

**Final Residential  
Travel Plan**

**Ospringe Brickworks,  
Faversham**

**Prepared for  
Bovis Homes Ltd**

**by**

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## ACRONYMS AND ABBREVIATIONS

CIHT	Chartered Institution of Highways and Transportation
DfT	Department for Transport
GTA	Guidance on Transport Assessment
KCC	Kent County Council
LHA	Local Highway Authority
LPCS	Local Plan Core Strategy
LTS	Local Transport Strategy
MFS	Manual for Streets
NPPF	National Planning Policy Framework
PPG	Planning Practice Guidance
SBC	Swale Borough Council
SMA	Stuart Michael Associates
TA	Transport Assessment
TP	Travel Plan

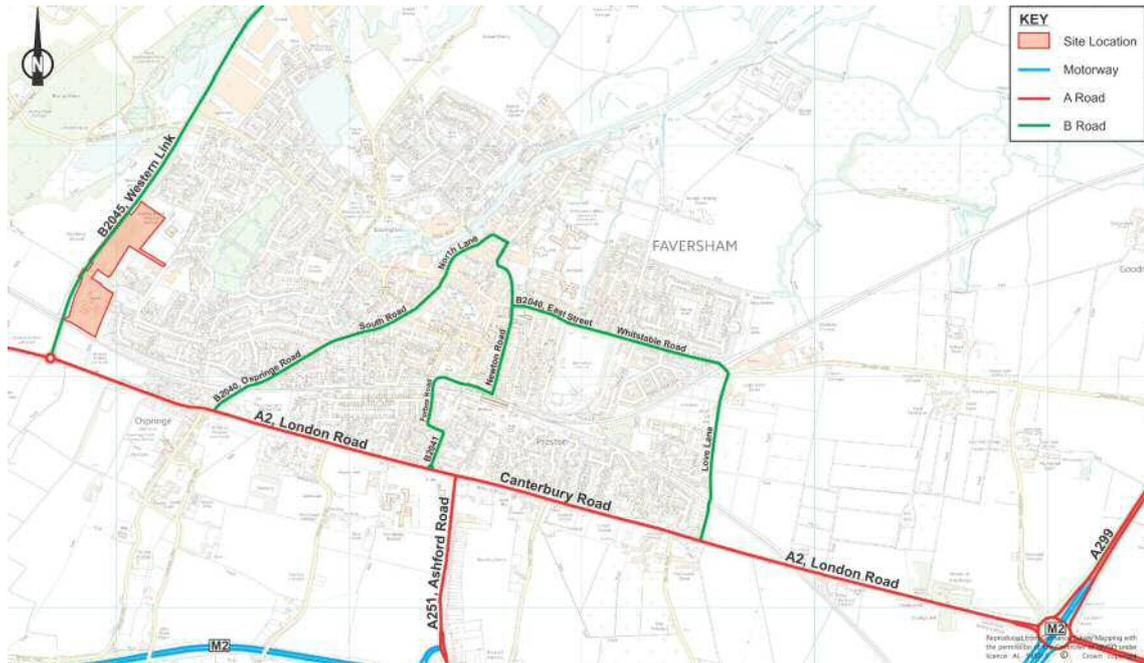
## 1.0 INTRODUCTION

### Instruction

- 1.1 Bovis Homes Limited (the 'Developer') has been granted Outline Planning Consent (Application no: 14/502729/OUT) for residential development of up to 250 homes, with affordable housing provision. Access into the site from Western Link, was agreed at this stage, with a further pedestrian/cycle link to Lower Road. Subsequent to this, a Reserved Matters applications has been submitted to Swale Borough Council (SBC) as Local Planning Authority for consideration and approval.
- 1.2 A Residential Travel Plan is required for the development, as stated in Condition 10 of the Outline Permission (dated 23<sup>rd</sup> December 2015).
- 1.3 Stuart Michael Associates (SMA) has been appointed by Bovis Homes to prepare the Final Travel Plan for the development, to successfully discharge Condition 10 and to help promote a sustainable development, which encourages use of modes other than private car. SMA has also been appointed as the site Travel Plan Coordinator (TPC).
- 1.4 Condition 10 states that:
- “Prior to the commencement of the development hereby permitted, a detailed Travel Plan shall be submitted to and agreed in writing by the Local Planning Authority in conjunction with Kent Highways Services and Highways England. The Travel Plan shall include targets to reduce the number of car journeys and promote the use of public transport and other sustainable transport measures. It will also include a review date and a commitment to further measures should the targets not be met.”*
- 1.5 SMA will, therefore, implement and manage the Travel Plan, on behalf of the Developer for a 5 year period or 1 year after full occupation, whichever it the later.

### The Development

- 1.6 The development site is located on land to the south of Western Link, to the north of Faversham (**Figure 1.1** refers). The site is bound Western Link, which runs along its western boundary, with residential properties on all other boundaries and Bysing Wood Primary School to the south east of the site, accessed via Lower Road.



**Figure 1.1 - Site Location Plan**

- 1.7 The development comprises of 250 residential units, with provision of 30% affordable housing, open space and associated infrastructure. A site masterplan is provided under **Appendix A**.
- 1.8 The site will be accessed by a roundabout onto Western Link, with a footpath/cyclepath/emergency access onto Lower Road to the south of the site. Highway improvements will also be delivered as part of the scheme, as outlined within the Section 106 Agreement. This includes the following works:
- Reshaping of the existing carriageway by the construction of a new roundabout onto the Western Link. Provision of two pedestrian crossing refuges and the provision of an access for pedestrians and cyclists at the south-east corner of the Site;
  - The provision within the existing public highway of three new bus stops and shelters;
  - The provision within the existing public highway of a turning circle for buses;
  - The provision within the Site of a new footway and cycleway link to Lower Road.

## **Background**

- 1.9 This Travel Plan has been prepared to successfully discharge Condition 10 of the Outline Planning Consent, which requires that a Final Travel Plan is submitted to, and approved by the Council prior to occupation of development. A Transport Assessment was completed as part of the Outline Application (Application Ref: 14/502729/OUT). This document provides the final provisions of the Travel Plan, which have been agreed with the Developer and Swale Borough Council (SBC).
- 1.10 Bovis Homes are committed to improving their sustainability performance and to achieve this, is focussed on creating sustainable living environments with good access to various facilities and services. The sites Construction Management Plans include Green Travel Plans, which encourage car sharing for contractors and construction personnel. Bovis Homes also has its own Travel Plan and encourage travel by sustainable modes to their various offices nationwide. The implementation of a Residential Travel Plan at each of their development sites to encourage sustainable travel modes is just one of the methods used to achieve this.
- 1.11 This TP has been prepared in accordance with Kent County Council's Guidance document on Travel Plans (*"New Ways 2 Work – Best Practice for Preparing Travel Plans in Kent"*), which sets out the methodology to adhere to when preparing a Travel Plan. It also details appropriate monitoring and review strategies to identify the extent of modal shift created as a result of the Travel Plan
- 1.12 Consideration has also been given to various strategies within KCC's LTP3 (2011-2016), which focus on smarter travel, including public transport, walking, cycling and car sharing.
- 1.13 This Travel Plan will be managed and monitored over a period of 5 years. Construction of the site, by Bovis Homes, will also be completed over this same period.
- 1.14 As referred to in paragraph 1.3, Stuart Michael Associates (SMA) has been instructed by Bovis Homes Limited, to prepare this Final Travel Plan and undertake the Travel Plan Coordinator role for the site. Whilst SMA has a number of people with experience of delivering Travel Plans, the main contact details will be as follows overleaf:

Name of TPC: Rebecca Nadin

Contact: [travelplans@stuartmichael.co.uk](mailto:travelplans@stuartmichael.co.uk)

1.15 It will be the responsibility of the TPC to deliver the range of Travel Plan measures, manage the TP budget and organise for the monitoring surveys to be completed. Other duties would include, but not be limited to:

- Overseeing the implementation of the TP;
- Liaison with Swale Borough Council (SBC), local bus operators, local stakeholders (e.g. Cycle Stores) and residents of the site;
- Liaison with sales staff on the site, to ensure they are aware of the TP initiatives being promoted;
- Provision of information to residents prior to and throughout occupation (e.g. Walking & Cycling route maps, bus timetables, newsletters and other promotional material);
- Design and implementation of effective marketing measures to raise awareness of the TP using methods such as subsidised public transport and cycle vouchers;
- To co-ordinate the monitoring programme (TRICS surveys) to be agreed with SBC.

### **Methodology**

1.16 In preparation of this Final Travel Plan document, the following methodology has been undertaken:

- Site visit to review of the local walking and cycling infrastructure and access to public transport;
- Consideration given to the new and improved infrastructure works to facilitate travel on foot, cycle and public transport to/from the development;
- Desktop research of national and local policy requirements;
- Finalising the travel plan measures to encourage sustainable travel choices amongst residents, based on those identified as part of the framework document and the sustainable travel opportunities that will be available to residents.

- 1.17 The remainder of this document provides the background information to the Travel Plan and the strategy and measures to be delivered in order to achieve the main aims and objectives of the Travel Plan. Section 5.0 provides details of the aims and objectives of the TP which are also provided overleaf:

*'To reduce the reliance of the private car in the long-term by seeking to secure a reduction in the number of vehicle trips (particularly single occupancy vehicle trips) generated by the site, by shifting to sustainable travel modes'.*

### **Travel Plan Aims and Objectives**

- 1.18 The purpose of the Travel Plan is to achieve a modal shift away from the private car. This subsequently forms the basis for the main aim of the Travel Plan has been identified as:

*To influence travel choices to minimise the proportion of peak hour car journeys generated by the development, whilst simultaneously increasing the proportion of journeys by sustainable travel modes.*

- 1.19 The aim of the Travel Plan will be achieved through delivering a series of objectives, set out as follows:

- Objective 1:** Raise awareness of the alternative sustainable travel options available;
- Objective 2:** To minimise the need to travel by car, by promoting local facilities within walking/cycle distance;
- Objective 3:** Provide each household with a Residents Travel Information Pack;
- Objective 4:** Offer each household subsidised vouchers to incentivise sustainable travel choices;
- Objective 5:** Raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases; and
- Objective 6:** Maintaining a line of communication with residents to ensure they have access to relevant travel information.

