

APPENDIX 1

Framework Travel Plan

Proposed Residential Development

Cross Road | Deal

GLADMAN DEVELOPMENTS LTD

Residential Travel Plan

May 2019





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PLANS

(See Transport Assessment)





1 INTRODUCTION

1.1 Preamble

1.1.1 Croft have been instructed by Gladman Developments Ltd to advise on the traffic and transportation issues relating to a proposed residential development on land to the east of Cross Road in Deal, Kent.

1.1.2 The location of the site in relation to the surrounding area is presented in **Plan 1**, contained within the Transport Assessment (TA).

1.1.3 This Travel Plan Framework will set out the principal strategies that will be put in place once the development is open and residents are occupying the dwellings, to encourage sustainable travel to the development.

1.1.4 The Department for Transport has issued two separate guides on the preparation of travel plans which are of relevance to this proposed development, these documents are as follows;

- Making Residential Travel Plans Work - Published in September 2005.
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process - Published in April 2009.

1.2 Structure of the Travel Plan

1.2.1 Following this introduction, Section 2 details Travel Plan Policy and guidance and presents the 'Travel Plan Pyramid'.

1.2.2 Section 3 sets out a series of management measures that will be implemented as part of the Travel Plan.



1.2.3 Section 4 of the Travel Plan considers the accessibility of the site by non-car modes, including walking, cycling and public transport. Section 5 discusses targets for reducing trips by the private car while Section 6 details the monitoring of the Travel Plan.

1.2.4 Section 7 draws together the findings and conclusions.

1.3 Development Proposals

1.3.1 It is proposed to develop the site to provide up to 100 residential dwellings. The residential development will comprise a mix of house types including an element of affordable units.

1.3.2 The proposed site will be served via a vehicular access point located off Cross Road, to the north of the site.

1.3.3 The proposed indicative site masterplan is included within other documents submitted as part of the planning application.

1.3.4 Pedestrian and cycle access into the site will be afforded via the proposed vehicular access point into the development from Cross Road as well as via connections to Station Road and Sydney Road. These connections link with existing pedestrian infrastructure located within the vicinity of the site providing links to nearby amenities.

1.4 The Travel Plan

1.4.1 The aim of the Travel Plan is as follows:

- To encourage residents and visitors to use alternatives to the private car;
- To increase the awareness of the advantages and potential for travel by more environmentally friendly modes; and



- To introduce a package of management measures that will facilitate travel by modes of transport other than the private car.

1.5 Residents Travel Pack

- 1.5.1 The principal measure will consist of a Residents Travel Pack containing relevant material to promote non-car modes of travel and the provision of certain physical measures. This will be discussed further in Section 3.



2 TRAVEL PLANNING POLICY AND GUIDANCE

2.1 Travel Planning Policy

2.1.1 The need to manage transport in new developments is included within national and local policy. The need to reduce car dependency, increase travel choices and encourage sustainable distribution is supported by the National Planning Policy Framework (NPPF) which states that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

2.1.2 The NPPF further reinforces the importance of travel plans in the planning context and states "*Travel Plans should be considered in parallel to development proposals and readily integrated into the design and occupation of a new site*".

2.2 Travel Planning Guidance

2.2.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.

2.2.2 The document, entitled '*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*' sets out an overview of the process and delivery of Travel Plans and states that "*A Travel Plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.*"

2.2.3 The DfT document entitled "*Making Residential Travel Plans Work*" states that *Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas*" and goes on to say "*Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas*".



- 2.2.4 The DfT's '*Making Residential Travel Plans Work*' also introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 2.1** below;

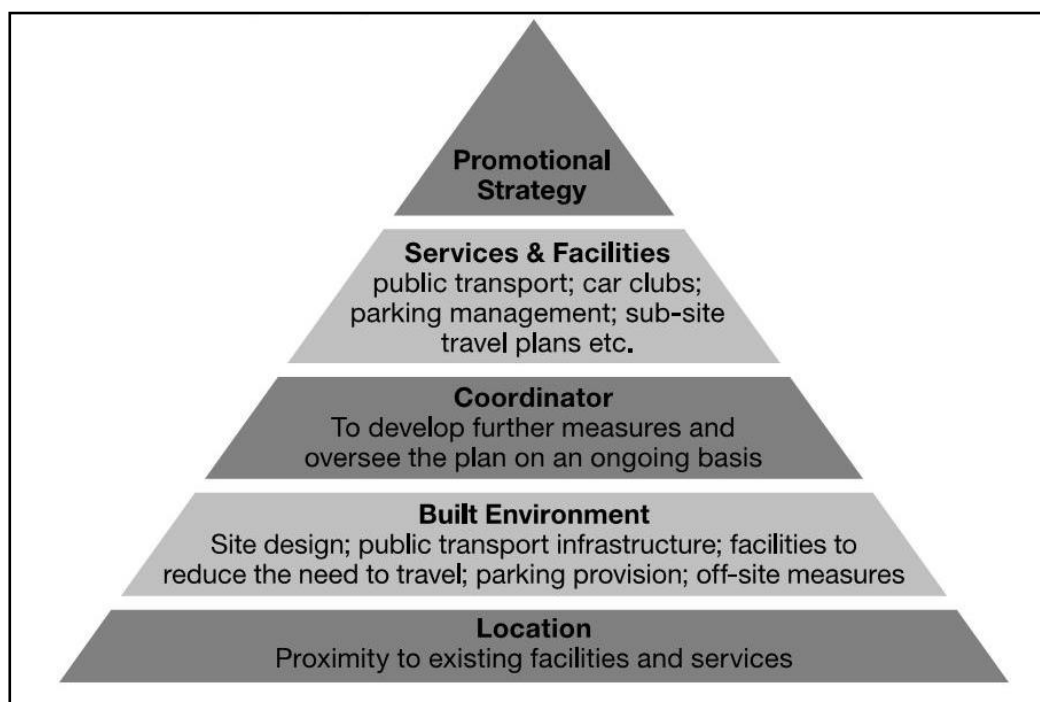


Figure 2.1 – The Travel Plan Pyramid

- 2.2.5 The hierarchy of 5 tiers of measures and criteria are well illustrated in pyramid form since the concept presented within that "good practice" is that each higher layer builds upon the more important foundations of the criteria and initiatives below it.
- 2.2.6 The most important layer of the pyramid is considered to be the base, this shows the key to making Travel Plans work is the actual location of the development and its proximity to local facilities and services essential to everyday life.



- 2.2.7 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 2.2.8 As indicated in level 3 of the pyramid, the Travel Plan co-ordinator will be free to develop further measures to maximise the sustainability of the site.
- 2.2.9 The fourth layer of the pyramid looks at how parking management and public transport can influence travel choice, while the top layer of the pyramid relates to how the Travel Plan will be marketed and how the measures within are to be promoted.



3 MANAGEMENT MEASURES

3.1 Introduction

3.1.1 The following Travel Plan measures will be implemented:

- i) Appointment of Travel Plan Co-ordinator
- ii) Resident's Travel Pack
- iii) Travel Awareness and Information
- iv) Promotion of Lift Share Scheme
- v) Encouraging Walking/Cycling
- vi) Encouraging Home Working and Delivery Services
- vii) Encouraging Travel by Public Transport
- viii) Marketing and Promotion

3.2 Appointment of Travel Co-ordinator

3.2.1 A Travel Plan Co-ordinator (TPC) is to be appointed by the housebuilder or developer at least one month before the first properties being occupied.

3.2.2 The TPC will be responsible for all aspects of the Travel Plan.

3.2.3 Their primary functions will be as follows;

- Liaison with the local planning and highways authorities;
- Provision of a Residents Travel Pack containing information for residents;



- Promotion of the sustainable transport options available to residents, including public transport, cycle, walking and car sharing schemes; and
- Maintenance of all necessary systems, data and paperwork.

3.2.4 The role of the TPC will also be to develop and manage the Travel Plan for the site.

3.2.5 The duties will include monitoring, reviewing targets and forming action plans to remedy areas where the Travel Plan is not performing. Annual progress reports will be prepared and submitted to the Council.

3.2.6 Details of the nominated TPC will be submitted to the Planning and Highway Authority and the appropriate local bus companies at least one month prior to first occupation at the site. Similarly, the TPC will be advised of appropriate contact personnel at the Council.

3.3 Resident's Travel Pack

3.3.1 It is an important and emerging principle in residential developments that where appropriate, the implementation of travel plan type measures can establish a pattern of travel behaviour favouring sustainable modes from the inception of the development.

3.3.2 The proposed development is very well placed for encouraging access on foot or by cycle to a wide range of facilities. Similarly, the existence of a local bus and rail services will encourage choice of public transport as a primary means of travel for the development.

3.3.3 However, in order to build on these locational advantages, it is recommended that a Residents' Travel Pack is provided for the occupants of each new dwelling.



- 3.3.4 The contents of such a travel pack would include information relating to walking and cycling routes in the area and the provision of up to date bus and rail timetable information, as well as identification of the location of nearby amenity facilities as part of the information supplied to prospective purchasers.
- 3.3.1 The contents of the packs will vary depending upon the information available on sources such as the internet or local bus stops.
- 3.3.2 However, the Travel Packs will include:
- Information about the local area, e.g. location, distance and directions to local shops, schools, Post Offices, Doctor Surgeries, Hospitals, Banks, Libraries, Parks, attractions and other local amenities.
 - Copies of the most recently published public transport information.
 - Details of web sites and other sources of information which can be accessed in the future such as:
 - Public Transport - Links to timetable information e.g. www.traveline.org.uk and www.nationalrail.co.uk
 - Car Sharing - Links to websites that co-ordinate car sharing such as www.carshare.com, www.liftshare.org.uk and www.nationalcarshare.co.uk to encourage car sharing.
 - Cycling - Link to the UK's National Cyclists Organisation website www.ctc.org.uk and Sustrans www.sustrans.org.uk
 - Local Amenities - local supermarkets offering internet shopping would reduce the need for car travel.



3.3.3 The adoption of such travel packs is recognised as being an important element in ensuring that access by non-car modes is promoted from the earliest occupation of a residential development. Within the Resident's Welcome Pack, residents will be encouraged to consider ways in which to reduce their need to travel such as home delivery for shopping and working from home.

3.3.4 The first issue of the Resident's Travel Pack will be the responsibility of the house builder.

3.4 Travel Awareness and Information

3.4.1 Residents will be made aware of the existence of the Travel Plan and its aims. As mentioned previously, Resident's Travel Packs will be issued for new residents moving into the development and prospective buyers will be made aware of the Travel Plan when viewing properties.

3.5 Promotion of Lift Share Scheme

3.5.1 The Travel Plan Co-ordinator will promote the use of car sharing via registering on the Liftshare website. It allows users to register their details, where they are travelling to, if they are offering a lift or need a lift to their destination.

3.5.2 The website can be found at the following location www.liftshare.com

3.6 Encouraging Walking/Cycling

3.6.1 Residents will be provided with information and advice concerning safe pedestrian and cycle routes to the site through the WalkBUDI/BikeBUDI schemes.

3.6.2 Information on these schemes is available on the following websites www.walkbudi.com and www.bikebudi.com.



- 3.6.3 The WalkBUDi/BikeBUDi schemes are part of the National Lift Share Network and are simple and free to use. They simply match individuals with others walking or cycling the same way so they can walk or cycle together. The matches are displayed in both table and map format, allowing the user to easily find the most suitable people.
- 3.6.4 The WalkBUDi/BikeBUDi schemes aim to help individuals to meet others wanting to travel the same way. They can be used for regular trips such as walking or cycling to the office or going to the station as well as making a journey safer.
- 3.6.5 As part of these schemes the provision of walking/cycling signage will be investigated by the Travel Plan Co-ordinator, this signage could provide details on the routes and distances to and from local services and amenities in the area.

3.7 Encouraging Travel by Public Transport

- 3.7.1 The TPC will liaise with the local bus operators to promote the use of bus and rail services and ensure that up to date timetable information is readily available to residents.
- 3.7.2 Travel by public transport will be promoted and residents will be encouraged to access the public transport information provided on relevant websites, as well as utilising the Journey Planning tools available.

3.8 Marketing and Promotion

- 3.8.1 To ensure that potential residents of the site are informed about the Travel Plan and its goals from the earliest stage, the Travel Plan will have a significant presence within the sales suite of the development which will include a display outlining the sustainable travel measures being implemented and details of access by sustainable travel modes.
- 3.8.2 The sales staff will be given training to promote the Travel Plan as an asset and selling point of the development and key concepts relating to accessibility included in marketing/sales particulars.



4 ACCESSIBILITY BY NON CAR MODES

4.1 Introduction

4.1.1 In order to accord with the aspirations of the NPPF, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.

4.1.2 New proposals should attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non-car modes, thus assisting in meeting the aspirations of current national and local planning policy.

4.1.3 The accessibility of the proposed site has been considered by the following modes of transport:

- Accessibility on foot.
- Accessibility by cycle.
- Accessibility by bus.
- Accessibility by rail.

4.2 Accessibility on Foot

4.2.1 It is important to create a choice of direct, safe and attractive routes between where people live and where they need to travel in their day-to-day life. This philosophy clearly encourages the opportunity to walk whatever the journey purpose and also helps to create more active streets and a more vibrant neighbourhood.



- 4.2.2 The nearest footways are located approximately 110 metres from the centre of the site on Station Road with a width of around 2 metres. These footways provide pedestrian links throughout Walmer and Deal and provide direct linkages to the nearby day to day amenities within the town. Nearby local amenities include educational institutions, healthcare, employment opportunities, recreational facilities, and retail establishments.
- 4.2.3 The CIHT document 'Planning for Walking' from 2015 states, in paragraph 2.1, that in 2012 that 79% of all journeys made in the UK of less than a mile (1.6 kilometres) are carried out on foot.
- 4.2.4 Within the Institution of Highways and Transportation (IHT) document, entitled "Guidelines for Providing for Journeys on Foot", Table 2.2 suggests distances for desirable, acceptable and preferred maximum walks to 'town centres', 'commuting/schools' and 'elsewhere'. The 'preferred maximum' distances are shown below in **Table 4.1**.

Suggested Preferred Maximum Walk		
Town Centre	Commuting/School	Elsewhere
800m	2,000m	1,200m

Table 4.1 – IHT 'Providing for Journeys on Foot' Walk Distances

- 4.2.5 Reference to the 2,000 metre walk distance is also made in the now superseded Planning Policy Guidance (PPG) Note 13 which advised that 'walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km'.





4.2.6 Manual for Streets (MfS) continues the theme of the acceptability of the 2,000 metre distance in paragraph 4.4.1. This states that *'walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km'.*

4.2.7 **Table 4.2** below summarises this guidance in tabular form.

'Comfortable' Walk	'Preferred Maximum' Walk
800m	2,000m

Table 4.2 – Manual for Streets Walk Distances

4.2.8 More specific guidance on the distances that children will walk to school is found in the July 2014 document published by the Department for Education (DfE) entitled 'Home to School Travel and Transport' statutory guidance document. This suggests that the maximum walking distance to schools is 2 miles (3.2 kilometres) for children under 8 and 3 miles (4.8 kilometres) for children over the age of 8. This is summarised below in **Table 4.3**.

Children under 8 Walk Distance	Children over 8 Walk Distance
3,200m	4,800m

Table 4.3 – DfE Walk Distances to Schools



4.2.9 Further evidence that people will walk further than the suggested 'preferred maximum' distances in the IHT 'Providing for Journeys on Foot' is contained in a WYG Report entitled 'Accessibility – How Far do People Walk and Cycle'. This report refers to National Travel Survey (NTS) data for the UK as a whole, excluding London, that the 85th percentile walk distance for:

- All journey purposes – 1,930 metres.
- Commuting – 2, 400 metres.
- Shopping – 1,600 metres.
- Education – 3,200 or 4,800 metres.
- Personal business – 1,600 metres.

4.2.10 Overall, in Table 5.1, the document states that 1,950 metres is the 85th percentile distance for walking as the main mode of travel. **Table 4.4** below summarises the various 85th percentile walk distances suggested as guidelines in the WYG Study.

85 th Percentile Walk Distances					Overall Recommen ded Preferred Max
All Journeys	Commuting	Shopping	Education	Personal	
1,950m	2,100m	1,600m	3,200/4,800m	1,600m	1,950m

Table 4.4 – WYG Report/NTS Data Walk Distances

4.2.11 In summary, it is considered that the distance of 1,950 metres, or around 2 kilometres, represents an acceptable maximum walking distance for the majority of land uses although clearly the DfE guidance for walking to school is up to 3.2 kilometres.





- 4.2.12 Section 3.1 of the CIHT guidance 'Planning for Walking' mentioned earlier in this report provides a useful reminder of the health benefits of walking. This states that:
- 'A brisk 20 minute walk each day could be enough to reduce an individual's risk of an early death'.*
- 4.2.13 A 20 minute walk equates to a walking distance of around 1,600 metres.
- 4.2.14 In light of the above review, a pedestrian catchment of 2 kilometres from the centre of the site, using all usable pedestrian routes, has been provided in **Plan 4** of the accompanying Transport Assessment and provides an illustrative indication of the areas that can be reached based on a leisurely walk from the site.
- 4.2.15 In addition, to the pedestrian catchment plan, a review of the proximity of local facilities has been undertaken and the location of these is also shown in Plan 4.
- 4.2.16 The 2,000 metre pedestrian catchment illustrates that the majority of Walmer can be accessed along with various amenities such as a Londis (Dover Road), Walmer Pharmacy, Gilliver News, St Mary's Catholic Primary School, The Cooperative, Goodwin Academy, Parnham's Newsagents, Premier Convenience Store and the Telegraph Public House.
- 4.2.17 **Table 4.5** below, shows the walking distance from the centre of the site to the local amenities in the vicinity of the site. The table also confirms whether or not the particular amenity is within the 'preferred maximum' walk distances using the above guideline criteria:



Local Amenity	Distance	Guidance Criteria	Meets with Guidance?
Londis (Dover Road)	650m	1,600m	YES
Walmer Pharmacy	790m	1,600m	YES
Gilliver News	830m	1,600m	YES
St Mary's Catholic Primary School	950m	3,200m	YES
The Cooperative	1,060m	1,600m	YES
Goodwin Academy Secondary School	1,400m	4,800m	YES
Parnham's Newsagents	1,450m	1,600m	YES
Premier Convenience Store	1,600m	1,600m	YES
Telegraph Public House	1,870m	1,950m	YES

Table 4.5 - Distance from Site to Local Facilities

- 4.2.18 As can be seen in the above table, the site is located within close proximity to a number of local amenities including primary services as well as leisure facilities.
- 4.2.19 All of the day to day amenities are well within the 'preferred maximum' walk distances described earlier in this section and indeed many, including the nearest convenience store, pharmacy and nearest primary school, are around the 800 metres 'comfortable walk' from the site as contained within MfS guidance.
- 4.2.20 It is therefore considered that the existing pedestrian infrastructure will facilitate safe and direct pedestrian linkages between the site and local destinations.

4.3 Access by Cycle

- 4.3.1 An alternative mode of travel to the site could be achieved by bicycle.



- 4.3.2 A distance of 5 kilometres is generally accepted as a distance where cycling has the potential to replace short car journeys. This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour and would encompass Kingsdown, East Studdal, Northbourne and Hacklinge.
- 4.3.3 National cycle route 1 is located approximately 1.6 kilometres from the centre of the site. This cycle route runs from Colchester and the Shetland Islands forms the majority of the British part of the North Sea Cycle Route.
- 4.3.4 The site can therefore be considered as being accessible by cycle.

4.4 Access by Bus

- 4.4.1 The nearest bus stop is located to the east of the site on Court Road within an approximate walking distance of 400 metres, around a 5 minute walk, from the centre of the site. The stop consists of a bus stop pole with passing services shown and bus timetable information. All the nearest bus stops to the site are shown on Plan 4.
- 4.4.2 A summary of the services available from the nearest bus stops from the development site is provided in **Table 4.6** below.



Service No	Route	Monday – Friday				Sat	Sun
		Frequency per hour					
		AM Peak	Midday	PM Peak	Eve		
80	Sandwich - Dover	1	0	1	0	0	0
81	Sandwich -Dover	1	1	2	0	1	0.5
83	Deal – Walmer - Deal	1	1	1	0	1	0

Table 4.6 - Existing Bus Services Operating Close to the Site

- 4.4.3 As can be seen from Table 4.6, the nearest bus stops provide access to up to 4 services in peak periods to Dover and Sandwich.
- 4.4.4 It is noted that the above services provide a choice of how people travel with the bus services operating from around 7am to around 9pm, making travel by public transport a real alternative to travelling by car.
- 4.4.5 In order to demonstrate the level of accessibility some example journey times by bus are presented below **Table 4.7** below.

Destination	Duration
Dover town centre	29 minutes
Sandwich	44 minutes

Table 4.7 - Example Bus Journey Times from the Site



4.4.6 The above table demonstrates that Dover town centre is just a 29-minute bus journey from the site and Sandwich is just a 44-minute bus journey.

4.4.7 It is therefore concluded that the proposed development site is accessible by bus.

4.5 Accessibility by Rail

4.5.1 The nearest train station to the site is Walmer which is situated approximately 490 metres to the east of the site, around a 6 minute walk. This train station is managed by Southeastern and has 2 platforms, offering 4 services per hour to destinations such as Ramsgate and London St Pancras International.

4.5.2 This provides opportunities to travel to and from the site via rail.

4.6 Accessibility Summary

4.6.1 The proposals have been considered in terms of accessibility by non-car modes for the proposed residential development.

4.6.2 The following conclusions can be drawn from this section of the report:

- The site is accessible on foot and these connections will be improved as part of the works on the development site.
- The services from the bus stops on Court Road, travelling to Dover and Sandwich, demonstrates that the proposed development can be accessed by bus.
- The site is accessible via rail with Walmer train station located around 490 metres, around a 6 minute walk, from the site.

4.6.3 In light of the above, it is considered the site is highly accessible by non-car modes and will cater for needs of the development's residents and assist in promoting a choice of travel modes other than the private car.



5 TRAVEL PLAN TARGETS

5.1 Introduction

5.1.1 This section of the Travel Plan deals with the post development scenario i.e. once the development is complete, occupied and the Travel Plan has been implemented and relates to targets against which the success of the Plan in achieving its objectives will be measured.

5.1.2 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.

5.1.3 In order to set the targets, further information (e.g. through a travel survey) may have to be obtained in order to establish against which to set the targets. This information will be related to existing patterns of movement (i.e. the proportion of residents who travel to their workplace by non-car mode) and may be obtained from sources such as the National Travel Survey and the National Census.

5.1.4 More accurate information to establish the baseline targets however, will be obtained from a Residents Travel Survey which will be undertaken within one month of the development being 75% occupied.

5.1.5 Suitable targets for reducing the need to travel by private car will be set against the baseline targets and agreed with the Council and included in the final Residential Travel Plan for the whole development.

5.2 Potential Targets

5.2.1 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.



5.2.2 Targets which according to the DfT may potentially be included in the Travel Plan include the following:

- Car trips per household - targets set on the basis of predicted trip rates for the development.
- Uptake of alternatives - targets for bus patronage, registration and participation in the Liftshare car share scheme, cycle counts and pedestrian counts.
- Car ownership and mode of travel - trip based targets may be supplemented by targets related to car ownership, travel to work by mode and travel to school by mode.
- Travel Plan awareness targets - for example, a target can be established to ensure a significant percentage of residents are aware of the Travel Plan and its purpose.

5.3 Action Plan

5.3.1 **Table 5.1** below provides an Action Plan and timescales to assist the Travel Plan Co-ordinator (TPC) to implement the obligations of the Travel Plan;



Action	Target Date	Indicator/Measured by	Responsibility
Appointment of TPC	TPC appointed one month prior to first occupation of site	Appointment of TPC by target date	Housebuilder
Production of Residents Travel Pack	Upon Occupation	Resident travel survey	Housebuilder
Undertake initial travel surveys	Within 1 month of reaching 75% occupation of development	Receipt of survey results	TPC
Agree Travel Plan Targets	1 month after initial travel survey undertaken	Receipt of written agreements of targets	TPC
Achieve target car driver travel to work mode split	5 years after initial travel survey	Residents travel surveys conducted in years 1, 3 and 5	TPC

Table 5.1 – Travel Plan Action Plan and Timescales

5.3.2 The table above sets out the key tasks that will need to be undertaken by the Travel Plan Co-ordinator as part of the Travel Plan including guidance as to timescales for the tasks to be undertaken.



6 PLAN MONITORING AND ASSESSMENT

6.1.1 DfT best practice guidelines state that monitoring of the Travel Plan should normally take place on the following basis:

- Early on in the occupation period of the site - for example, triggered by 75% occupancy to provide the information base for the review of the plan;
- Annually or at least every two years thereafter to provide on-going information on the impact of the plan;
- Monitoring should take place over a wide range of time periods to reflect the different pattern of journeys that can be generated by residential development.

6.1.2 The monitoring could include items such as:

- Full residential surveys to be completed in year 1, year 3 and year 5 and snap shot surveys to be completed every 6 to 12 months.
- Feedback from bus operators to establish demand for local bus services.

6.1.3 Once planning permission has been granted, consideration will be given on how best to monitor and measure the success of the Travel Plan measures when preparing the final Travel Plan for the development. Appropriate monitoring arrangements will be discussed and agreed with the Council.

6.1.4 The monitoring and assessment of the Travel Plan will include the submission of annual progress reports detailing the results of the travel surveys with regards to targets, budgets, general effectiveness and current initiatives.

6.1.5 An annual report is to be submitted to the local authority no later than one month following the anniversary of the approval of the Travel Plan.



- 6.1.6 This will allow effective measures to be promoted and increased while ineffective measures can be revised and rectified. New initiatives for the coming year will also be contained within the report and submitted to officers at the Council.



7 CONCLUSIONS

- 7.1.1 This Travel Plan has detailed the proposals associated with the development site to promote sustainable modes of travel and reduce the dependency of the private car.
- 7.1.2 Additionally, the Travel Plan has presented a series of measures to be implemented to reduce the number of single car occupancy trips.
- 7.1.3 The information contained within the Travel Plan and details of sustainable modes of transport in the vicinity of the site will be accessible to residents and visitors to the development. The aim of the Travel Plan is:
- to encourage residents to use sustainable modes of transport to access the site;
 - reduce the reliance on single car occupancy journeys; and
 - generally reduce traffic related pollution and noise.
- 7.1.4 A wide range of measures and actions will be used to encourage car sharing, public transport use, cycling and walking.
- 7.1.5 The Travel Plan Co-ordinator will ensure the Travel Plan is implemented and is operating effectively.
- 7.1.6 A detailed resident Travel Survey will be undertaken to establish travel modes of residents and following this, specific targets will be set and agreed with the Travel Plan team at the Council.
- 7.1.7 The site has been demonstrated to benefit from excellent non-car accessibility and it should, therefore, be expected that the adoption of a Travel Plan would be particularly effective.
- 7.1.8 It can therefore be concluded that the proposals will provide a highly sustainable development and should be considered acceptable to the local highway authority.