

EAST MALLING TRUST

**PROPOSED RESIDENTIAL DEVELOPMENT:
DITTON EDGE (SITE B)**

FRAMEWORK TRAVEL PLAN

**REPORT REF. 182600-11
PROJECT NO. 182600
DECEMBER 2018**

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FRAMEWORK TRAVEL PLAN

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APPENDICES

A. Latest Plans

DOCUMENT CONTROL SHEET

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1.0 INTRODUCTION

- 1.1 Ardent Consulting Engineers (ACE) were instructed by East Malling Trust to prepare a Framework Travel Plan (TP) for a proposed residential development at land off Kiln Barn Road in Ditton, Kent (also referred to as Ditton Edge). This FTP has been prepared to accompany an upcoming planning application submission to Tonbridge and Malling Borough Council (TMBC).
- 1.2 This scheme has been assessed in conjunction with another scheme located to the west under the same ownership, and is referred to as Parkside. This scheme is referred to as Site B and the development to the west referred to as Site C. The locations of the sites in question are shown in **Plate 1** below. Site B will comprise up to 300 residential units, whilst Site C will comprise up to 110 residential dwellings.

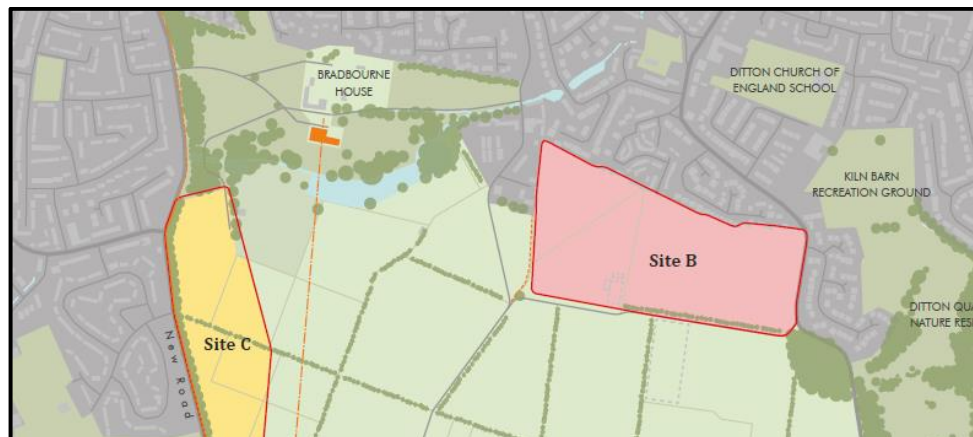


Plate 1: Indicative Locations of Sites B and C

- 1.3 Further to the above, this FTP has been prepared with the aim of promoting the use of sustainable and active modes of travel for journeys to/from the site and promotes active modes such as walking and cycling, as well as public transport amongst residents.
- 1.4 This document has been prepared in accordance with the latest government advice and current best practices. It is intended that the Travel Plan (TP) will be a living document to be amended and revised as necessary by the development's Travel Plan Coordinator (TPC) to

ensure that it remains up to date and relevant throughout its lifespan. This will be developed through consultation with the local highway authority, Kent County Council (KCC). Furthermore, this FTP also outlines and details how there will be mechanisms in place to ensure funding towards transport improvements/interventions and implementing, monitoring and managing the TP are provided over a 5-year post occupation period.

Purpose of a Travel Plan

- 1.5 A TP is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

"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."

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009; and National Planning Policy Framework, DCLG, 2012.

- 1.6 The benefits from a TP can be loosely categorised under three main headings:
- Health Benefits;
 - Environmental Benefits; and
 - Financial Benefits.

Health Benefits

- 1.7 A reduction in the potential number of polluting vehicles on the roads surrounding the site will contribute to better air quality throughout the area. There are also well documented health benefits associated with active travel, such as walking and cycling, which are increasingly being recognised as ways to reduce sedentary lifestyles.

"Physical activity levels are low in the UK: 33% of men and 45% of women do not meet the minimum recommendations for physical activity in adults."

Source: Statistics on Obesity, Physical Activity and Diet, Health and Social Care Information Centre (HSCIC) 2014.

- 1.8 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

Environmental Benefits

- 1.9 Climate change is a global issue that is affecting nations. The British Government has pledged to play its part in reducing harmful carbon and related emissions by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."

Source: Climate Change Act 2008, Chapter 27, Part 1, 2008.

- 1.10 Encouraging residents and visitors to make smarter, low carbon travel choices in the way they travel can reduce the impact that new and existing development across Surrey have on the local environment and air quality.
- 1.11 An increase in car trips can also contribute to negative local environmental issues such as severance and blight. By encouraging sites to reduce car dependency, the local highway networks will benefit from a reduction in vehicular movements and local communities will benefit from less traffic.

