.3 There are a number of objectives that the implementation of the FTP is intended to help fulfil:
- To influence travel behaviour of residents.
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
 - To reduce the number of short-trip car journeys;
 - Reduction in overall mileage;
 - To help improve the health of residents; and
 - Accommodating those journeys that need to be made by car.

Targets

- 4.4 The objectives given previously provide the framework for the FTP measures. Where applicable, targets can be included in an FTP to help achieve the identified objectives and there are two main types that are applicable. The most easily demonstrated are the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, car-sharing and public transport.
- 4.5 The second form of target is aspirational and related to proportional changes in the travel modes used to get to the site. At this stage, it is difficult to define exactly the aspirational targets in advance of the development opening, as the modal split of residents is not known. However, possible targets could be to reduce the number of single occupancy car trips between 5% - 10% over a five year period. The results of any resident travel questionnaire surveys (to be undertaken within 6 months of the residential units being 50% occupied) will provide more accurate information on the prevailing

travel choices of residents and hence will provide a basis for the setting of aspirational targets in a later revision of the TP. Resident surveys will also be undertaken to ascertain travel habits to enable mode share targets to be set.

4.6 TPs are evolving documents that need to remain adaptable to changing practices and local conditions and, therefore, the targets will be given over varying timescales. **Table 7.1** at the end of this report details the proposed measures and the respective timescales.

4.7 Based on evaluation of similar sites and using the primary objectives of the FTP, the key FTP targets are outlined in **Table 4.1**.

Table 4.1 Travel Plan Targets

| Target | Action | Timescale |
|--|--|--------------------------------------|
| Aim to reduce single occupancy travel by 5% | Provide up to date information of public transport and local pedestrian and cycle routes, the promotion of schemes and groups, the provision of cycle parking for each dwelling | Within 3 Years of the Initial Survey |
| Aim to reduce single occupancy travel by 10% | Continual provision of information and ensuring there is consistently strong communication between residents and the Travel Plan Coordinator to ensure the Travel Plan remains a high priority | Within 5 Years of the Initial Survey |

4.8 The modal split for residents will be determined following the subsequent surveys and **Table 4.2** will be updated to provide existing modal split and targets based on those outlined in **Table 4.1**.

Table 4.2 Method of Travel to Work – St Margaret’s-at-Cliffe Ward

| Mode of Travel | Baseline | Year 3 Target (+5%) | Year 5 Target (+10%) |
|------------------------------|----------|---------------------|----------------------|
| Work from Home | 8% | 9% | 10% |
| Train | 3% | 3% | 3% |
| Bus, Minibus or Coach | 2% | 2% | 3% |
| Taxi | 0% | 0% | 0% |
| Motorcycle, Scooter or Moped | 1% | 1% | 1% |
| Driving a Car or Van | 71% | 66% | 61% |
| Passenger in a Car or Van | 4% | 5% | 6% |
| Bicycle | 1% | 1% | 2% |
| On Foot | 10% | 12% | 13% |

Note: Baseline Data Derived from Census 2011 Data

4.9 The data provided in **Table 4.2** is based on the 2011 Census Method of Travel to Work data for the residents of the St Margaret's-at Cliffe, which incorporates the site. This data should only be taken as a guideline as surveys of the actual residents will be undertaken once the development is occupied.

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5. TRAVEL PLAN MANAGEMENT

- 5.1 To ensure that the TP is as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims and objectives and the options available to them in terms of travelling to the site using sustainable modes of transport. It is important that there is a point of contact for residents and the local authority and a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan Co-ordinator will be appointed.

The Travel Plan Co-ordinator and Associated Support

- 5.2 The TP will be implemented under the control of a Travel Plan Co-ordinator (TPC), who will work in conjunction with KCC, the local community and other interested parties for the continuing progression of the TP. The TPC will be appointed prior to first occupation of the development, however, until such time that the final TP is prepared, the interim contact in relation to this FTP will be Edward Faldo, Icen Projects Ltd (tel: 020 3640 1018).

- 5.3 The role of the TPC will be as follows:

- To promote and encourage the use of travel modes other than the car, including publicity;
- To provide a point of contact and travel information for residents;
- To ensure that all relevant information is provided to all residents and that up-to-date information is clearly displayed within the TP travel packs;
- To promote the car-sharing scheme within the site;
- To arrange for travel surveys to be undertaken where necessary;
- To provide a point of contact with transport operators and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant.

Monitoring and Review Mechanisms

- 5.4 An objective of TPs is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year following the opening of the site. The whole TP will then be reviewed in consultation with KCC. The TPC will form a contact point for communication with the local authority.