- 1.20 Through the delivery of the Travel Plan and the various measures proposed, it is expected that this would help to reduce the number of car borne trips associated with the site, thereby providing a sustainable development that minimises its impacts on the surrounding road network.

## 2.0 PLANNING POLICY AND GUIDANCE

- 2.1 As a consequence of the increasing pressures on the transport network and a national focus on climate change the Government have identified the need for sustainable development. By definition, Sustainable development seeks to achieve, 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (ref: The Brundtland Commission, 1987).
- 2.2 The following National and Local Policy and Guidance documents have been referred to which are relevant to the proposed development:

### National Publications

- National Planning Policy Framework (2012)
- National Planning Policy Guidance (2014)
- The Effects of Smarter Choice Programmes in the sustainable Travel Towns: Research Report' (2010)

### Local Publications

- Kent County Council, Local Transport Plan (LTP3) (2011-2016)
- New Ways 2 Work – Best Practice Guide for Preparing Travel Plans in Kent

### Other

- National Travel Survey (2015)

### **National Planning Policy and Guidance**

- 2.3 The **National Planning Policy Framework** (NPPF) is centred on a presumption in favour of sustainable development (ref: para 14) seeking to deliver development that meets the needs of the local area.
- 2.4 The NPPF considers that 'transport policies have an important role to play in facilitating sustainable development but also contributing to wider sustainability and health objectives' (ref.: paragraph 29). The opportunities to maximise sustainable transport solutions are however recognised to vary, from urban to rural areas (ref.: paragraph 29).
- 2.5 The **National Planning Practice Guidance** (PPG) provides general guidance on travel Plans and Transport Assessments. The PPG identifies Travel Plans and Transport Assessments as 'ways of assessing and mitigating the negative

transport impacts if development in order to promote sustainable development. They are required for all developments which generate significant amounts of movement'.

2.6 The Travel Plan is further described as a long term management strategy for integrating proposals for sustainable travel into the planning process. They are considered to be based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (ref: PPG).

2.7 The PPG considers that Travel Plans positively contribute towards:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

2.8 It is clear that the Travel Plan is considered to be a key document in actively managing growth to minimise impact and maximise sustainability.

2.9 **'The Effects of Smarter Choice Programmes in Sustainable Travel Towns: Research Report'** (2010), summarises the findings of the Government lead SMARTER Choices research programme. It was found that the effective implementation of smarter travel measures can achieve greatest modals shift over short journeys of up to 5km. The programme found that an average 22% reduction may be achieved between 1.1km-3km and a 10% reduction is feasible for journeys between 3.1km-5km, equating to an average 15.33% for all journeys up to 5km.

2.10 In April 2009, the DfT prepared a good practice guide, bringing together best practice examples from around the country. The document, entitled 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' provides guidance on when travel plans are required, how they should be prepared, appropriate contents and monitoring/management techniques that

should be applied. Consideration has been given to this guidance when preparing this final Travel Plan.

### **Local Policy and Guidance**

2.11 Kent County Council (KCC) is the Local Highway Authority (LHA) and has subsequently developed the transport strategy for the county. The transport strategy is contained within the **KCC's Third Local Transport Plan (LTP3)** covering the period 2011 – 2016. This was formally approved in April 2011 and aims to set out the council's approach to the five national transport goals.

2.12 The LTP3 aims to steer the implementation of national transport policies at the local level. The principal challenges and relevant policy objectives for Kent, in line with the previous Government's National Transport Goals are as follows:

- Growth without Gridlock;
- A safer and healthier County;
- Supporting Independence;
- Tackling a Changing Climate; and
- Enjoying life in Kent.

2.13 A number of performance indicators have been set to align with these goals. This includes:

- Journey time reliability in Kent's urban centres (Canterbury, Gravesend and Maidstone);
- Principal roads where maintenance should be considered;
- People killed or seriously injured in road traffic accidents;
- Local bus journeys originating in the authority area;
- Per capita reduction in CO emissions;
- Children travelling to school – mode of transport usually used;
- Net satisfaction with the condition of roads, pavements and street lights.

2.14 Kent County Council has prepared their own Travel Plan guidance, entitled 'New Ways 2 Work – Best Practice Guide for Preparing Travel Plans in Kent'. This sets out how the process of preparing, delivering and managing the Travel Plan should be undertaken. Appropriate measures to be included within the TP are also identified.

### **National and Local Ward Travel Statistics**

2.15 The **National Travel Survey (NTS), 2015**, published by the DfT, provides details of personal travel and records. The records from the 2015 NTS have provided data to include average trip length, proportion of trips by mode and distance travelled, journey purpose and car ownership. These results are summarised below:

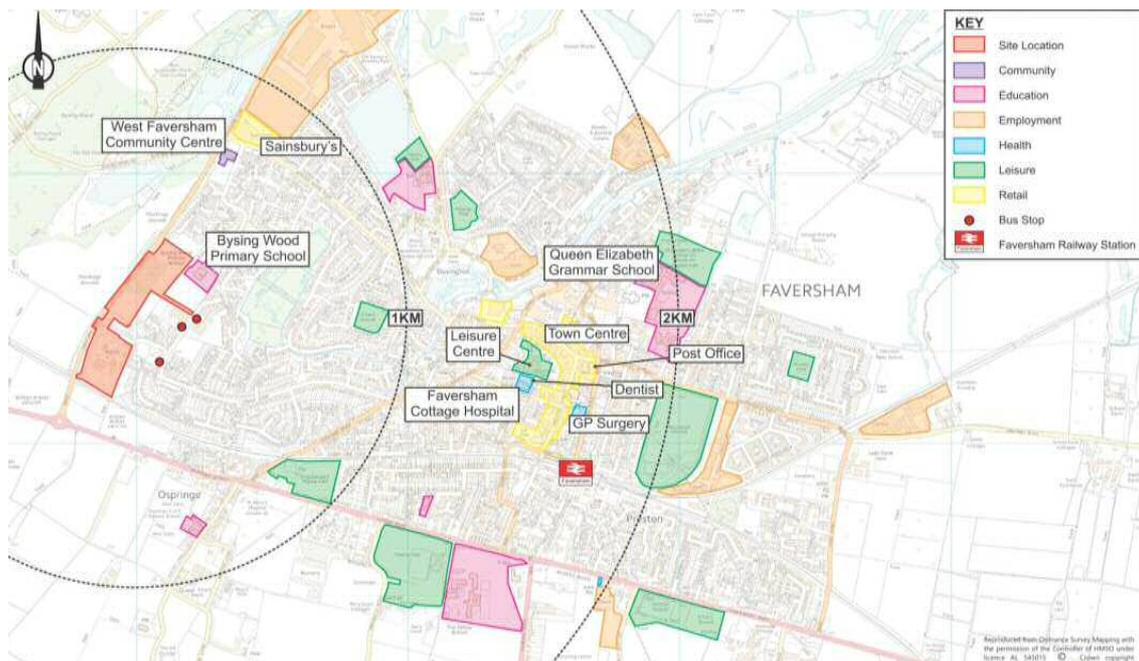
- The average trip length has remained constant over the past six years (2010-2015) to 7.3 miles (11.68km), with average trip time being 24 minutes 12 seconds (*NTS0101*);
- Travel by car accounts for 64% of trips and 78% of distance travelled;
- 67% of journeys made on foot are under 1 mile. This has remained consistent with 2014 figures (*NTS0308*)
- 76% of all journeys under 1 mile are made on foot;
- The average length of journey by bicycle was 3.3 miles (5.28km);
- 93% of households within Great Britain are located within a 6 minute walk of a bus stop, with 98% of households being within a 13 minute walk of a bus stop (*NTS0801*);
- Commuting and business account for 19% of trips, with shopping accounting for 20% of trips; and
- Car ownership is lower among lower income households (52%) compared with higher income households (89%) (*NTS0703*)

### 3.0 THE DEVELOPMENT AND ACCESSIBILITY

#### The Development

3.1 The consented development comprises up to 250 residential dwellings, of which 30% will be affordable, with public open space and associated infrastructure. Access into the site will be provided via the B2045, Western Link along its western boundary by way of a new 3-arm roundabout. A footpath/cyclepath will also be provided onto Lower Way to the south of the site. A site masterplan is provided under **Drawing SL.01**. The site is situated approximately 2.0km from the town centre and railway stations (**Figure 3.1** refers).

3.2 The nearest Primary School is Bysing Wood Primary School, located immediately south of the site and accessed via Lower Road, whilst a range of other services/facilities are within acceptable walking/cycling distance of the site. Figure 3.1 provides details of the surrounding facilities/services within proximity of the site.



**Figure 3.1 - Accessibility Plan**

3.3 As part of the development works, new and improved infrastructure and linkages are to be provided to ensure the site connects to the existing road, pedestrian and cycle networks. This will ensure that the development is permeable and inter-connected with the existing community. A summary of the works to be completed is provided below (to be undertaken in accordance with the Section 106 Agreement), which includes the following works:

- Reshaping of the existing carriageway by the construction of a new roundabout onto the Western Link. Provision of two pedestrian crossing refuges and the provision of an access for pedestrians and cyclists at the south-east corner of the Site;
- The provision within the existing public highway of three new bus stops and shelters;
- The provision within the existing public highway of a turning circle for buses;
- The provision within the Site of a new footway and cycleway link to Lower Road.

3.4 Linkages between the development and public transport/pedestrian infrastructure, as well as the promotion of active travel as part of the Travel Plan will assist in encouraging more sustainable patterns of movement and reducing reliance on the car.

**Access on Foot/Cycle**

3.5 The development site is located approximately 2km from the centre of Faversham by car, with convenient pedestrian routes via Lower Road and South Road, or via Hazebrouck Road and The Knole.

3.6 Manual for Streets (MfS) guidance considers that a walkable neighbourhood is one which has a range of facilities within 10 minutes walking distance (up to 800m) of residential area, which residents can comfortably access on foot. It is stated that this should not be considered an upper limit, with previous government policy (PPG13) indicating that walking can replace short car trips of up to 2km. This is reflected in the IHT guidance ‘*Providing for Journeys on Foot*’ (2000), which recommends suitable maximum walking distances of up to 2km for key trip ends (Table 3.1 refers).

**Table 3.1: Suggested Acceptable Walking Distances**

	Town Centres	Commuting / School / Sight-Seeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

3.7 An assessment has been undertaken of local facilities and their proximity to the development to establish the potential walkability of the site. This assessment considers the new pedestrian facilities to be delivered as part of the development (paragraph 3.3 refers). **Table 3.2** provides a summary of key destinations and their compliance with IHT guidance in terms of journey distance and time on foot and by cycle.

Facility	Distance (metres)	Walk Time (minutes)	Cycle Time (minutes)
<b>Bysing Wood Primary School</b>	100	1m12s	18s
<b>Queen Elizabeth Grammar School</b>	2300	27m23s	6m58s
<b>Faversham Cottage Hospital</b>	1700	20m14s	5m9s
<b>Leisure Centre</b>	1900	22m37s	5m46s
<b>Community Centre</b>	500	5m57s	1m31s
<b>Dentist</b>	1750	20m50s	5m18s
<b>GP Surgery</b>	1750	20m50s	5m18s
<b>Post Office</b>	1750	20m50s	5m18s
<b>Sainsbury's Supermarket</b>	550	6m33s	1m40s
<b>Faversham Railway Station</b>	2000	23m49s	6m4s
<b>Town Centre (Market Street)</b>	2000	23m49s	6m4s
<b>Bus Stops</b>	100	1m12s	18s

*Nb: distances are measured from the centre of the site*

**Table 3.2: Walking and Cycling Journey Distance and Time to Key Trip Ends and Compliance with Preferred Maximum Walking/Cycling Distances**

3.8 As Table 3.2 confirms, a range of local facilities and services are within acceptable walking or cycle distance of the site. For destinations further afield (e.g. Faversham Railway Station and Town Centre), bus services are available from Lower Road.

3.9 Cycling also has the potential to replace short car journeys. Former government policy (PPG13) indicated that cycling can be an effective form of travel for journeys up to 5km. This is supported in more recent government lead research the 'Smarter Choices Programme' which has proven that significant levels of modal shift can be achieved for journeys up to 5km. DMRB guidance suggests that a greater distance of 5 miles is achievable for cycling particularly for leisure purposes.

3.10 **Figure 3.2** provides an overview of the surrounding area and the potential cycling catchment of the development. This demonstrates that the majority of

Faversham is within an acceptable cycling distance of the development, including the Train Stations and Town Centre.

- 3.11 All residential units are to be provided with cycle parking within garages and/or sheds to enable secure cycle storage where flats are provided on site, communal cycle parking areas are to be provided.
- 3.12 Cycle parking facilities are also available at various locations throughout the centre of Faversham, including the town centre, railway station and Sainsbury's store.
- 3.13 The site benefits from being within the preferred maximum distance of 5km of a number of key local destinations (Table 3.2 and Figure 3.2). The local road network supports this, offering conducive routes for cycling. This would, therefore, help to encourage residents to travel by bicycle.

## **Public Transport**

### Bus services

- 3.14 The closest bus stops to the site are located along Lower Road to the south of the access and accessible via the footpath to be upgraded as part of the development. These stops are served by the numbers 3, 3A, 3B and 3X services, which provide connections to the centre of Faversham as well as Canterbury and Bysing Wood.
- 3.15 Additional services are also accessible via the centre of Faversham, which include the numbers 333 service (operated by Arriva), the 638, 660 and 666 services, which provide connections to Ashford, Whitstable, Sittingbourne and Maidstone. A summary of the details of existing services, their frequency and operating hours are provided in **Table 3.3**.

No.	Service	Monday-Friday		Saturday		Sunday	
		Operating Hours	Typical Frequency	Operating Hours	Typical Frequency	Operating Hours	Typical Frequency
3, 3A, 3B, 3X	Canterbury – Faversham – Bysing Wood	05:55-21:40	2-5 services per hour	06:35-21:40	2-5 services per hour	08:05-19:35	Hourly
333	Oare – Faversham – Sittingbourne – Detling Hill - Maidstone	06:01-18:53	Hourly	07:50-18:50	Hourly	09:55-18:45	4 services per day
638	Faversham - Whitstable	07:35-18:43	7 services per day	09:00-13:45	3 services per day	N/A	N/A
660	Stalisfield – Faversham – Graveney – Whitstable – Tankerton	07:00-17:38	1 every 1-2 hours	08:20-16:06	6 services per day	N/A	N/A
666	Faversham – Ashford – Ashford Designer Outlet	06:58-17:48	Hourly	07:40-17:51	6 services per day	N/A	N/A

**Table 3.3 - Existing Bus Services**

3.16 **Figure 3.3** shows the existing bus routes operating within proximity of the site.

#### Rail Services

3.17 Faversham Railway Station is on the Chatham Main Line, with services provided by Southeastern. The station includes sheltered cycle parking and parking for up to 192 vehicles. The station provides services to nearby settlements such as Sittingbourne, Whitstable and destinations further afield, including Gravesend, Dartford, Canterbury East and London Victoria.

3.18 **Table 3.4** provides a summary of the services and their frequency from Faversham Railway Station.

	Destination	Journey Time	Mon-Fri		Sat		Sun	
			Operating Hours	Typical Frequency	Operating Hours	Typical Frequency	Operating Hours	Typical Frequency
<b>Faversham</b>	Canterbury East	13 mins	05:24-23:34	30 mins	06:24-23:34	20-30 mins	09:04-23:04	Hourly
	Chatham	28 mins*	05:09-23:04	10-30 mins	05:09-22:48	10-30 mins	05:37-23:26	30 mins
	Dover Priory	42 mins	05:24-23:34	30 mins	06:24-23:34	20-30 mins	09:04-23:04	Hourly
	Gravesend	44 mins*	04:58-22:38	10-25 mins	05:28-22:48	10-30 mins	05:37-23:26	30 mins
	Ramsgate	45 mins	05:24-23:51	20-30 mins	06:24-23:57	30 mins	09:02-23:02	30 mins
	Dartford	60 mins*	05:28-22:38	10-25 mins	05:28-22:48	10-30 mins	05:37-22:06	30 mins
	London St. Pancras International	63 mins*	04:58-23:04	30 mins	05:28-22:48	30 mins	05:37-23:26	30 mins
	London Victoria	75 mins*	05:19-23:04	10-25 mins	05:09-22:48	10-30 mins	05:37-23:26	30 mins

\*Significantly longer journey times on Sunday/Bank Holidays

**Table 3.4: Existing Rail Services**

3.19 Located partly within the St. Ann's and Watlings Wards, 2011 'Method of Journey to Work' Census statistics have been obtained for the area. As the data

within **Table 3.5** shows, 37% of existing trips within these wards are made via sustainable modes.

	<b>St. Ann's &amp; Watling Wards</b>	<b>Swale District</b>	<b>South East Region</b>	<b>England Country</b>
Underground, Metro, Light Rail, Tram	0%	0%	0%	4%
Train	12%	7%	8%	6%
Bus, Minibus or Coach	1%	2%	5%	8%
Taxi	0%	0%	0%	1%
Motorcycle, Scooter or Moped	1%	1%	1%	1%
Driving a Car or Van	63%	69%	65%	60%
Passenger in a Car or Van	4%	6%	5%	5%
Bicycle	3%	2%	3%	3%
On Foot	15%	12%	12%	11%
Other Method of Travel to Work	0%	1%	1%	1%
<b>Total Vehicular Share</b>	<b>63%</b>	<b>69%</b>	<b>65%</b>	<b>60%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>37%</b>	<b>31%</b>	<b>35%</b>	<b>40%</b>

Nb: Excluding 'Working from Home' & 'Not in Employment'

**Table 3.5: 2011 Ward 'Method of Journey to Work'**

3.20 The data indicates that the predominant mode of travel in the local ward is the car, with 63% driving and 4% travelling as car passengers. The proportion of journeys made by bus (1%) is significantly lower than the South East Region and national statistics. Journeys by train (12%) are significantly higher than the wider district, which can be attributed to the high frequency rail services available. There are a large proportion of journeys made by foot which, also indicates that the site is within close proximity to a range of services/facilities.

#### **4.0 AIM, OBJECTIVES AND TARGETS**

4.1 The Travel Plan is developed to encourage and incentivise sustainable travel choices. To guide the Travel Plan, an aim has been identified which will be achieved through the delivery of a series of objectives. Targets are used to measure the progress of the Travel Plan towards influencing travel choices.

##### **Aim and Objectives**

4.2 The purpose of the Travel Plan is to achieve a modal shift away from the private car. This subsequently forms the basis for the main aims of the Travel Plan which have been identified as follows:

*“To influence travel choices to minimise the proportion of peak hour car journeys generated by the development, whilst simultaneously increasing the proportion of journeys by sustainable travel modes.”*

*“To reduce the reliance of the private car in the long-term by seeking to secure a reduction in the number of vehicle trips (particularly single occupancy vehicle trips) generated by the site, by shifting to sustainable travel modes.”*

4.3 The aim of the Travel Plan will be achieved through delivering a series of objectives:

**Objective 1:** Raise awareness of the alternative sustainable travel options available;

**Objective 2:** To minimise the need to travel by car, by promoting local facilities within walking/cycle distance;

**Objective 3:** Provide each household with a Residents Travel Information Pack;

**Objective 4:** Offer each household subsidised vouchers to incentivise sustainable travel choices;

**Objective 5:** Raise awareness of the benefits of car sharing and provide the relevant details to connect to local car share databases; and

**Objective 6:** Maintaining a line of communication with residents to ensure they have access to relevant travel information.

##### **Targets**

4.4 Targets are set to provide a measure against which the progress of the Travel Plan can be reviewed. Outcome targets quantify the progress of the Travel Plan

with Action targets assisting with the implementation and management of the Travel Plan.

### Outcome Targets

4.5 The progress of the Travel Plan will be measured against specific outcome targets, typically targeting modal shift. Such targets are **Specific, Measurable, Achievable, Realistic and Time-bound (SMART)**. The outcome targets set will quantify this aim.

### *Background Research*

4.6 As the site is currently unoccupied the forecasting of trip rates for the residential development has been based upon TRICS analysis. The Transport Assessment submitted as part of the Planning Application identified the peak hour trip rates tabulated in **Table 4.1**. These have been applied to that of the consented development of 250 homes to forecast the potential peak hour trip generation, also presented in Table 4.1.

	AM 0800-0900	PM 1700-1800	AM 0800-0900	PM 1700-1800
Arrivals	0.106	0.297	27	74
Departures	0.317	0.151	79	38
Total	0.423	0.448	106	112

**Table 4.1: TRICS Trip Rates and Trip Generation (based on 250 units)**

4.7 **Table 3.5** presents the local St. Ann's and Watling Ward travel statistics, based on the 2011 'Method of Journey to Work' Census statistics.

4.8 The data indicates that the predominant mode of travel in the local ward is the car, with 63% driving and 4% travelling as car passengers. The proportion of journeys made by bus (1%) is significantly lower than the South East Region and national statistics. Journeys by train (12%) are significantly higher than the wider district, which can be attributed to the high frequency rail services available. There are a large proportion of journeys made by foot which, also indicates that the site is within close proximity to a range of services/facilities. To help increase the level of walking and cycling within and around the site, a range of measures will be promoted to residents, details of which are provided within Section 5.0.

- 4.9 From the Census data, provided in **Table 3.5**, the existing travel patterns for the St. Ann's & Watling wards are in line with the wider area, with 37% of total journeys being undertaken by sustainable modes.
- 4.10 The vehicular trip generation for the residential element of the development is forecast at 106 two-way movements during the AM peak hour and 112 two-way movements during the PM peak hour (Table 4.1).
- 4.11 Based on the 2011 Census data it has been possible to calculate the potential total trip generation for the development, inclusive of non-car (sustainable) travel modes. This is presented within **Table 4.2**. The calculated, potential, non-car mode trip generation during the AM peak equates to 62 trips and 65 trips during the PM peak.

	<b>AM Peak 0800-0900</b>	<b>PM Peak 1700-1800</b>	<b>Modal Share</b>
<b>Vehicles</b>	106	112	63%
<b>Sustainable Travel Modes</b>	62	65	37%
<b>Total Person Trips</b>	168	177	100%

**Table 4.2: TRICS Trip Rates and Trip Generation**

- 4.12 The local ward travel statistics present a similar scenario for non-car mode travel than that of the wider area. As part of the implementation of the Travel Plan it will, therefore, be important to promote the benefits of sustainable modes.
- 4.13 Government lead research has found that modal shift varies according to distance with greater reductions achieved over distances of up to 1-2km and up to 5km as part of the Sustainable Towns Programme\*. This reinforces the suitability of the generally accepted walking and cycling distances of 2km and 5km respectively.
- 4.14 The Sustainable Towns programme evidence indicates that an average 22% reduction can be achieved for journeys of up to 1km, a 14% reduction between 1.1km and 3km and a 10% reduction between 3.1km and 5km. This can be equated to an average reduction of 15.33% for all journeys up to 5km.

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\* The Effects of Smarter Choices Programmes in the Sustainable Travel Towns: Research Report 2010

*Target Setting*

4.15 The Travel Plan will initially focus on encouraging sustainable travel choices for local 'about town' trips, typically up to 5km. The Method of Journey to Work indicates that the local ward environment provides attractive opportunities for travel by non-car modes. The projected development modal share, which has been based on this data, has already taken into account a more sustainable scenario than the wider area of Faversham. Therefore, the Travel Plan will seek to ensure that vehicle trips do not exceed those forecast for the development and look to encourage further use of the sustainable travel modes available.

4.16 In view of the background information the following output targets are proposed:

**Outcome 1:** To ensure that the development does not exceed the TRICS residential development trip rate in the AM (0.423) or PM (0.448) peak hours at both the interim period (3 years after 1<sup>st</sup> occupation) and at full occupation.

**Outcome 2:** To achieve a 10% reduction in car borne trips, towards sustainable travel modes during the AM and PM peak hours over the life of this Travel Plan.

**Outcome 3:** To increase sustainable travel modes to 43% of all journeys to/from the site over the life of the Travel Plan.

	Baseline	Year 1 Target	Year 3 Target	Year 5 Target
<b>Underground, Metro, Light Rail, Tram</b>	0%	0%	0%	0%
<b>Train</b>	12%	12%	12%	13%
<b>Bus, Minibus or Coach</b>	1%	2%	2%	2%
<b>Taxi</b>	0%	0%	0%	0%
<b>Motorcycle, Scooter or Moped</b>	1%	1%	1%	1%
<b>Driving a Car or Van</b>	63%	61%	59%	57%
<b>Passenger in a Car or Van</b>	4%	4%	5%	5%
<b>Bicycle</b>	3%	3%	4%	4%
<b>On Foot</b>	15%	16%	16%	17%
<b>Other Method of Travel to Work</b>	0%	0%	0%	0%
<b>Total Vehicular Share</b>	<b>63%</b>	<b>61%</b>	<b>59%</b>	<b>57%</b>
<b>Total Sustainable Travel Mode Share</b>	<b>37%</b>	<b>39%</b>	<b>41%</b>	<b>43%</b>

**Table 4.1 – Proposed Travel Plan Targets**

### Output Targets

4.17 Output targets take the form of identified actions of the Travel Plan, which are necessary to progress the Travel Plan. The proposed Travel Plan Output Targets are as follows:

- Output 1:** To finalise the provisions of the Travel Plan
- Output 2:** To prepare all marketing materials in time for 1<sup>st</sup> occupation
- Output 3:** To make provisions for subsidised sustainable travel vouchers in time for 1<sup>st</sup> occupation
- Output 4:** To implement the monitoring strategy in line with agreed timescales
- Output 5:** To promote the various walking and cycling routes in proximity to the site to help increase awareness and encourage travel by sustainable modes.
- Output 6:** To promote the various Travel Plan measures throughout the life of the plan.

## 5.0 TRAVEL PLAN INITIATIVES

- 5.1 In order to achieve the objectives and targets of the Travel Plan (set out within Section 4.0), a number of initiatives will be implemented by the TPC throughout the life of the Travel Plan, to help reduce the number of single occupancy car journeys, whilst simultaneously encouraging travel by sustainable modes. These would seek to change resident's travel behaviour by encouraging and incentivising sustainable travel options.
- 5.2 The implementation of the measures, along with the role of the TPC, will be funded by the Developer over a period of 5 years. After this time, it is anticipated that residents would take responsibility of the Travel Plan and that sustainable travel choices will be inherent.
- 5.3 **Section 3.0** has provided an accessibility assessment of the site. A range of measures have been selected based on this information, which are considered suitable and appropriate for encouraging sustainable travel choices.
- 5.4 These initiatives which are to be implemented include a mix of soft and hard measures. Soft measures comprise of those incentives and demand management techniques to influence travel mode choice, whilst hard measures relate to physical works being undertaken on and off site, to facilitate travel by sustainable modes. **Table 5.1** provides an overview of the measures that are proposed over the lifetime of the Travel Plan. These are discussed in further detail in the remainder of this section.

**Table 5.1: Overview of Measures**

	Strategy	Travel Plan Initiative
<b>SOFT MEASURES</b>	<b>Marketing</b>	<ul style="list-style-type: none"> <li>▪ Residents Travel Information Pack to be distributed to each household containing bus/rail timetable/route information, subsidised travel vouchers, cycle route maps and cycle training offers.</li> <li>▪ Promotion of the Kent Connected website and journey planner, to provide the community with local travel information and events and creation of community website.</li> <li>▪ Leaflets &amp; Newsletters – distributed periodically to residents, to promote travel modes following distribution of travel pack.</li> </ul>

	<b>Walking &amp; Cycling</b>	<ul style="list-style-type: none"> <li>▪ Provision of route maps for the local area</li> <li>▪ Subsidised cycle voucher valid on purchases from a local cycle store.</li> <li>▪ Liaison with KCC/SBC regarding availability of walking/cycling route maps and payment for updates if necessary.</li> <li>▪ Regular liaison with local cycle store to ensure various promotions are communicated to residents</li> <li>▪ Opportunity to receive cycle training</li> <li>▪ Promotion of the benefits of active travel</li> </ul>
	<b>Public Transport (Bus and Rail)</b>	<ul style="list-style-type: none"> <li>▪ Subsidised bus travel voucher valid on Stagecoach services operating throughout the South East (including Kent and East Sussex).</li> <li>▪ Provision of route maps, fare information and timetables for other local area bus services and rail services from Faversham Rail Station will also be provided.</li> <li>▪ Information regarding local rail operators bicycle policy on rail services</li> <li>▪ Benefits of travelling by Public Transport services.</li> </ul>
	<b>Car Sharing</b>	<ul style="list-style-type: none"> <li>▪ Promotion of the county and national car share databases (<a href="https://kentconnected.org">https://kentconnected.org</a>, <a href="https://kent.liftshare.com">https://kent.liftshare.com</a>).</li> <li>▪ Benefits of car sharing</li> </ul>
<b>HARD MEASURES</b>	<b>Physical Works on-site</b>	<ul style="list-style-type: none"> <li>▪ Provision of high quality walking and cycling routes through the site and links with the local network to ensure permeability and integration of the site with the local area.</li> <li>▪ Separate access points into the site for pedestrians/ cyclists where appropriate to fit with desire lines.</li> <li>▪ Internal layout designed for a maximum vehicle speed limit of 20mph to minimise risk to non-car modes.</li> <li>▪ Car and Cycle Parking provision within the site in line with Kent County Council Parking Standards (to be agreed with KCC/SBC at the relevant Reserved Matters Stage).</li> <li>▪ Secure communal cycle parking facilities provided on-site at flats.</li> <li>▪ Provision of high speed broadband connection infrastructure to each home to facilitate home working.</li> </ul>
	<b>Physical Works off-site</b>	<ul style="list-style-type: none"> <li>▪ Reshaping of the existing carriageway by the construction of a new roundabout onto the Western Link. Provision of two pedestrian crossing refuges and the provision of an access for pedestrians and cyclists at the south-east corner of the Site;</li> <li>▪ The provision within the existing public highway of three new bus</li> </ul>

		stops and shelters; <ul style="list-style-type: none"> <li>▪ The provision within the existing public highway of a turning circle for buses;</li> <li>▪ The provision within the Site of a new footway and cycleway link to Lower Road.</li> </ul>
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5.5 An Action Plan has been prepared under **Section 8.0**, which sets out timing for the implementation of the measures associated with the delivery of the Travel Plan. Further details of the measures proposed are provided within the remainder of this section.

### **Walking and Cycling Measures**

5.6 Route maps: To assist residents with planning trips by bicycle and on foot, the TPC will provide residents with route maps of the local area. These maps will provide details of distances and journey times to key destinations (schools, public transport interchanges, employment areas, medical and local centres), to ensure residents are aware of the most direct routes available to each facility. These maps will be regularly updated as necessary, to ensure residents have updated information. Route maps between the site and the centre of Faversham will also be provided in partnership with Swale Borough Council, with the cost associated with the updates of the maps being covered by the Travel Plan budget.

5.7 Subsidised cycle voucher and tax free purchases: In order to encourage the uptake of cycling the TPC will ensure subsidised travel vouchers of up to the value of £50, will be provided to the first occupant of each household. These will be able to be redeemed against the purchase of cycle equipment at a local cycle retailer or online cycle store.

5.8 The TPC will also provide information to residents on the government’s **‘Cycle to Work’** scheme, a tax-free cycle purchase option within the Residents Information Packs. This TPC would provide the information required for residents to pursue further with their employer if they wish.

5.9 Groups and Societies: As part of the Residents Travel Pack and ongoing promotional material, a number of local groups/clubs will be promoted to help encourage walking and cycling. This includes Faversham Town Walks ([www.favershamtownwalks.org](http://www.favershamtownwalks.org)). A number of recreational routes will also be

promoted to residents through the various marketing tools implemented by the TPC.

- 5.10 As part of the household surveys prepared for each household, specific questions relating to use of the railway station (and access to), plus access to the town centre will be included. This will help to set additional targets as part of future Travel Plan revisions.
- 5.11 Cycle training: The TPC will liaise with SBC and KCC officers and local cycle stores to establish whether there are any appropriate cycle training events for residents as well as local cycle groups regarding group bike rides. This information will be provided to residents through the various promotional avenues (Residents Information Packs, Kent Connected website, Social Media, Leaflets, Email).
- 5.12 Cycle training in Kent is available through [www.cyclesafesoutheast.co.uk](http://www.cyclesafesoutheast.co.uk), which offers a range of cycle training events for all levels, aimed at getting more people cycling. Full details will be provided to residents via the aforementioned promotional techniques.
- 5.13 Journey sharing: Also included within the Residents Information Packs will be promotional information about the Kent Connected website ([www.kentconnected.org](http://www.kentconnected.org)), which includes information about a range of sustainable travel options available. Residents might consider car sharing as a suitable option to widen social networks or to increase personal safety.
- 5.14 Site layout: The development has been designed to a 20mph speed limit, to minimise risk to non-car modes and therefore create a favourable environment for pedestrians and cyclists. The layout incorporates high quality pedestrian/cycle routes through the site, linking with the surrounding road network and nearby services/facilities.
- 5.15 The provision of secure cycle parking for each property as well as communal parking facilities for flats on-site will provide enhanced security to residents.
- 5.16 As mentioned, the sites parking allocation will be in line with KCC's parking standards, agreed at the relevant Reserved Matters stage. As confirmed on the site layout, sheds/garages will be provided for all houses, enabling sufficient space for cycle parking. These are clearly marked within the garden of each plot. Communal cycle parking stores will be provided for flats.

### **Public Transport Measures**

- 5.17 Subsidised bus travel voucher: As agreed with KCC, the first occupants of each household will be provided with a subsidised travel voucher, valid on all Stagecoach services operating within the Swale Travel Zone. This provides connections to Sittingbourne (and the Forum Shopping Centre), the centre of Faversham, Dunkirk and Sheldwich.
- 5.18 These subsidised travel vouchers will provide residents with 6 months free travel, with a further 6 months being offered with a 50% discount to those residents who have redeemed the initial voucher. These vouchers will be issued to residents following receipt of their Residents Travel Information Pack.
- 5.19 Provision of this amount of subsidised vouchers, to be provided on first occupation, would help to encourage bus travel in and around Faversham and the wider area and, as a result, help to reduce dependency on car use; with particular focus on single occupancy. The TPC will be responsible for agreeing the level of voucher provisions with the bus operators and KCC/SBC.
- 5.20 Route Maps and Timetables: To enable convenient access to public transport information, residents will be provided with route maps, fare information and timetables for local area bus services including the 3, 3A, 3B and 3X services. In addition to hard copies of timetables and route maps being provided to each resident within the Residents Travel Packs, mobile apps that provide real-time journey information will also be promoted to residents. This is available via any of the following:
- [www.mytraveline.mobi](http://www.mytraveline.mobi);
  - Stagecoach Bus App; and
  - The Kent Connected website/ Journey Planner ([www.kentconnected.org](http://www.kentconnected.org)).
- 5.21 Rail timetables would also be provided to residents along with details of where to access real-time information online. The TPC would promote the use of the National Rail personalised pocket timetable service. This enables users to create a timetable specific for their journey requirements by route and time.
- 5.22 Fare Information: Residents would be made aware of bus fare prices for local services, to encourage travel on local bus services following expiry of the

subsidised travel vouchers. The current fares for bus services operating in Faversham will also be provide to residents of the site.

5.23 The TPC will ensure that residents are aware of the option to purchase season tickets when travelling regularly by train. Alternatively, for those travelling outside of peak hours it may be beneficial to purchase a railcard which entitles users to discounted tickets on various services.

5.24 Faversham Railway Station is accessible by existing bus services, and provides a realistic opportunity for residents to travel sustainably. An alternative and convenient way of accessing rail services is by bicycle. The TPC will notify residents of the local rail operators rules for carrying bicycles on trains to enable them to make an informed decision before commencing their journeys.

### **Green Vehicle Initiatives**

5.25 Car Sharing: It is acknowledged that it is not always possible to adopt an alternative mode to the car. In these circumstances, the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys both personally and environmentally.

5.26 Car sharing offers the opportunity to share a journey by car with other persons travelling on similar routes reducing the costs of travel and the effects on the environment. The TPC will promote use of Kent's Liftshare website and national car share databases ([www.kentconnected.org](http://www.kentconnected.org) and [kent.liftshare.com](http://kent.liftshare.com)), along with details of the benefits that it brings, which include:

- Reduced costs of running a car
- Reduced levels of stress associated with driving
- Possible priority parking at work places
- Contribution towards reducing congestion
- Reduced CO2 emissions, creating a cleaner environment.

5.27 Parking restraints: The level of parking within the site will be provided in accordance with the Reserved Matters Application (once approved), to ensure sufficient parking for residents and visitors. Residents will, therefore, be aware of the level of parking available with their new home and that available within the site. Should parking become an issue, this will be for SBC to review and provide parking restrictions if necessary.

- 5.28 Home Working: Provision of high speed broadband to each home will help to facilitate home working. The opportunity to work from home has the added benefit of reducing car trips and therefore, is considered a green initiative supporting sustainable development.
- 5.29 Whilst this will be at the discretion of the employers, the benefits of home working/flexible work patterns will be passed on to residents. Such benefits can include increased productivity due to less commuting time, increased staff motivation and financial benefits.
- 5.30 In addition to Home Working, online deliveries will be encouraged and details included within the Residents Packs. During the initial construction phase of the development, details of the Sales Suite will also be provided to help provide an easily accessible community collection point within the site.

### **Marketing Strategy**

- 5.31 In order to promote the information within the Travel Plan, a marketing strategy will be implemented by the TPC. This will raise awareness of alternative travel options available to residents and will be promoted over the life of the Travel Plan (Five Years).
- 5.32 Much of the information to be distributed has been discussed under the previous paragraphs; however this would include, but not limited to, route maps for all modes, bus and rail timetables and fare information, car share information and the benefits of sustainable travel.
- 5.33 It is intended that the following methods of communication would be adopted to distribute information:
- Travel Information Pack
  - Links to the Kent Connected Website
  - Promotional Leaflets & Newsletters
  - Direct email to Residents

### **Travel Information Pack**

- 5.34 The first occupant of each household will receive a 'Residents Travel Pack'. This will provide a brief introduction to the Travel Plan, including the aims and objectives for the 5 year period. Information will be provided to encourage

sustainable travel choices on identified routes to key destinations. As previously confirmed, this pack will include (but not be limited to):

- Walking and cycling route maps of the local area and where possible journey times and distances will be indicated;
- Contact details for accessing cycle training/maintenance events;
- Promotion of the benefits of active travel;
- Subsidised cycle voucher (to the value of £50.00);
- Promotion of walking groups and existing travel information on Council website (e.g. [www.faversham.org/visit\\_faversham/walking](http://www.faversham.org/visit_faversham/walking));
- Bus and rail route maps and associated timetables;
- Fare information for bus and rail services;
- Subsidised bus travel voucher offering free travel for 6 months on Stagecoach services within the Swale Travel Zone (a further 50% discount to be offered on 6 monthly ticket following redemption of initial voucher);
- Promotion of the Kent and National car share databases and the associated benefits of car sharing;
- Information about local shops offering online shopping and home delivery services.

5.35 Information and promotion of the Travel Plan from the outset ensures greater buy-in from future residents who may see it as an opportunity to plan changes in their choice of travel.

5.36 The Travel Pack will, therefore, be displayed within the on-site Sales Suite to help raise awareness of the sites accessibility to local facilities and amenities and local employers by sustainable travel modes. Sales staff will also be briefed about the Travel Pack, the information within it and the services/facilities available for residents to travel sustainably.

5.37 As an example, sales staff can inform future residents about local buses and key destinations they serve, along with the layout of cycle and pedestrian routes through the site. This will help to demonstrate the sites commitment to sustainable travel and encourage future residents to travel using sustainable modes.

- 5.38 Travel Advice Meetings/Personal Travel Planning: At the time of distributing the Travel Packs the TPC will offer an induction into the Travel Plan. During these meetings residents will be able to raise any queries they have regarding travel to/from the site and gain an understanding of their travel options.
- 5.39 From experience, it is apparent that residents are not always aware of what public transport services operate in proximity to their home. This induction will, therefore, be key to encouraging sustainable travel modes.
- 5.40 Leaflets and Printed Materials: Following the distribution of the Residents Travel Pack, the TPC will distribute relevant promotional materials to households once annually. These materials might include maps, timetables, fare information and car share information sheets. It is anticipated that this information will be provided by the transport operators and/or KCC/SBC to the TPC.
- 5.41 The periodic distribution of information will maintain resident's awareness of the alternative travel options, as well as keeping the information current to assist with journey planning.
- 5.42 Newsletter: Regular newsletters (every 3 months), will help to inform residents of the results of the travel survey, along with other green travel related news. This will maintain community involvement in the Travel Plan. Periodical changes to bus routes, timetables or fares will also be communicated to residents where necessary. Details of existing clubs, groups and societies will also be provided.
- 5.43 Website: It is proposed that a community website will be provided for residents to access a range of sustainable travel information. This will be created by SMA as Travel Plan Coordinators and managed over the life of the Travel Plan.
- 5.44 This will also be promoted to existing residents and will encourage and incentivise sustainable travel modes. Promotion of this will be via the Residents Travel Information Packs and newsletters.
- 5.45 Information which will be made available will include:
- Details of bus and rail times
  - Bus and rail maps
  - Cycle route maps
  - Details of travel discounts and vouchers available to residents.
  - Promotion of the KCC's Car Share database

- Links to transport operator websites and external links to Council led sustainable transport initiatives and clubs/societies
- Links to further public transport information initiatives to promote access to services/facilities in and around Maidstone
- Online journey planner facility provided by [www.traveline.info](http://www.traveline.info)
- Upcoming travel event details
- Location of bicycle retailer and maintenance services
- Map identifying, local facilities, schools etc. in relation to the site with journey distances and travel times on foot/cycle indicated where possible.

5.46 Travel Events: There are a number of national travel events held over the course of the year, which seek to raise the profile of sustainable travel options and encourage participation in sustainable travel. The aim is to encourage those taking part to continue participating and making sustainable travel choices after the travel event. The TPC will promote those travel events which are practical for the site which might include:

- Bike Week (June)
- National Liftshare Day (June)
- Travelwise Green Travel Week (September)
- European Mobility Week (September)
- Bike to School Week (April)
- Walk to School Week (May)

## **6.0 MANAGEMENT STRATEGY**

### **Site Management**

6.1 The Travel Plan will be managed by the TPC appointed by the site Developers (Bovis Homes). SMA has been appointed as the TPC for the development for the 5 year Travel Plan period. SMA will, therefore, take forward the Travel Plan on behalf of the developers and undertake the associated implementation and ongoing management of initiatives, monitoring and review.

6.2 The contact details for the TPC are as follows, although SMA has a team responsible for the delivery of Travel Plans:

TPC: Rebecca Nadin

Email: [travelplans@stuartmichael.co.uk](mailto:travelplans@stuartmichael.co.uk)

6.3 A summary of the typical TPC responsibilities is provided as follows, although it is accepted that there may be additional services over the life of the TP.

- Liaise with Swale Borough Council to finalise the Travel Plan provisions
- Prepare the Residents Travel Information Pack on behalf of the Client for approval
- Set-up voucher schemes with;
  - local bus operator and
  - local cycle store/online retailer
- Provide the sales suites with a Residents Travel Pack and inform them of the commitment to the Travel Plan and range of sustainable travel options available.
- Implement Travel Plan in time for 1<sup>st</sup> resident occupation
- Distribute Travel Pack to first occupant of each household
- Monitor the redemption rate of distributed vouchers annually
- Undertake traffic surveys and resident questionnaires in line with agreed methodology with SBC/KCC
- Review the Travel Plan once annually with SBC and consider alternate/additional initiatives if necessary.

6.4 SMA has extensive experience in the delivery of successful Travel Plans for residential sites throughout the country, including sites in Bedfordshire, East

Sussex, Berkshire and Essex. Amongst these, a site in Leighton Buzzard, Bedfordshire has received national awards for the Travel Plan delivery and has achieved a significant reduction in car trips associated with the site. From experience, it is anticipated that the TPC would initially be required to work on the scheme for a sustained period of time, to ensure the necessary promotional materials are collated and ready for distribution to residents.

- 6.5 This is likely to equate to approximately 10-20 hours per week whilst the Residents Pack, promotional information for the community website and sustainable travel vouchers are being prepared. Following this initial period, it is anticipated that the TPC hours would reduce to between 5 and 12 hours per week, dependent upon house occupations, local events and promotional measures being implemented at that time.

### **Partnership Working**

- 6.6 The TPC will work alongside KCC and SBC to deliver the Travel Plan. Working relationships will also be developed with the local bus operator, network rail and the local (or online) cycle store.
- 6.7 As part of the Travel Plan measures, residents would be encouraged to take an active role in helping to promote sustainable travel modes and be aware of factors that could affect people's travel behaviour. As such, it is proposed that a Twitter and/or Facebook account would be created for residents of the site to be able to discuss the Travel Plan and to access up-to-date travel information. This would also provide a good source to promote local bus services, other sustainable travel modes and travel events.
- 6.8 The Travel Plan would also benefit from creating a residents' group which would meet to discuss the operation of the Travel Plan and its associated measures. This forum would be managed by the Travel Plan Coordinator and could involve other key stakeholders if necessary (e.g. bus operators, cycle groups).

### **Travel Plan Budget**

- 6.9 Bovis Homes Limited has appointed SMA as the Travel Plan Coordinator for the site and, as such, fees have been agreed for the implementation of the travel plan and its associated measures for the life of the travel plan.
- 6.10 **Table 6.1** provides a summary of the agreed budgets against various measures.

Travel Plan Coordination (to include Personalised Travel Planning, Marketing of TP, Revisions to TP, Preparation of Monitoring Reports and Administrative Duties)	<b>CONFIDENTIAL</b>
Creation, Management and Monitoring of Community Website	<b>£4,000.00</b>
Design of Residents Welcome Packs	<b>£4,500.00</b>
Cycle Purchase/Equipment /Training Vouchers	<b>£50.00 per dwelling</b>
Bus Vouchers (6 month Swale Travel Zone ticket)	<b>£318.00 per dwelling</b>

**Table 6.1 - Agreed Travel Plan Budget**

6.11 In view of the agreed budgets and based upon SMA's extensive experience of delivering Travel Plans, it is considered that sufficient funds would be available to successfully promote the various Travel Plan measures and achieve a reduction in the number of single occupancy car journeys.

## **7.0 MONITORING AND REVIEW**

### **Monitoring**

7.1 The proposed monitoring strategy will provide information regarding residents travel patterns, which is relevant to the identified outcome targets.

### Methodology

- Monitoring of traffic flow (all modes) in/out of the site, at the site accesses (biennial).
  - Travel questionnaire survey to ascertain resident attitudes towards the Travel Plan measures and sustainable travel choices.
  - Monitoring of redemption rates of subsidised vouchers (annual).
- 7.2 The monitoring of traffic flows can be undertaken either by Automatic Traffic Count or Manual Classified Counts. These would be undertaken on a weekday, outside of school holidays.
- 7.3 It is proposed that the TRICS SAM style monitoring surveys shall be undertaken at the site. The Standardised Assessment Methodology (SAM) is a tool to monitor the effect of Travel Plans in a consistent way. This will include baseline surveys carried out prior to the occupation of the 50<sup>th</sup> dwelling. Additional surveys will then be completed on the second and fourth anniversary of the first travel survey being undertaken. The cost of these surveys will be covered by the developer as part of the agreed Travel Plan budget with the TPC.
- 7.4 In addition to the above travel surveys, questionnaires will also be provided to residents to establish existing travel patterns. These surveys will include:
- Details of mode of travel
  - Original destination along with journey purpose
  - Household travel diaries
  - Details of linked trips
- 7.5 Following review of these surveys, these will be submitted to KCC for approval, and to establish whether TP targets need to change as a result.
- 7.6 In addition to the cost associated with the surveys, KCC's evaluation and monitoring fees will also be paid by the developer.

7.7 Site audits would also be required throughout the Travel Plan process to ensure the facilities provided within the site are safe for residents to use (e.g. footpaths, cycleways and usage of cycle parking).

### Schedule

7.8 As confirmed above, monitoring of traffic flows and travel choices would be undertaken biennially, with bus and cycle voucher redemptions monitored annually for a period of 5 years. This monitoring period has taken into consideration the likely construction period and occupation rate of the development. Based on a build out rate of 50 dwellings per annum it is anticipated that the development would be constructed over a period of 5 years.

7.9 Biennial monitoring will, therefore, see 3 surveys being undertaken over a 5 year period, anticipated to take place in years 1, 3 and 5. Monitoring is scheduled as follows:

- 1<sup>st</sup> survey to be undertaken following occupation of the 50<sup>th</sup> dwelling. This will provide the baseline data on the development. The TPC will review this data together with the outcome targets to ensure that these remain realistic and achievable.
- 2<sup>nd</sup> survey to be undertaken on the second anniversary (Year 3) of the 1<sup>st</sup> survey.
- 3<sup>rd</sup> survey to be undertaken on the 4<sup>th</sup> anniversary (Year 5) of the 1<sup>st</sup> survey.

7.10 The TPC will continually monitor the redemption of bus and cycle vouchers and the amount of 'traffic' using the community website that will be created.

### **Review**

7.11 The TPC will review the survey findings within 1 month of each survey period. The purpose of the review is to establish whether the objectives and associated measures are being effective in progressing the Travel Plan towards achieving the identified aims and targets.

7.12 As part of the review the TPC will identify those measures which prove effective and any that require amending to suit the needs of residents.

7.13 The annual review of voucher redemptions will also prove beneficial to establish whether this initiative is effective and/or amenable to residents.

- 7.14 The TPC will actively promote the various Travel Plan measures to achieve the outcome targets of the Travel Plan. It should be acknowledged however, that travel choices are also influenced by external factors, beyond the control of the TPC and/or Developer.
- 7.15 Such external factors include parking charge strategies, changes to local bus service provision, public transport fare increases, petrol prices and inclement weather conditions. Should the Travel Plan not deliver the identified targets due to external factors this should not be considered a failure of the Travel Plan but a recommendation for adjustment to local, current conditions.

### **Remedial Measures**

- 7.16 Should it be necessary to revisit the outcome targets of the Travel Plan and agree new measures to help encourage and incentivise sustainable travel modes, these will be discussed and agreed with KCC and the Travel Plan will be revised to reflect these agreed changes.
- 7.17 A set of potential remedial measures, to be triggered in the event that measures outlined in Section 5.0 fail to meet the required Travel Plan targets could include the following:
- Extend monitoring period of the development;
  - More active marketing and promotion of sustainable travel information;
  - Further Personalised Journey Planning for residents to understand current travel patterns and help to identify potential for changing current behaviour;
  - Further incentives for residents to travel sustainably to/from the development by way of subsidised travel vouchers
- 7.18 The remedial measures are different to the Travel Plan measures and, the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with KCC and Highways England.

## 8.0 ACTION PLAN

8.1 To assist with the implementation of the various measures associated with the Travel Plan, an Action Plan has been drafted below. The aim of this action plan is to both inform the TPC of the measures required and to provide a detailed schedule of the TP delivery process for KCC.

Action	Target Date	Responsibility
Appoint Travel Plan Coordinator	3 months prior to occupation	Bovis Homes
TPC to prepare and submit Final Travel Plan	1-3 months prior to occupation	TPC
Agree contents of final Travel Plan with LHA/LPA including SMART targets	1-3 months prior to occupation	TPC/LHA
Completion of Off-Site and On-Site Infrastructure works	As agreed with Local Planning Authority and detailed within Section 106 Agreement/Planning Conditions	Bovis Homes

Action	Target Date	Responsibility	Budget Allocated
Prepare Residents Travel Information Pack & Submit to LPA for approval	1-3 months prior to occupation to enable distribution within 1 month of first occupation	TPC	£4,500.00
Set up Bus voucher scheme and manage throughout life of TP	1 month prior to occupation	TPC	£318.00 per dwelling
Provide relevant route maps (bus/walking/cycling), timetables (bus/rail) and fare information (bus/rail)	1 month prior to occupation and ongoing administration to ensure up to date information is provided	TPC	Within TPC Budget
Acquire additional marketing materials regarding benefits of sustainable travel	1 month prior to occupation	TPC	Within TPC Budget
Set up cycle voucher scheme and manage throughout life of TP	1 month prior to occupation	TPC	£50.00 per dwelling
Investigate opportunities for cycle training with LHA/Local Cycle Groups	1 month prior to occupation	TPC	Within TPC Budget (Anticipated cost £2,000.00)
Create, Launch and Manage Community Website	Ongoing Management throughout life of Travel Plan	TPC	£4,000.00
Implement Travel Plan	1st occupation of site	TPC	Within TPC Budget
Offer Personalised Travel Planning to residents	Within 1 month of 1st occupation	TPC	Within TPC Budget
Undertake 1st travel survey	Following occupation of 70th dwelling	TPC	Within TPC Budget
Travel Plan review	1 month after completion of survey	TPC	Within TPC Budget
Continued distribution of Residents Travel Information Pack	Within 3 weeks of occupation	TPC	Within TPC Budget
Periodic distribution of route maps (bus/walking/cycling), timetables (bus/rail) and fare information (bus/rail)	Once annually or when new information is released	TPC	Within TPC Budget
Further distribution of subsidised travel vouchers (subject to initial redemption and budget available)	once annually following complete distribution of travel packs	TPC	Subject to available voucher budget (£368.00 allocated per household)

Cycle Training and/or Travel event	1 within the 1st year of occupation	TPC	Within TPC Budget
Conduct 2nd and 3rd surveys	Biennially on the anniversary of the 1st survey	TPC	Costs to be covered by Bovis Homes
Review Travel Plan and targets with LHA/LPA	1 month after completion of survey	TPC/LHA	Within TPC Budget
Distribution of Sustainable Travel Vouchers and Review of Travel Voucher Redemption Rates	Regular review of voucher redemptions and brief summary note produced annually - commencing on occupation of 1st dwelling	TPC	Within TPC Budget
Set up / join a Bicycle User Group	Within 6 months of occupation	TPC	Within TPC Budget
Creation of Social Media Site (Facebook/Twitter) to promote sustainable modes	To be launched within 1 month of 1st occupation. Ongoing management throughout life of TP	TPC	Within TPC Budget
Continued liaison with residents to answer enquiries and provide regular promotional material	Ongoing throughout life of TP	TPC	Within TPC Budget

**FIGURES**

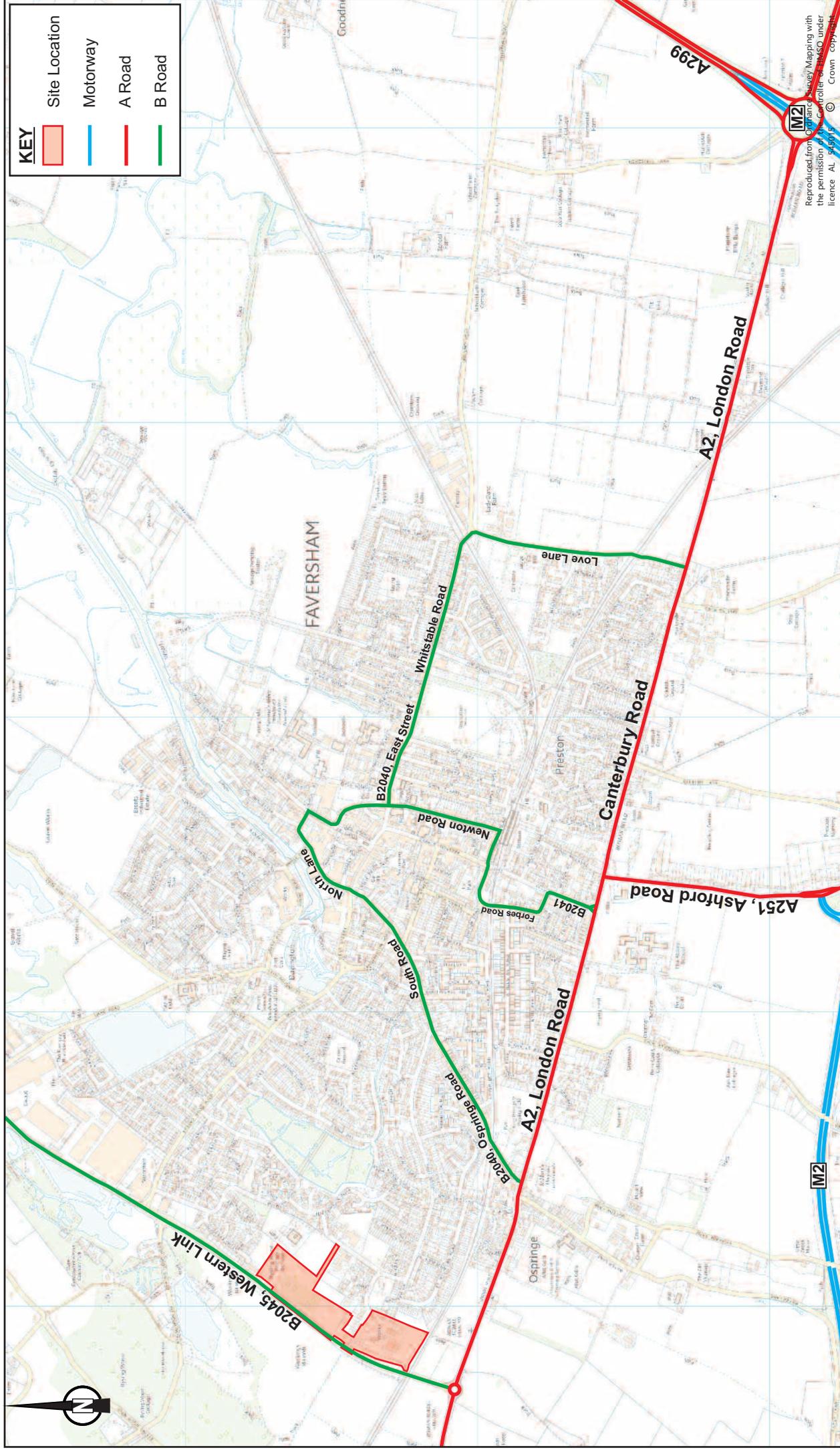


FIGURE NO.

FIGURE 1.1

DRAWING TITLE

Location Plan

JOB TITLE

Ospringle Brickworks,  
Faversham

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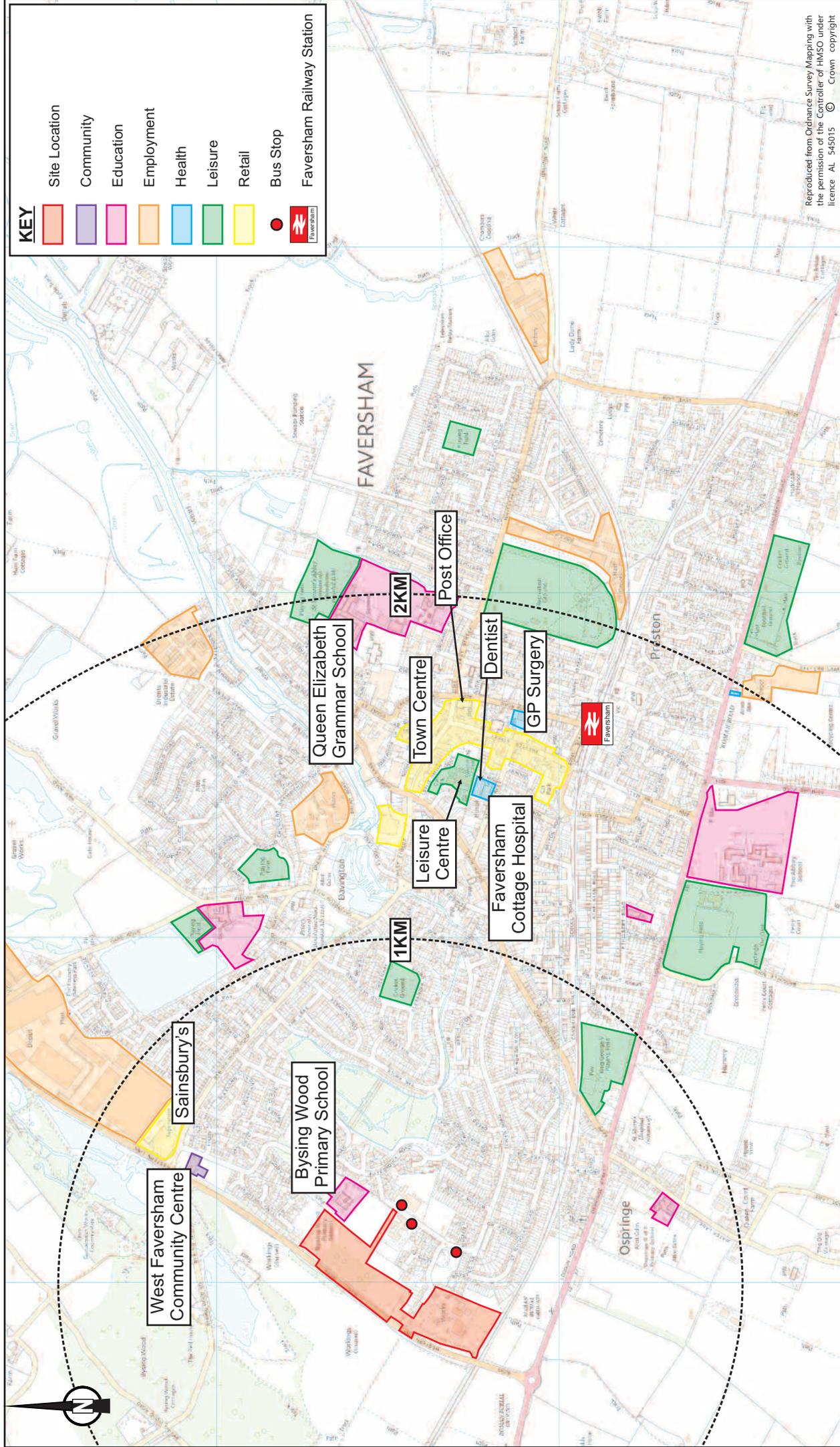


FIGURE NO.

FIGURE 3.1

DRAWING TITLE

Accessibility Plan

JOB TITLE

Ospringle Brickworks,  
Faversham

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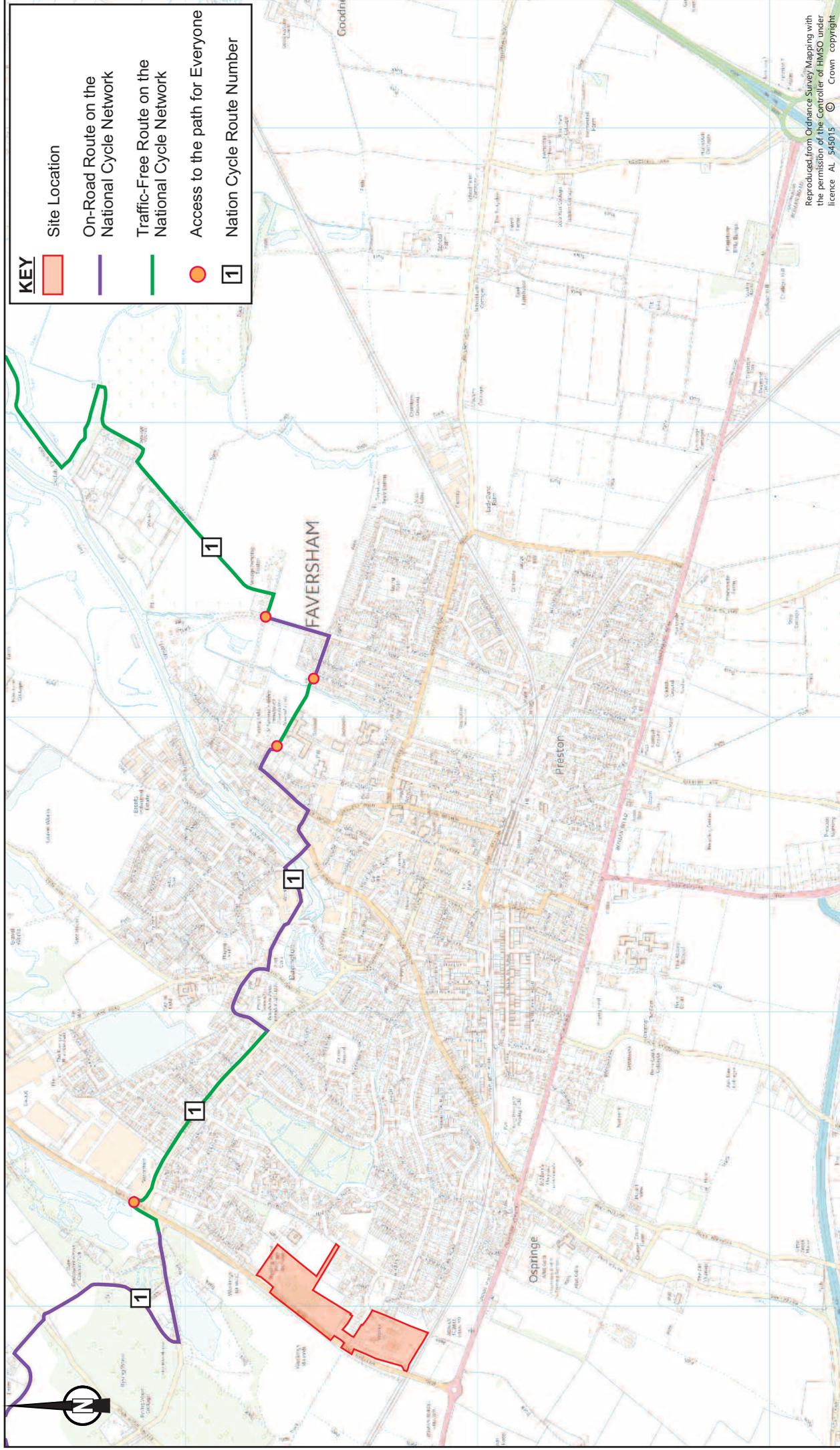


FIGURE NO.

DRAWING TITLE

JOB TITLE

**FIGURE 3.2**

Local Cycle Routes

Ospringle Brickworks,  
Faversham



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