Financial Benefits

- 1.12 There are also financial benefits to be gained from increasing active travel rates and reducing harmful emissions produced by vehicles, both for individuals and for wider society:

"By 2050 the NHS cost of obesity is projected to be £9.7 billion with wider societal costs estimated at £49.9 billion (at 2007 prices)."

Source: Economic costs of physical inactivity, British Heart Foundation, 2013.

- 1.13 Individuals (specifically residents and visitors) can benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel.
- 1.14 In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), minimising the capital and on-going cost of car ownership.
- 1.15 An effective TP can help encourage residents and visitors to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

Policy and Guidance

- 1.16 TPs have become an important tool for the delivery of national, regional and local transport policy and commonly play an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development.

1.17 This FTP has been developed in conformance with the following documents where possible:

- The National Planning Policy Framework [NPPF] (MHCLG, Revised 2018);
- NPPG - Travel Plans, Transport Assessments and Statements (MHCLG, March 2014);
- Guidance on Transport Assessments and Travel Plans (KCC, October 2008);
- Tonbridge & Malling Borough Council Core Strategy (2007); and
- Local Transport Plan 3 (LTP3).

Structure

1.18 Following this introduction, this report is structured as follows: -

- **Section 2.0** provides a site audit in terms of its accessibility on foot, by cycle and public transport;
- **Section 3.0** describes the approved development and predicted traffic increases;
- **Section 4.0** provides details of objectives and targets;
- **Section 5.0** outlines the proposed package of measures for residents to encourage use of alternative modes of travel to the private car; and
- **Section 6.0** outlines the proposed Travel Plan monitoring and review process.

2.0 EXISTING SITUATION (SITE AUDIT)

Introduction

- 2.1 This section reviews the existing transport facilities in the vicinity of the site for all modes of travel, including walking, cycling, bus, rail and private car.

Site Location and Surrounding Area

- 2.2 The site is located at the western edge of Kiln Barn Road and consists of approximately 11.5 hectares of agricultural field. The surrounding network and site boundary are shown at **Plate 2** below. As shown in the extract, the site is bound by residential properties to the north, Kiln Barn Road to the east, and further agricultural land to the south and west.



Plate 2: Site Location Plan

- 2.3 Kiln Barn Road is an unclassified road that is currently subject to the national speed limit at the site frontage; however, approximately 35 metres south of the Kiln Barn Road / Ragstone Court junction this reduces to 30mph towards the north. Kiln Barn Road is a single carriageway road measuring approximately 5.3 metres wide in the vicinity of the site, with verges on both sides of the carriageway.
- 2.4 Street lighting is present to the north of the site frontage and continues towards the north. A footway commences at the Kiln Barn Road / Ragstone Court junction, and extends along the northern / eastern edge of the carriageway.

Pedestrian Accessibility

- 2.5 The site is located at the edge of an established residential area within close proximity of educational facilities, employment opportunities, local amenities and public bus services and therefore suitable pedestrian infrastructure already exists in the surrounding area. The Chartered Institution for Highways and Transportation (CIHT) document entitled 'Guidelines for providing for journeys on foot' [2000] suggests acceptable walking distances which are relevant to a variety of journey purposes. These are reproduced in **Table 2.1**.

CIHT Classification	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 2.1 – CIHT Recommended Walking Distances

- 2.6 For commuting / school trips it suggests that 2 kilometres is a preferred maximum walking distance, which equates to an approximate 25 minutes' walk based on a typical walking speed of 1.4 metres per second (circa 80 metres per minute). Within the 2,000m walking distance of the site, taken from the centre of the site, are

areas such as Ditton, Larkfield and the Quarry Wood industrial estate. There are a number of schools, a parade of shops, restaurants and pubs are located within an 800 metres walking distance of the site.

- 2.7 As described above, a footway commences on Kiln Barn Road in the vicinity of the Ragstone Court junction. From this point, the footway and crossing points are all of suitable standard towards the A20.
- 2.8 A review of KCC's website confirms that there is a Public Right of Way (PRoW) that extends through the site in a north / south alignment (Ref: MR100). The footpath connects to Kiln Barn Road to the north and the PRoW MR102 to the south. **Plate 3** shows the PRoW in the vicinity of the site, and it can be seen that several PRoW can be used to provide a more direct route to the train stations.