- 5.5 The travel habits of residents will act as the baseline data with regular monitoring being undertaken so that an indication of changes over time can be assessed.

Travel Surveys

- 5.6 Questionnaire surveys of the resident's travel patterns will be undertaken as part of the review process on an annual basis, commencing six months after the residential development is 50% occupied. These will be of a more basic nature, seeking to determine any change in the modal split and uptake of TP initiatives. An example of a travel questionnaire is attached at **Appendix A1**.

Sustaining Interest

- 5.7 It is important to sustain interest and commitment to the TP to ensure its success. The TPC should be proactive in ensuring information is available and up-to-date that residents are aware of the TP and the travel options available to them.
- 5.8 The initiation of residents walking and cycling user groups will assist in sustaining interest in sustainable travel, with members taking an active role in promoting and encouraging active travel.

Marketing and Communication

- 5.9 In addition to the initiatives already outlined with the TP, there will be an ongoing marketing and communication of information following the launch.
- 5.10 As part of the reserved planning application Travel Packs will be provided to each resident.

On-going Marketing

- 5.11 The TP will be launched on the opening of the site and will be continually marketed through the provision and updating of travel information and leaflets. The information contained within the travel packs will be periodically reviewed and updated and reissued as appropriate.

Funding

- 5.12 The implementation of the TP, once agreed with KCC, is to be funded by the developer. This could include all cycle parking provision and accommodating facilities within the site and all costs associated with the implementation, management, marketing and monitoring of the TP.
- 5.13 The on-going monitoring of the TP measures will illustrate their effectiveness in meeting the objectives of the plan. In the event that the TP is not on track to meet its targets the annual review will outline any additional or remedial measures that may be used to get back on track. Remedial measures could include:
- Allocation of resources for further promotional activities;

- Funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for residents.

5.14 Given that this is a TP prepared for an outline planning application it is difficult to quantify a budget for remedial measures. This information will be provided within the final TP to be prepared as part of any relevant reserved matters.

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6. TRAVEL PLAN INITIATIVES

- 6.1 To ensure that the opportunities for modal shift can be realised there are a number of measures that will be implemented and encouraged by the TPC.

Measures to Reduce Car Use for Residents

- 6.2 The parking provision across the site will be in accordance with KCC parking standards. Parking will be provided at a level to ensure that residents do not need to park on the surrounding highway.
- 6.3 Based on the 2011 Census, Car or Van Availability data shows that in the St Margaret's-at-Cliffe ward car ownership is at a level of 1.5 cars per household. As such, the aim of this FTP is not to inhibit car ownership, but to encourage people to think about their travel choices and, where practical, using alternative modes of travel.
- 6.4 The following measures will be considered to reduce car use for future residents of the proposed development;
- Information on public transport links;
 - Potential discounts on bus and train travel;
 - Promotion of local car share and walking buddy schemes;
 - Promotion of local and national sustainable travel events, such as walk to work and cycle to work week.

Cycle Parking

- 6.5 Secure and covered cycle parking will be provided for residents and visitors at convenient locations within the site in accordance with KCC standards. This provision will be reviewed periodically.

Provision of Travel Information

- 6.6 The site benefits from good public transport accessibility, with regular bus services accessible within 80m of the site
- 6.7 In order to promote the use of these modes further, information relating to potential means of non-car access to the site will be included within travel packs provided on occupation of the site. All residents will be made aware of this information to increase awareness of the travel options available to them. The travel packs will hold up to date information about the TP and the reasons for implementing it, providing:

- Information on health benefits;
- Cycle routes;
- Pedestrian access;
- Public transport links;
- Bus and train timetables and contact information;
- Bus discount vouchers;
- Details of council run transport schemes such as, free school transport;
- Details of any discounts secured at local cycle shops;
- Details of local car share and walking buddy schemes;
- Contact details of local sustainable transport groups and organisations; and
- Details of local and national sustainable travel events, such as walk to work and cycle to work week.

Measures to Promote and Facilitate Cycling

- 6.8 There are currently no formal cycle routes within vicinity of the site but due to the rural, lightly trafficked residential roads surrounding the site, use of cycles is encouraged.
- 6.9 Consideration will be given to providing the following facilities to further encourage cycling to and from the site:
- Provision of secure and covered cycle parking in accordance with parking standards to be contained within curtilage of houses either within garages where provided or cycle stores located in rear gardens;
 - Information on the local cycle network routes to be provided to residents by including this information on maps made available within travel packs;
 - Health benefits of cycling promoted in Travel Packs;
 - Financial benefits of commuting by bike outlined;
 - Promote a bicycle users group (BUG). To be undertaken by the TPC to commence on opening;
 - Promote a cycle buddy scheme to encourage residents to cycle to work and local places of recreation with other residents;
 - Details of any discounts available at local cycle stores (to be negotiated by the TPC);
 - Provide details of local cycling clubs; and
 - Provide details of cycle to work week.

Measures to Promote Walking

- 6.10 Measures aimed at increasing the viability of walking to/from the site will be based around consideration of the provision of the following facilities and benefits prior to the opening of the site:
- Information on the 'on and off highway' pedestrian network routes to be provided to residents by including this information on maps which is to be produced by the occupiers and made available within travel packs;
 - Promote a 'walking buddy' scheme for residents, similar to car sharing to be implemented by the TPC on opening and accessed via the national 'walkbudi' scheme www.walkbudi.liftshare.com;
 - Health benefits of walking promoted in travel packs;
 - Provide details of local ramblers/walking groups;
 - Improvements to existing footway; and
 - Provide details of walk to work week.

Measures to Promote and Facilitate Public Transport Use

- 6.11 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. The provision of a crossing point at the site access road will improve the current walking facilities between the site and Walmer village centre. The site benefits from good public transport accessibility, with frequent bus services accessible within a reasonable walking distance of the site. Access to these facilities by foot and cycle is also good.
- 6.12 Travel packs will be provided to residents and will include the following to encourage public transport use:
- Provide up-to-date public transport information including timetables and bus and train company contact information within travel packs;
 - Provision of discounted bus travel vouchers in travel packs;
 - Improved links to bus stop locations will be provided by the proposed new footway; and
 - Provide information on council run transport schemes such as, free school transport.

Car Sharing

6.13 Car sharing is a good means of reducing single-occupancy car use. The main benefits of car sharing are as follows:

- Reduction in travel costs;
- Reduced demand for car parking;
- Reduction in wear and tear on vehicles;
- An opportunity to socialise with neighbours;
- Shared driving and reduced stress; and
- Less cars on the road, so less congestion and pollution.

6.14 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home;
- Reduced flexibility to meet job requirements;
- Less freedom to combine trips to and from the destination with other journeys; and
- Difficulties in keeping to agreed schedules.

6.15 **Table 6.1** provides an indication of the annual costs that a driver would incur and the savings they could make just on fuel by car sharing.

Table 6.1 Fuel Costs Per Annum

| Distance from Work | Driver Only* | Sharing with One* | Sharing with Two |
|--------------------|--------------|-------------------|------------------|
| 10 km (6 miles) | £600 | £300 | £200 |
| 20 km (12 miles) | £1200 | £600 | £400 |
| 30 km (20 miles) | £1800 | £900 | £600 |
| 40 km (25 miles) | £2400 | £1200 | £800 |

*Based on a 1600cc engine with petrol at 120p per litre doing 10km to the litre working 250 days per annum.

6.16 The practicalities of car sharing for residents may be limited due to the varying start and finish times and destinations of residents, however, the developer, through the TPC, will endeavour to promote car sharing for residents within 6 months of opening to encourage those driving from home to nearby locations to offer lifts to neighbours.

- 6.17 Given the complexity of matching potential car sharers, residents will be encouraged to sign up to KCC Car Share, a car share club for people living and working in Kent. Full details can be obtained on the KCC Car Share website www.kent.liftshare.com.

Personal Travel Planning

- 6.18 The TPC will offer Personal Travel Planning (PTP) to all residents. Through a brief discussion and completion of a questionnaire the TPC will be able to advise on potential changes residents could make to the way they travel for different journey purposes with a view to reducing single occupancy car trips. As with car sharing, reducing the number of car trips made will result in lower expenditure on fuel and improved health and wellbeing for residents from walking and cycling. The TPC will provide relevant maps, contact details and timetable information to enable each individual recipient of PTP to have all of the information they need to travel more sustainably.

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7. SUMMARY & CONCLUSIONS

- 7.1 The measures and initiatives recommended within this FTP are considered to be sufficient to encourage residents of the proposed development to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car.
- 7.2 The monitoring and review process will ensure the plan remains a live document and will sustain the necessary efforts for it to reach its objectives.
- 7.3 This framework identifies that the site has good opportunities for residents to use existing modes of transport other than the car. The developer and TPC will undertake the following to ensure the TP meets its objectives:
- Secure cycle parking for residents and visitors;
 - To provide regularly updated bus and train timetable information and cycle route plans within resident travel packs; and
 - Implement a range of measures to encourage residents to minimise the number of single occupancy car trips they make.
- 7.4 The final TP should be secured via S106 agreement.
- 7.5 **Table 7.1** overleaf sets out the FTP measures proposed such as footway improvements such as the proposed crossing on Dover Road, methods to reduce car use and promotional material to encourage sustainable travel. The table also lists timescales for the measures proposed and whom is responsible for implementing them.