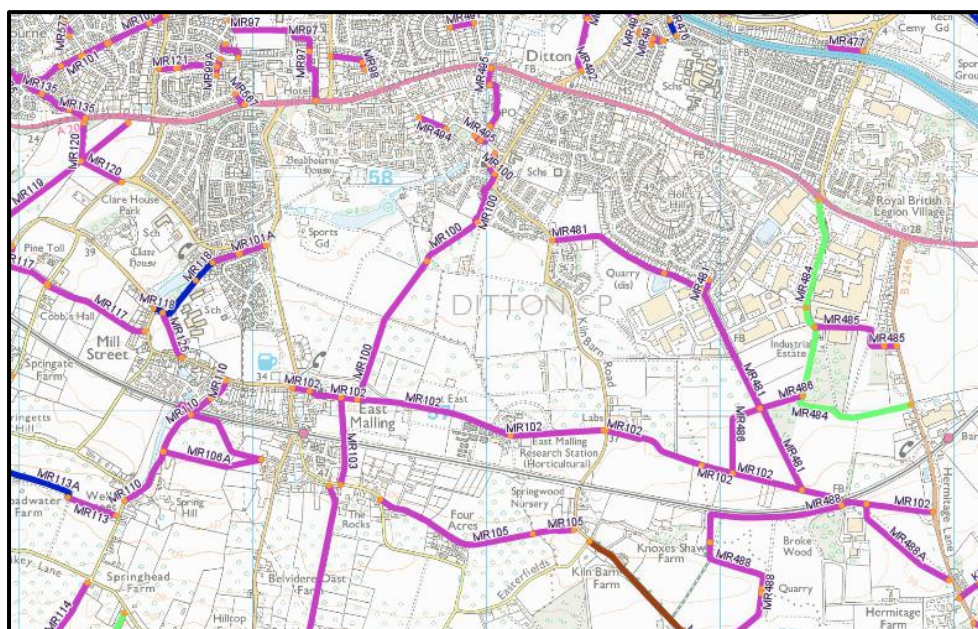


Plate 3: PRoW in Surrounding Area (taken from KCC website)

Cycle Accessibility

- 2.9 Local Transport Note 2/08 from the Cycle Infrastructure Design (DfT October 2008) states that "...many utility cycle journeys are under three miles (5 kilometres), although for commuter journeys, a trip

distance of five miles (8 kilometres) or more is not uncommon." [Paragraph 1.5.1, page 14]. A 5 kilometres isochrone catchment area centred on the site includes West Malling, Kings Hill, East Barming and an area of Maidstone. In addition, a 8 kilometres catchment area would include Maidstone City Centre and a number of other settlements.

- 2.10 There are no formal cycle routes in the immediate vicinity of the site, although Cycle Route 12 is located to the east which extends all the way to Maidstone. The majority of roads in the surrounding area are considered to be suitable for cycling, which provide safe, flat routes to the surrounding facilities. Furthermore, based on on-site observations, a number of the PRoW's in the surrounding area could be utilised by cyclists also. It is therefore considered that the site is well placed to accommodate travel by bicycle.

Bus Accessibility

- 2.11 Typically, the maximum recommended walking distance for residents to walk to bus stops is 800 metres. There are bus stops located approximately 800 metres north of the site along the A20, which is typically a reasonable walking distance to bus stops. These stops are located opposite each other and serve 16 bus routes (including 8 school buses). Both stops comprise bus shelters, seating and timetable information.
- 2.12 Based on the above, there are bus stops available within a reasonable walking distance of the site that have a high number of buses servicing them. A summary of the routes and the corresponding frequencies are provided within **Table 2.2** below.

Service No.	Route Description	Frequency (minutes)
Ditton Corner		
58/558	Maidstone – East Malling – West Malling – Ryarsh – Addington – Wrotham Heath	100*
58/558	Wrotham Heath – Addington – Ryarsh – West Malling – East Malling – Maidstone	100*
71/71A	Snodland – Lunsford Park – Larkfield – Allington – Maidstone	15
71/71A	Maidstone – Allington – Larkfield – Lunsford Park – Snodland	15
72/572 /575/576	Kings Hill – West Malling – East Malling – Larkfield – Allington – Maidstone	60
72/572 /575/576	Maidstone – Allington – Larkfield – East Malling – West Malling – Kings Hill	60

Table 2.2: Accessible Bus Services

* Average frequency taken as no regular frequency is in place and services vary throughout the day.

Rail Accessibility

2.13 There are two railway stations in the vicinity of the site, one being East Malling Railway Station with the other being Aylesford Railway Station. East Malling station is located approximately 1.2 kilometres walking / cycling distance from the site utilising the PRoW to the south. The station is managed by Southeastern and provides connections to London Victoria, Ashford International and Maidstone East. **Table 2.3** below provides a summary of the peak hour frequency of services from the station.

Destination	Peak Period Frequency	Typical Duration
London Victoria	1 service per hour	60 minutes
Ashford International	1 service per hour	34 minutes
Maidstone East	1 service per hour	8 minutes

Table 2.3: Frequency and Duration of Trains from East Malling Station

2.14 To the north via Station Road, Aylesford Railway Station can be reached approximately 1.5 kilometre walking / cycling distance away. The station is managed by Southeastern and provides 6 cycle parking spaces. Regular services provide connections to Strood and Paddock

Wood. **Table 2.4** below provides a summary of the peak hour frequency of services from the station.

Destination	Peak Period Frequency	Typical Duration
Strood	2 services per hour	16 minutes
Paddock Wood	2 services per hour	27 minutes

Table 2.4: Frequency and Duration of Trains from Aylesford Station

- 2.15 It should be noted that the routes to the train stations outlined above are beyond the usual 10 minutes walking distance, but they open up the possibility for journeys further afield. Therefore, in some cases, a longer walk or a cycle journey may be deemed acceptable in context of an overall journey.

Conclusions

- 2.16 In conclusion, the site is accessible by a variety of sustainable modes of transport and can be considered a suitable location with regards to sustainability. The above has confirmed that the existing pedestrian and cycle infrastructure is sufficient, along with adequate opportunity to travel by public transport.

3.0 PROPOSED DEVELOPMENT

Proposed Development

- 3.1 **Appendix A** contains the latest site masterplan, which shows the development proposals comprising the erection of up to 300 residential units. The site will be served via a single point of access at Kiln Barn Road. The junction also includes dropped kerbs with tactile paving will be provided at the access point to accommodate pedestrians crossing movements. As part of the proposals, a footway will extend along the extent of the site frontage and a crossing point will be provided that connects to Ragstone Court. A Transport Assessment (ACE Report Ref: 182600-06) has been produced in support of the application in accordance with best practice guidance.
- 3.2 Vehicular Parking at the development has been provided in accordance with the minimum KCC parking standards. In addition, cycle parking has been provided in accordance with KCC parking standards.

Predicated Travel Patterns

- 3.3 As part of the Transport Assessment, the peak hour and daily trip generation of the approved residential development was estimated using data from the TRICS database. Utilising this information, the estimated numbers of trip associated with the development are shown in **Table 3.1** overleaf.

Mode	Modal Split	AM Peak	PM Peak	Daily
Underground, Metro, Light Rail or Tram	0.2%	0	0	4
Train	9.4%	29	23	217
Bus	2.4%	8	6	56
Taxi	0.4%	1	1	8
Motorcycle	1.0%	3	3	23
Car Driver	72.6%	218	177	1669
Car Passenger	4.7%	14	11	107
Bicycle	1.8%	5	5	41
On foot	7.1%	21	17	163
Other	0.5%	1	1	12
Total	100.0%	300	244	2299

**Table 3.1: Proposed Development Multi-Modal
Person Trip Generation (Two-Way)**

3.4 The above details confirm that circa 73% of all anticipated trips to the residential development would be by made by car drivers. Hence, this information suggests that reliance on car travel by residents at the site will be relatively high from the offset.

Baseline Data

3.5 Establishing baseline travel patterns is necessary to enable the progress of the TP to be measured. However, this can only be established once the development is built-out and occupied. Therefore, for a TP prepared in advance of occupation, such as in this case, it should initially be assessed against the anticipated trip generation/attraction by travel mode set out within the corresponding TA (as reproduced above). These estimates therefore help to inform the initial TP targets set out in **Section 4.0** of this document.

3.6 There are several different methods of gathering the data required to monitor TPs, and the exact methodology will be determined by the appointed TPC. The methodology would be either SAM, travel

questionnaires or on-site vehicle counts, with the preference being confirmed by KCC. Residential travel surveys will be undertaken at 50% occupancy or following 3 months occupation of the site, dependent on the type of survey.

- 3.7 Once travel surveys are completed the TP will be reviewed and updated to ensure that suitable and targeted measures are implemented. Further monitoring surveys will subsequently be undertaken on the first, third and fifth years following initial occupation. **Section 6.0** provides further details in respect of ongoing TP monitoring.

4.0 OBJECTIVES AND TARGETS

4.1 This section sets out the objectives for the TP, as well as targets for the short and medium term. It also includes information regarding indicators, through which progress towards meeting the targets of this plan will be measured. Further information on monitoring and review of the TP can be found in **Section 6.0**.

4.2 Objectives are the high-level aims of the TP, giving it direction and providing a focus. Targets are the measurable goals by which progress can be assessed. At this stage indicative targets, informed by the predicted travel trends, have been set to cover the first five years of the TP period. Indicators are the elements which will be measured in order to assess progress toward meeting the final and interim targets.

Objectives

- 4.3 The principle objectives of the TP are to:
1. Minimise the need to travel;
 2. Reduce reliance on the private car and the need for car parking;
 3. Reduce the number of single occupancy car users;
 4. Encourage and facilitate car sharing;
 5. Increase the proportion of journeys to and from the site by sustainable modes of transport such as walking, cycling and public transport; and
 6. Implement effective travel targets which are SMART (Specific, Measurable, Achievable, Realistic and Timely).

Targets

4.4 In order to achieve measurable outputs from the TP process, it is important to establish targets from the outset, against which progress can be measured. As the end occupiers are not yet known, the targets set out in this FTP are provisional and will be confirmed as part of a

detailed TP post submission. However, it is important that the TP actively seeks to ensure that travel behaviour towards more sustainable modes is established early on, with initiatives in place from the day of opening.

Primary Multi-Modal Targets (Outcome Targets)

4.5 Based on the size of the site and level of identified movements (see **Table 3.1**), **the preliminary target of the TP is to achieve a 10%-point reduction in the baseline levels of single occupancy vehicle trips at the site over a minimum period of five years, with any increased demand being shifted to cycle, walking and public transport travel.**

4.6 Baseline person trips have been derived from the TRICS database as detailed within the Transport Assessment. In light of the above, the aims of this FTP are to reduce the level of vehicle trips over a minimum period of five years, with any reduction in single occupancy vehicle trips displacing to more sustain able modes. An outline of these targets is shown in **Table 4.1** below. It should be reiterated that these are preliminary targets and would be subject to survey data being obtained when firm targets can be set.

Mode	Baseline Mode	Adjustment	Proposed Mode Share
Underground, Metro, Light Rail or Tram	0.2%	+0.0%	0.2%
Train	9.4%	+2.5%	11.9%
Bus	2.4%	+2.0%	4.4%
Taxi	0.4%	+0.0%	0.4%
Motorcycle	1.0%	+0.0%	1.0%
Car Driver	72.6%	-10.0%	62.6%
Car Passenger	4.7%	+2.0%	6.7%
Bicycle	1.8%	+2.0%	3.8%
On foot	7.1%	+1.5%	8.6%
Other	0.5%	+0.0%	0.5%
Total	100.0%	-	100.0%

Table 4.1: Preliminary Target Modal Shift (5-Year Period)

- 4.7 The targets as set out above are considered to be "SMART":
- **Specific:** A target to reduce the level of vehicle trips identified in **Table 4.1** to be met within five years of occupation.
 - **Measurable:** The number of residents using each mode of transport will be measured and monitored using the travel surveys outlined later in this section. This will include details on weekday travel times/patterns to allow the number of peak hour journeys to be determined, including by single occupancy car driver.
 - **Achievable:** It is considered that given the site's location, in that is in close proximity to public transport and the good potential for residents to walk and cycle to / from the site, then these targets are achievable.
 - **Realistic:** It is considered that a target to reduce the level of vehicular trips by 10% points is realistic given the measures and initiatives contained within this FTP, the restricted level of car parking at the site and the potential available to residents to use alternative travel modes.
 - **Time-bound:** The targets are to be met within five years of initial occupation of development.

Secondary "Action" Targets

- 4.8 The following secondary targets could also be adopted as part of the ongoing monitoring of the Travel Plan. These such targets will be established following the initial surveys undertaken as part of the detailed TP, in order to establish baseline figures. These could be as follows:
- Cycle parking occupancy;
 - Car Share members;
 - Numbers using the bus.

Summary

- 4.9 This baseline level of trips will be updated following the completion of the initial travel survey, which will be undertaken at 50% occupation or following 3 months of occupation, dependent on the type of survey undertaken. Additional targets may be determined by the TPC when comparing the existing level of trips against the predicted level of baseline trips i.e. if more vehicular trips are generated by residents. Similarly, if actual demand for vehicle trips is lower from the outset than the predicted baseline shown in this FTP, the targets will be adjusted accordingly with a view to ensuring that single occupancy car travel does not exceed the initial survey results. Any changes to targets must be agreed with the reviewing TP officer.
- 4.10 It is important that the TP evolves with the site in order to adapt measures and initiatives in accordance with alterations to surrounding network, service adjustments and travel trends to ensure targets are met.
- 4.11 Targets will be reviewed in year one, three and five after full occupation following the monitoring survey and in consultation with KCC and any other relevant stakeholders. The TP will be renegotiated with the local authority if the target maximum levels of single occupancy car driver trips shown in **Table 4.1** do not look to be achievable at the three-year milestone.

5.0 PACKAGE OF MEASURES FOR RESIDENTS

- 5.1 Measures have been incorporated into the design of the development, and initial measures are detailed below, however some of these may be subject to change, and additional measures may also be provided that will be of benefit of the scheme at a later date.
- 5.2 As mentioned previously, the residential development will be well located to accommodate trips by sustainable modes via the existing walking, cycling and public transport facilities. However, in order to reduce the number of single occupancy vehicle journeys, incentives should be provided such that journeys by foot, cycle or public transport are encouraged. This FTP has therefore identified measures to encourage such active modes of travel and achieve the targets set out in this report. In time, the need to further improve some of these facilities may arise through feedback from residents. However, at this stage in the TP process, the key focus will be on reducing the need for car travel primarily through softer measures that do not require any additional improvements to the existing off-site infrastructure.
- 5.3 **Table 5.1** outlines the recommended measures, with each particular measure explained in further detailed overleaf. Some of the measures identified will apply to all the uses at the site. The list is not finalised and additional measures may be identified in due course once residents' local travel patterns have been confirmed.

Measure	Brief Description
Travel Plan Coordinator	Developer will appoint a specific individual to implement and manage the TP over the first five years of its lifespan.
Steering Group	Set up a group comprising people from the development that will meet up once a year to discuss travel issues associated with the development.

Travel Information Leaflet	A Travel Information Leaflet will be provided to each flat that promotes the existence of alternative modes of transport to the private car.
Provision of Travel Information	A travel information board should be provided within communal areas that promotes sustainable transport. Arrange sustainable travel events at the site, as well as provision of promotional material that supports sustainable transport will be provided to residents.
Sustainable Travel Offers	Liaise with local providers seeking to provide residents with a voucher that promotes sustainable travel.
Car Share	Obtain promotional car share material from Liftshare and promote their database among residents.

Table 5.1 – Summary of Travel Plan Measures

Appointment of a Travel Plan Co-ordinator (TPC)

5.4 It is understood that the development will be administered by a private management company and it is proposed that a representative will be appointed to undertake the role of TPC. The TPC will actively promote the objectives of the TP, ensuring services are in place and managing the strategy for the site as part of the housing management of the estate. The TPC will be the first point of contact for residents regarding travel and the TP initiatives.

- 5.5 The responsibilities of the TPC include: -
- overseeing the development and implementation of the Plan;
 - designing and implementing effective marketing and awareness campaigns to promote sustainable travel;
 - coordinating the data collection associated with the initial survey of resident’s travel behaviour;
 - acting as a point of contact for all residents requiring information and liaise with external stakeholders such as local authorities;

- coordinating the monitoring programme for the Plan, including target setting; and
 - training sales/housing association staff on how to promote the TP to potential home buyers.
- 5.6 The TPC will be appointed ahead of occupation of the development to give sufficient time to organise welcome packs (see below) and other measures. The amount of time the appointed TPC will spend on the management and implementation of the TP is difficult to determine at this stage. It is likely that more time will be required in the early stages around occupation and when residents are first moving in. Sufficient resource will be made available to the TPC to ensure that the obligations and requirements of the TP are met. It should be noted that the TPC will not be located permanently on-site. All residents, however, will be provided with contact details of the TPC so queues can be logged.

Steering Group

- 5.7 Once the site is at least 25% occupied the TPC will aim to set up a TP Steering Group, inviting residents to attend annual meetings to discuss current travel issues at the site. This will allow any barriers/concerns regarding sustainable travel to be discussed, helping to identify possible additional measures to help certain users to adopt more sustainable travel choices. Minutes from these meetings will be included with ongoing monitoring reports (see **Section 6.0**).

Travel Information Leaflet

- 5.8 Welcome Packs will be issued to all households within the development upon first occupation in order to promote the existence of, and use of, alternative modes of transport to the private car. Within this Welcome Pack they will receive a Travel Information Leaflet, and any other materials that the developer wishes to include.

- 5.9 The Travel Information Leaflet will contain details of: -
- The Travel Plan Coordinator details.
 - Public transport routes and services (maps and timetables) along with fare information;
 - Details of the online cycle journey planners;
 - Relevant journey planning web-sites to use to provide links to up-to-date and accurate information about public transport options in the area;
 - Existing and proposed cycle routes in the vicinity of the site;
 - Safe pedestrian routes in the surrounding area; and
 - Local taxi firms operating in the area.

Ongoing Provision of Travel Information

5.10 The primary issue with achieving successful TP initiatives is raising the awareness of sustainable travel modes, including highlighting the potential personal benefits that can accrue from those initiatives. Therefore, the key provisions and services making up the TP should be effectively marketed and promoted to users of the development.

5.11 To further promote the surrounding opportunities for travel by non-car modes, the TPC will arrange for sustainable travel annual newsletters to be made available for all residents. These annual newsletters will include up to date sustainable travel information, and provide website addresses that may be useful for users, potentially with digital barcodes that could be scanned using smartphones for a direct link to the website. Useful websites could include the following:

- www.cyclestreets.net – includes a useful cycle route journey planner;
- www.travelline.co.uk – up to date bus travel information and personal journey planner tool;
- www.walk4life.info/find-a-walk – a website that encourages walking and allows users to find walks suited to them;

- www.letsride.co.uk – cycling initiative website that allows users to find bike rides in line with their needs; and
- <https://kent.liftshare.com/aboutus.asp> - free to use online car share database.

5.12 Residents will be made aware of useful sustainable travel related smartphone apps that they can download (with digital QR barcodes provided if possible). Examples of such apps include 'MyBus' for the iPhone and 'CatchthatBus' for Android phones, both of which provide up to date bus information for any particular stop. Another useful app that could be include is 'CycleStreets' (iPhone and Android), which is a cycle route journey planner and is free to download.

5.13 A travel information board will be provided in an accessible, communal area of the residential development. This board will provide details of upcoming national sustainable travel events and campaigns. The following list identifies a number of national/local campaigns that could be published at the site to help promote sustainable travel, along with indicative dates when they occur:

- National Walking Month – May
- Walk to School week – May
- National Working from Home Day – May
- National Clean Air Day – June
- Bike Week – June
- Cycle to Work Day – September
- National Liftshare Week – October
- National Commute Smart Week – November

Sustainable Travel Offers

5.14 Liaison will be undertaken with local bus/train operators throughout the Travel Plan process seeking to provide discounted vouchers for residents upon occupation.

Car Sharing

- 5.15 Residents will be encouraged to sign up to the Kent Liftshare scheme (<https://kent.liftshare.com/aboutus.asp>), which is a website designed to enable residents to car share in and around Kent. This would allow other users to identify opportunities to car share with other people with the area.

6.0 TRAVEL PLAN MONITORING AND REVIEW

6.1 This section sets out the specific monitoring proposals associated with the site and the means by which the TPC will assess progress towards the targets outlined earlier in this document. All monitoring will be carried out by or procured by the TPC and funded by the final occupier.

Monitoring

6.2 The appointed TPC will be responsible for the on-going monitoring of the TP. The monitoring programme will be presented to KCC and subsequently agreed with the local highway authority. It is expected that it will take the form of a five-year cycle.

6.3 Travel surveys will be coordinated by the TPC in order to maintain the effectiveness of the plan and to gain an overview of the effectiveness of the various measures implemented. The initial survey will provide details of the baseline level of trips during the peak hours and across the day, as well as the baseline mode share of residents. This will provide the information base for future monitoring of the plan.

6.4 Following on from this initial survey, the surveys will be undertaken in the first, third and fifth years after full occupation. Annual monitoring reports will be provided after each survey and will be submitted to TMBC and KCC within 3 months of survey completion.

6.5 The TPC, or an accredited independent survey company, will be appointed to undertake the surveys. Information gathered through the monitoring process will be made available to the residents of the development and to TMBC/KCC on request.

Management

6.6 The TPC will take responsibility for the development and management of the Plan and ensure its delivery. If the trips made by private car

do exceed the targets then it will be necessary to determine as part of the TP process how those trips can be reduced and further measures that could be put in place to achieve a reduction.

- 6.7 Examples of the measures which could be considered are: -
- (i) Ensure Travel Information Packs are being issued and check that new households have the necessary public transport information, which is up to date;
 - (ii) Re-issue cycling/walking maps to illustrate the area that can be assessed using these modes;
 - (iii) Offer personalised travel planning to all new residents;
 - (iv) Ensure the community travel notice board, which would display all information relating to public transport, cycling, walking and details is regularly updated; and
 - (v) Undertake a site survey to specifically target mode change.
- 6.8 The TPC, in consultation with the County Council, will choose the appropriate course of action for achieving the TP targets and arrange funding if required.

Action Plan

- 6.9 The TPC will prepare an Action Plan (AP) to set out the proposed delivery and implementation of the TP. The AP will summarise all measures/initiatives to be introduced including marketing activities and monitoring as well as those responsible for running these tasks (such as the TPC) and approximate timescales. The AP will be prepared within three months of full occupation of the residential dwellings.

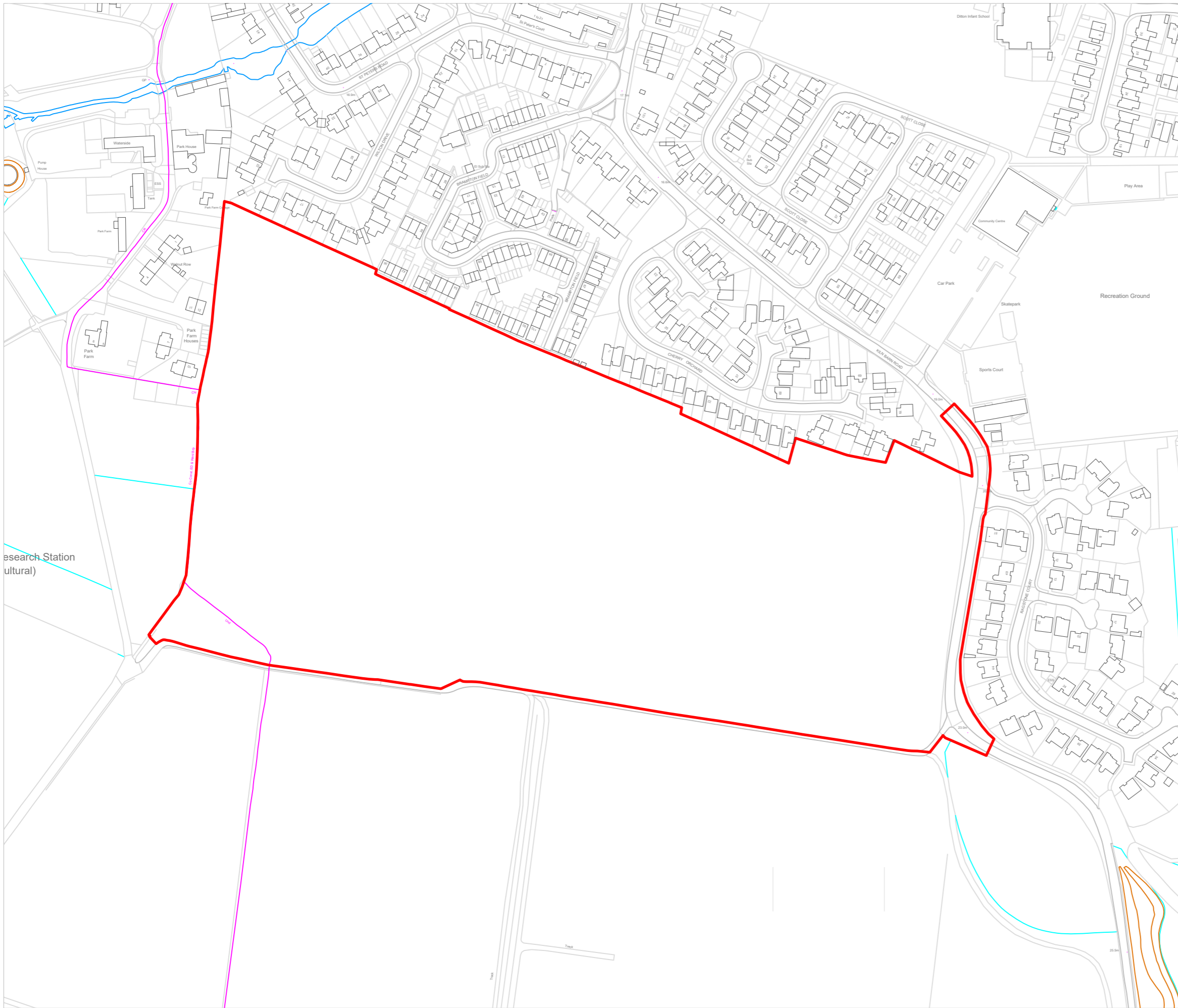
Funding


- 6.10 The management of the TP requires funding for administrative purposes and to support the role of the TPC. The TP will be funded through proceeds from the sale of the properties and through the

management service charge that every household will be required to pay.

- 6.11 The final occupier of the site (or their appointed management company) will take direct responsibility to provide the role of TPC, undertake the monitoring programme and manage the TP. Specific funding/budgets will be set following the appointment of the TPC.

Appendix A
Latest Plans



 Site B Red Line Boundary
(11.58 Ha)



0 50m 100m SCALE 1:2500

Project Name: East Malling Trust
 Drawing Title: Site B: Red Line Boundary (Illustrative Masterplan)

Job no. MSBL377057 | Dwg no. EMT - B - 01 | Rev. A
 Date: 05.12.2018 | Scale: 1:2,500 @A3 | Drawn by: M.L.
 Checked by: A.D.

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- Site B Red Line Boundary (11.58 Ha)
- Public Right of Way to be Retained



0 50m 100m SCALE 1:2500

Project Name: East Malling Trust
 Drawing Title: Site B: Red Line Boundary (Illustrative Masterplan)

Job no. MSBL377057 | Dwg no. EMT - B - 02 | Rev. A
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