Table 7.1 Action Plan

| Issue | | Measures proposed | Timescale | Responsibility |
|----------------------------------|------------------|---|---------------------------------------|----------------|
| Measures to reduce car use | | Appointment of a Travel Plan Co-Ordinator to be approved in writing by KCC | Pre- Opening | TPC |
| | | Provide public transport and cycle route details to residents via travel packs | On Opening | TPC |
| | | Provide information to residents about car sharing schemes such as https://kent.liftshare.com/ | On Opening | TPC |
| | | Provision of cycle parking at each unit for residents | On Opening | Developer |
| | | Provision of Personal Travel Planning for all residents | On Opening | TPC |
| Measures to promote alternatives | General | Information within travel packs to include bus, train and cycle route plans and timetables, along with contact numbers of relevance (e.g. taxi firms) | On Opening | TPC |
| | Public Transport | Provide public transport route details and contact information to via travel packs | On Opening | TPC |
| | | Provide residents with information on discount vouchers for local bus services via travel packs | On Opening | TPC |
| | Walking | Information on the 'on and off highway' pedestrian network routes via travel packs | On Opening | TPC |
| | | Promote a 'walking buddy' scheme for residents, similar to car sharing | On Opening | TPC |
| | | Provide a high quality pedestrian environment within the site | Pre-Opening | Developer |
| | | Provision of crossing point on Dover Road. | Pre-Opening | Developer |
| | Cycling | Secure and covered cycle parking will be provided for the development | On Opening | Developer |
| | | Promote a Bicycle Users Group (BUG) for residents | On Opening | TPC |
| | | Promote a Cycle Buddy Scheme | On Opening | Developer |
| Monitoring and Management | | Annual Questionnaire Surveys of residents to be undertaken | To commence 6 months after occupation | TPC |
| | | Annual review of the travel plan and its initiatives to be undertaken based on the data obtained from the above Questionnaire Surveys and multi-modal counts. | To commence 6 months after occupation | TPC |

1. 'Pre-opening' – the relevant measure will be implemented prior to the completion of the relevant part of the new site
2. 'Within 'x' months' – following instigation of the travel plan for the relevant part of the site

TPC = Travel Plan Co-Ordinator

A1. EXAMPLE TRAVEL QUESTIONNAIRE

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Resident Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour associated with the development. We would be grateful if you could complete the following questionnaire in order that we can ascertain how our residents travel to work. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and, as such, your answers are very important to us.

1. What is your employment status?

- | | | | |
|----------------|--------------------------|---------------|--------------------------|
| Employed | <input type="checkbox"/> | Student | <input type="checkbox"/> |
| Retired | <input type="checkbox"/> | Unemployed | <input type="checkbox"/> |
| Work from home | <input type="checkbox"/> | Other (.....) | |

If you do not travel to work, please ignore the remaining questions.

2. Your work postcode

3. Do you have access to a car? Yes No

4. Do you have a full driving licence? Yes No

5. How do you normally travel to work? (Tick one box only)

- | | | | |
|---|--|-------------------------------|--|
| <input type="checkbox"/> Car driver (where do you park?.....) | | | |
| <input type="checkbox"/> Car passenger (where do they park?.....) | | | |
| <input type="checkbox"/> Dropped off by car driver | <input type="checkbox"/> Bus (which route(s).....) | | |
| <input type="checkbox"/> Train | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Walk | |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Other (.....) | | |

If you do not drive to work, please ignore the remaining questions.

5. If you currently drive to work, could you, in theory, use any of the following options instead? (Tick all that apply)

- | | | |
|---|------------------------------------|------------------------------|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Cycle | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Train | <input type="checkbox"/> Car-share | |
| <input type="checkbox"/> None of these (if this is the case, please do not answer any more questions) | | |

6. Would you be prepared to travel using any of the options that are potentially available?

Yes

No (Please give reasons - tick all that apply)

Distance from the site

Inconvenience

Personal security

Lack of pedestrian routes

Lack of cycle routes

Frequency of public transport

Medical

Cost

Other

7. What would encourage you to use other modes of transport to get to work? (Tick all appropriate)

Improved cycle routes

Improvements to bus services

Improved cycle storage

Improved pedestrian routes

Walking buddy scheme

Improved facilities at the site
(showers/lockers)

Other

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire