

Strata


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**Proposed Residential Development  
Land to the South of the A1077,  
Barton-upon-Humber  
Travel Plan**

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August 2023

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**Client Commission**

Client:	Strata	Date Commissioned:	October 2022
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**LTP Quality Control**

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Issue	Revision	Description	Author	Checked	Date
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**LTP PROJECT TEAM**

As part of our commitment to quality the following team of transport professionals was assembled specifically for the delivery of this project. Relevant qualifications are shown, and CVs are available upon request to demonstrate our experience and credentials.

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# PROPOSED RESIDENTIAL DEVELOPMENT LAND TO THE SOUTH OF THE A1077, BARTON-UPON-HUMBER TRAVEL PLAN

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## I. INTRODUCTION

### I.1 Background

- 1.1.1 Local Transport Projects Ltd (LTP) has been commissioned to produce a Travel Plan (TP) in support of a full planning application for a proposed residential development on land to the south of the A1077 in Barton-upon-Humber, North Lincolnshire. This TP provides a strategy for encouraging users of the site to travel by sustainable modes of transport, including walking, cycling, public transport and car sharing. A plan of the proposed site layout is attached as Appendix 1.
- 1.1.2 The local planning and highway authority for the site is North Lincolnshire Council (NLC).
- 1.1.3 A Transport Assessment (TA) (LTP, 2023) that provides a detailed appraisal of all transport aspects associated with the proposed development has been produced alongside this TP. Reference has been made to the associated TA when preparing this document, with specific information and traffic projections taken directly from the TA.

### I.2 Scope

- 1.2.1 This Travel Plan is written in accordance with the Government's 'National Planning Policy Framework' (MHCLG, 2021) and 'Planning Practice Guidance' (MHCLG, 2014), with the scope summarised below:

- **Background:**
  - Introduction to the Travel Plan, the proposals and the relevant planning history;
  - Determine the benefits that a successful Travel Plan can achieve, relative to residents, visitors, the local community and the developer;
  - Outline the relevant travel planning policy context, including the latest local and national travel planning guidance.
- Assess **accessibility** of the site by sustainable modes, including:
  - Walking;
  - Cycling;
  - Public Transport;
  - Car Sharing.
- Definition of the overall **aim and objectives** of the Travel Plan.
- Establish the expected **baseline travel situation**.
- Set appropriate **targets** to minimise car journeys to/from the site, based on the expected baseline situation.
- Establish **roles and responsibilities** for implementing the Travel Plan, including the role of the Travel Plan Coordinator and the overall responsibility for funding.
- Outline the Travel Plan Strategy and **Action Plan**, which would include a range of measures for achieving the objectives, under the following headings:
  - Walking;
  - Cycling;
  - Public transport;

- Car sharing;
- Welcome Travel Pack.
- The Action Plan would also contain details on the **funding and timescales** for each of the proposed schemes.
- Outline the **monitoring and evaluation strategy** of the Travel Plan, to include annual surveying and other indicators.
- Establish **intervention measures** to be implemented if the review process identifies that the Travel Plan targets are not being achieved.

### 1.3 Site Location & Existing Use

- 1.3.1 The site currently comprises agricultural land located to the south of the A1077 in the town of Barton-upon-Humber, North Lincolnshire. The site is bound by Falkland Way, and the A1077 to the north, agricultural land to the east and south, with existing dwellings served via Danson Close, Cornhill Drive, and Glebe Way forming the western boundary. The approximate location and boundary of the development site is highlighted in red in Figure 1 below.

Figure 1: Site Location



Source Imagery: Copyright Google Earth Pro (License Key-JCPMR5M58LXF2GE)

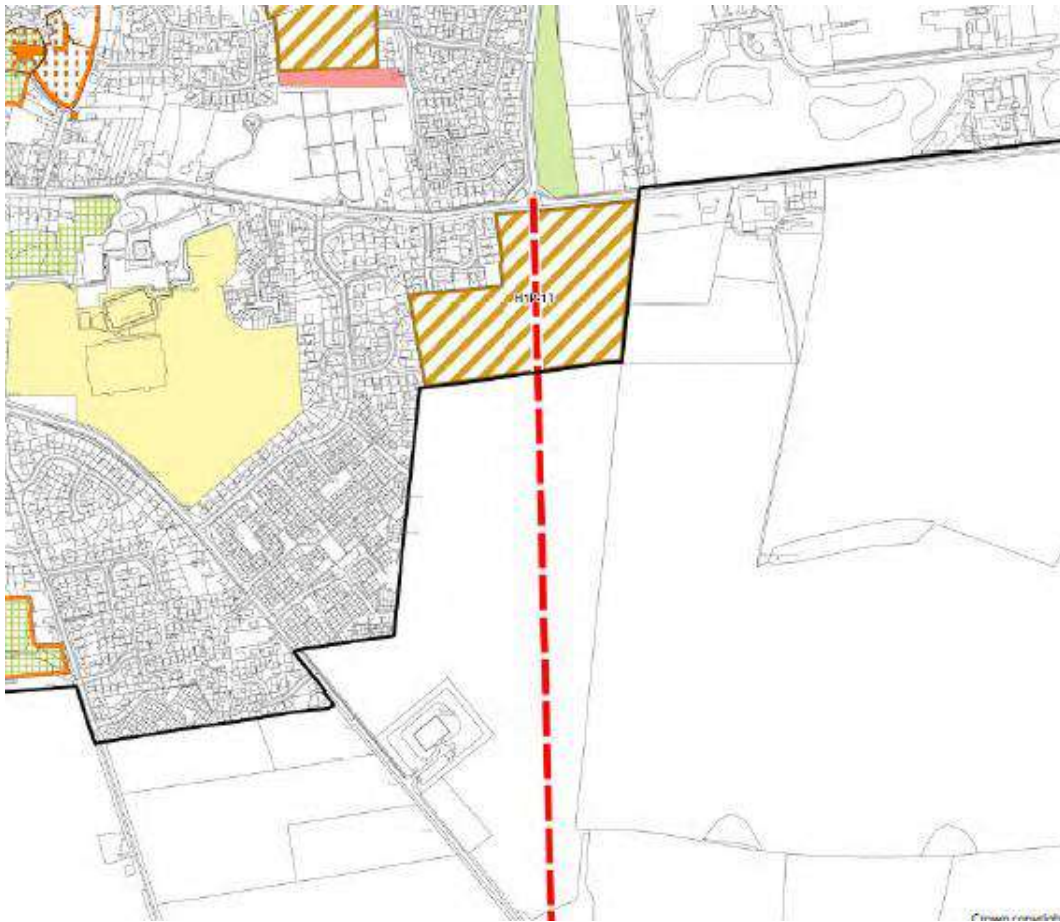
## **1.4 Development Proposals & Access Arrangements**

- 1.4.1 This report is based upon the proposals outlined on the site layout plan attached as Appendix 1. The proposals include the development of the site to accommodate 173 dwellings with a mixture of dwelling sizes and types. It is understood that the planning application will be seeking full consent, therefore all matters (including access) are for consideration.
- 1.4.2 Vehicular access is to be provided via a new four-arm priority-controlled roundabout with the A1077 and Falkland Way on the northern boundary of the site. The main site access road is to form part of a new link road running between the A1077 to the north and Caistor Road to the south, which is discussed further in Section 1.6. During construction of the roundabout and the first section of the link road, the site will be temporarily accessed via a priority T-junction with the A1077 to the east of Falkland Way.
- 1.4.3 Footways flanking the internal roads are proposed, with a segregated foot/cycle facility expected to be provided on the western side of the new link road, and a footway on the eastern side, separated from the carriageway by a grassed verge. It is understood that pedestrian/cycle infrastructure improvements on the A1077 corridor and Falkland Way are to be implemented by NLC.
- 1.4.4 The internal highway network of the site has been designed to ensure that refuse vehicles can utilise the highway alignment to enter and exit the site in a forward gear. A large car has also been tested as part of the TA (LTP, 2023).
- 1.4.5 The visibility splays at junctions and the forward visibility on the internal access roads has been tested as part of the TA (LTP, 2023).
- 1.4.6 Parking standards are outlined within NLC's '*Parking Provision Guidelines for New & Change of Use Developments*' (NLC, 2009). The document outlines that for 2-3 bed dwellings, 1 parking space and 0.5 communal parking space should be provided, with 4+ bed dwellings requiring 2 spaces and 0.5 communal space. The parking provision at the proposed development is to be provided in accordance with NLC parking requirements.
- 1.4.7 The development will include links to existing pedestrian and cycle routes therefore according with saved policies T6 and T8 of The North Lincolnshire Local Plan 2003 (NLC 2007).

## **1.5 Planning Context**

- 1.5.1 The site is allocated for residential development (ref: H1P-13) within the draft North Lincolnshire Local Plan (NLC, 2022). Figure 2 shows the boundary of the H1P-13 residential allocation (provisionally allocated for up to 225 dwellings).

Figure 2: Extract of Draft Local Plan Policies Map



Source: NLC, 2022

1.5.2 The access and highway requirements for the H1P-13 site within the draft North Lincolnshire Local Plan (NLC, 2022) have been extracted below:

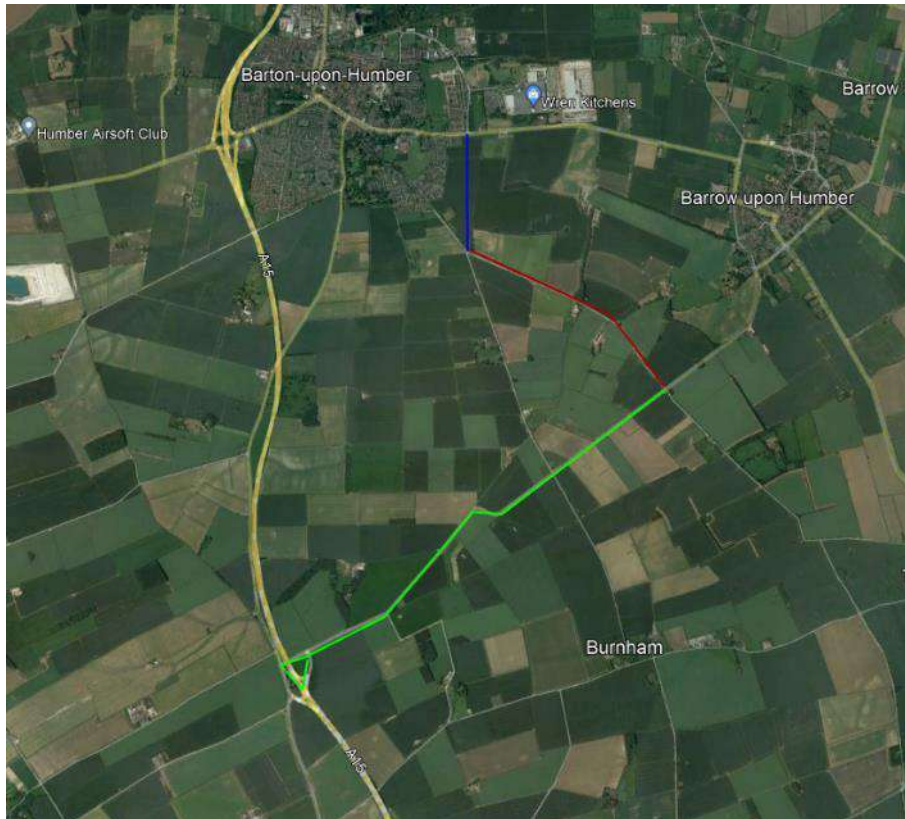
- *“Vehicular, pedestrian and cycle access point/s are to be taken from A1077 and will need to be agreed with the Local Highways Authority.*
- *Good footpath and cycle provision are to be delivered throughout the site, linking the development with the town centre, local services and employment areas.*
- *A Transport Assessment and Residential Travel Plan will be required to demonstrate that the development will have no adverse impacts on the highway network.*
- *A new link road is to be constructed between A1077 and Caistor Road including a new roundabout. Developers will be required to enter into a legal agreement to implement this proposal or make an appropriate financial contribution towards its completion.*
- *Financial contributions will be required for improvements to the Barrow Road/Falkland Way junction and other junctions on the A1077.”*

1.5.3 There have been no pertinent planning applications relating to the proposed development site.

## 1.6 Link Road Overview

- 1.6.1 The proposed link road alignment is shown in Figure 3 below, with the section highlighted in blue forming new carriageway (including the section running through the proposed development site considered in this TP). The Caistor Road section highlighted in red is an existing road that is to be upgraded, and the green section along the B1206 would be retained, connecting to the A15 at the Bonby Lodge junction to the south-west.

**Figure 3: Proposed Link Road Alignment**



Source: LTP, 2022

- 1.6.2 It should be noted that a second round Levelling Up Fund (LUF) bid submitted by NLC for the *'Barton Principal Town Regeneration Project'* was successful with a total of £19.7 million being awarded to deliver the project, which includes a number of infrastructure improvements and active travel measures, including the delivery of the first phase of Barton link road, A1077 corridor improvements and cycle infrastructure upgrades.
- 1.6.3 Further details regarding the proposed link road alignment are outlined in the *'Barton Link Road Technical Note 2'* (LTP, 2022), which was commissioned by NLC to assess changes from the original alignment of the link road (which was assessed in a previous Technical Note), with the key details reproduced below:
- 1.6.4 As mentioned previously, it is understood that a 2m wide grassed verge is also expected to be provided on both sides of the carriageway providing physical separation between the shared 3m wide foot/cycleway and vehicles on the link road.

- 1.6.5 Alongside the '*Barton Link Road Technical Note 2*' (LTP, 2022), the Local Plan evidence base also includes an assessment of the capacity for key local junctions, including the A1077/Holydyke/Hungate junction and the A1077/Falkland Way/Link Road roundabout, as presented in the '*A1077 Corridor Improvements Technical Note*' (LTP, 2021).

## 2. TRAVEL PLANNING BACKGROUND

### 2.1 What is a Travel Plan?

- 2.1.1 Planning Practice Guidance (PPG) entitled *‘Travel Plans, Transport Assessments and Statements in Decision-taking’* defines Travel Plans as *“long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)”* (MHCLG, 2014).
- 2.1.2 A key guidance document in terms of Residential Travel Plans is *‘Making Residential Travel Plans Work’* (DfT, 2007a). This document introduces the concept of the Residential Travel Plan Pyramid, which is discussed further within Section 2.3. The document describes a Residential Travel Plan as *“a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local authorities, local communities and new residents”* (DfT, 2007a).
- 2.1.3 Best practice has been identified within the appropriate national guidance and has informed the development of this Travel Plan. Within the *‘National Planning Policy Framework’* (NPPF) (MHCLG, 2021) Travel Plans are identified as a key tool to promote sustainable modes of travel, stating that *“all developments that will generate significant amounts of movement should be required to provide a Travel Plan.”* The NPPF identifies that Travel Plans should exist as a long-term strategy and should be regularly reviewed.
- 2.1.4 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:
- North Lincolnshire Local Plan –Submission (November 2022) (NLC, 2022);
  - North Lincolnshire Local Development Framework: Core Strategy (NLC, 2011a);
  - North Lincolnshire Local Transport Plan 2011-2026 (NLC, 2011b);
  - Manual for Streets 2: Wider Application of the Principles (CIHT, 2010);
  - Parking Provision Guidelines for New & Change of Use Developments (NLC, 2009);
  - The Essential Guide to Travel Planning (DfT, 2008);
  - Guidance on Transport Assessment (DfT, 2007b);
  - Manual for Streets (DfT, 2007c);
  - Saved Policies from The North Lincolnshire Local Plan 2003 (NLC, Updated 2007);
  - A Guide on Travel Plans for Developers (DfT, 2005a);
  - Making Smarter Choices Work (DfT, 2005b); and
  - Using the Planning Process to Secure Travel Plans. Best Practice Guide (DfT, 2002).

## 2.2 Why Prepare a Travel Plan? – The Benefits

2.2.1 A successful Travel Plan can be expected to realise a number of environmental, economic, health and social benefits. These benefits can be experienced by individuals, the developer, the Local Authority and the wider community. Figure 4 highlights a number of benefits that a successful Travel Plan can bring.

**Figure 4: Potential Benefits of a Successful Travel Plan**

### Benefits to the individual

- Improved travel choices which can provide travel options that are **cheaper, quicker** and **more convenient**.
- There are various health benefits associated with walking and cycling, including improved physical fitness and reduced stress.
- A more attractive and cleaner environment at the site as a result of reduced congestion and lower demand for parking.

### Benefits to the local community

- Improved travel links in the area for local people.
- Reducing the number of car journeys on the local roads can help make the streets less congested.
- A reduction in pollutants will improve air quality and help contribute towards wider local, national and global environmental targets.

### Benefits to the Developer

- Enhances site accessibility.
- Provides evidence of sustainable credentials against criteria such as BREEAM.
- Producing a Travel Plan could offer positive image enhancement benefits to the development.
- Creates good relations with the local community.
- Improve marketability with an added value product.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Residents and visitors are provided with a better experience from the reduced congestion and demand for parking.

2.2.2 This Travel Plan sets out the proposals for promoting sustainable travel choices by residents and visitors of the proposed development.

## 2.3 The Residential Travel Plan Pyramid

2.3.1 The Residential Travel Plan Pyramid (see Figure 5) is a diagrammatic tool which illustrates that successful Residential Travel Plans are built on the firm foundations of good location and site design. These elements must be supplemented by various measures, including the appointment of a Travel Plan Coordinator (TPC), a Travel Plan Strategy and Action Plan and also a promotional strategy which combines all elements of the pyramid into a coherent and marketable Travel Plan.

Figure 5: The Residential Travel Plan Pyramid



Source: DfT, 2007a

2.3.2 By linking to the relevant levels of the pyramid the remainder of this Travel Plan outlines the strategy for achieving a high-quality housing development which maximises travel choices available to its residents:

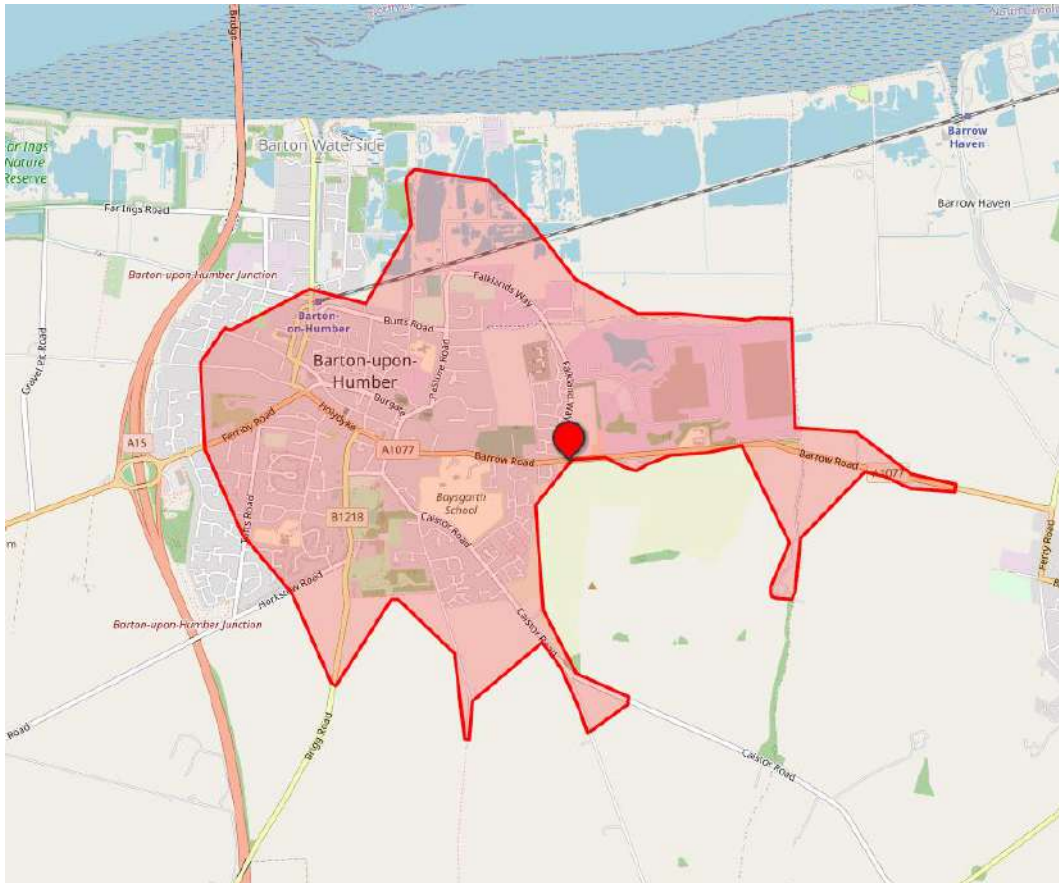
- **Section 3** – Considers the foundations of the pyramid and assesses the location and surrounding built environment of the proposed development in relation to each sustainable mode of travel;
- **Sections 4 & 5** – Identifies the Travel Plan aim, objectives and targets;
- **Section 6** – Outlines the central and varying roles that the Travel Plan Coordinator (TPC) will occupy in developing and advancing the Travel Plan;
- **Section 7** – Outlines the Travel Plan measures that are to be implemented at the site; and
- **Section 8** – Details the Travel Plan monitoring and evaluation strategy.

### 3. OPTIONS FOR SUSTAINABLE TRAVEL

#### 3.1 Pedestrian Provision

3.1.1 Guidance from Chartered Institution of Highways & Transportation (CIHT) suggests a preferred maximum walking distance of 2km for a number of trips, including commuting and school trips (IHT, 2000). The site is located within a 2km walking distance of the majority of the built-up area of Barton-upon-Humber as shown within Figure 6.

Figure 6: 2km Walking Isochrone



Source: ORS, 2023

3.1.2 Barton-upon-Humber town centre is accessible within the 2km walk of the site, and includes various amenities, such as Co-op Food, Heron Foods, Boyes, restaurant/café, hot food takeaways and medical facilities. Furthermore, there are several schools accessible within a 2km walk of the site, including Baysgarth School, Barton St Peter’s CofE Primary School and Bowmandale Primary School.

3.1.3 As part of the development, footways flanking the internal roads are proposed, with a segregated foot/cycle facility expected to be provided on the western side of the new link road, and a footway on the eastern side, separated from the carriageway by a grassed verge. The facilities will connect with the pedestrian/cycle infrastructure on the A1077 corridor and Falkland Way, which is set to be improved as part of the active travel scheme which has received LUF funding.

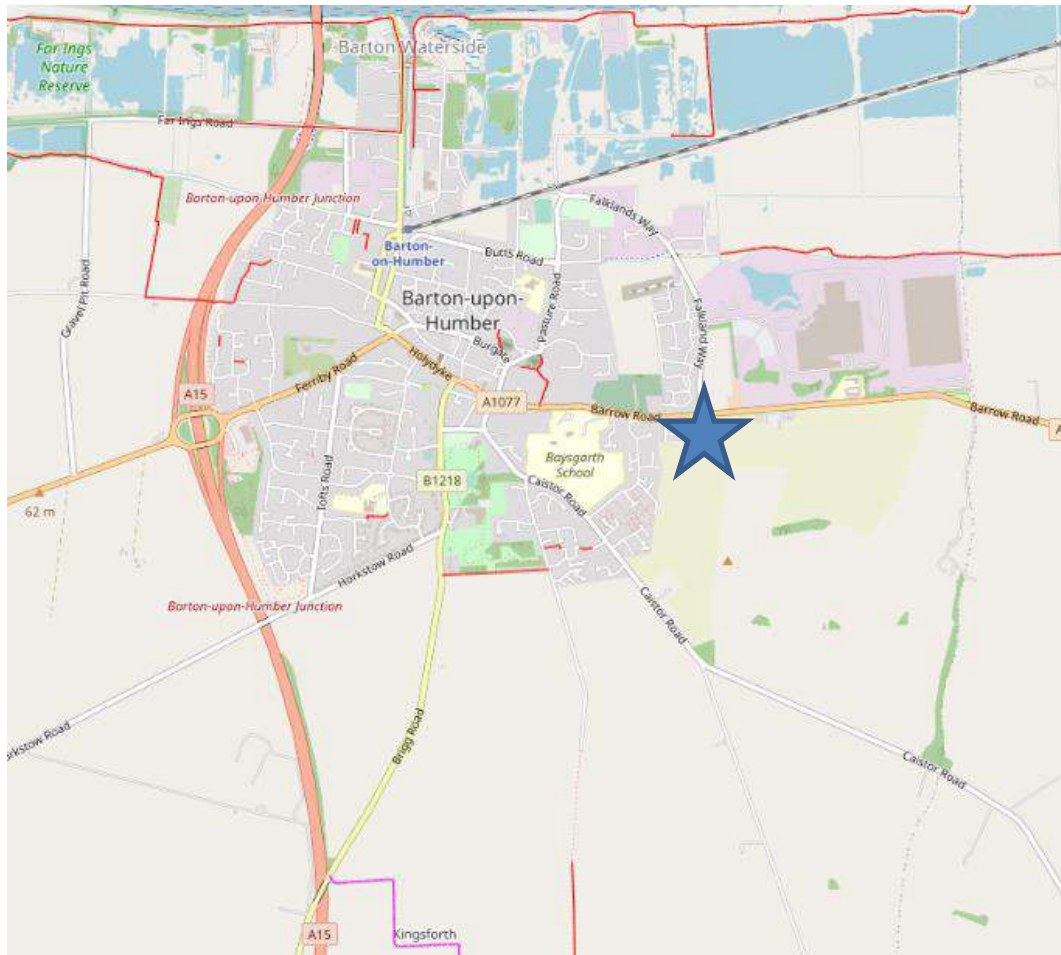
- 3.1.4 There is currently no footway on the southern side of the A1077 within the extents of the site boundary, however immediately to the west of the site, a footway which shortly becomes a shared foot/cycleway at the junction with Cornhill Drive is provided, which varies in width between approximately 2.4m and 6.6m.
- 3.1.5 A footway measuring approximately 1.2m in width, separated from the carriageway by an approximately 1.4m wide grassed verge is provided on the northern side of the A1077 within the vicinity of the site. The footway on the northern side of the carriageway continues to the east, providing access to Wren Kitchens and the village of Barrow-upon-Humber, and to the west provides access to Barton-upon-Humber town centre.

**Photo 1: Footway on the Northern Side of the A1077**



- 3.1.6 There are a number of Public Rights of Way (PRoW) within the vicinity of the site, as shown within Figure 7. Public footpaths are shown in red, public bridleways in magenta, with the site indicated by the blue star.

Figure 7: Public Rights of Way



Source: FPM, 2023

- 3.1.7 Figure 7 shows that Barton ProW #38 is accessible from Green Lane approximately 700m to the west of the site, and Barton ProW #37 is accessible from Eastfield Road approximately 1.6km to the south-west of the site providing access to Brigg Road.
- 3.1.8 The pedestrian infrastructure within the vicinity of the site is sufficient to facilitate the movements of mobility and visually impaired people, with the provision of dropped kerbs and tactile paving at most local junctions/crossing points within the local area. As mentioned above, the pedestrian/cycle infrastructure on the A1077 corridor and Falkland Way is set to be improved as part of the active travel scheme associated with 'Barton Principal Town Regeneration Project' which has received LUF funding. The footways are of sufficient width and surface quality to accommodate the passage of wheelchairs (DfT, 2021).
- 3.1.9 The proposed internal pedestrian routes will be of adequate width, with step-free access between the site and the local footway network to allow the site to be suitably accessed on foot by all users, including those accompanied by young children and the mobility impaired.
- 3.1.10 Measures to promote and encourage walking trips both to and within the site are outlined within Section 7.3.

## 3.2 Cycling Provision

- 3.2.1 Cycling is a low cost and healthy alternative to car use, which can substitute for short car trips, or can form part of a longer journey by public transport. The Department for Transport (DfT) state that journeys up to five miles (circa 8km) are “an achievable distance to cycle for most people” (DfT, 2020).
- 3.2.2 The site is located within a reasonable cycle ride, up to 8km (approximately 25 minutes at the average cycling speed of 12mph), of the entire built-up areas of Barton-upon-Humber, Barrow-upon-Humber, Hessle within the East Riding of Yorkshire, and a number of further settlements, as illustrated within Figure 8.

Figure 8: 8km Cycle Isochrone



Source: ORS, 2023

- 3.2.3 A shared foot/cycleway measuring approximately 2m in width is provided on the western side of Falkland Way providing access to key employment sites, such as Wren Kitchens and Bakkavor and the Humber Bridge Industrial Estate. A shared foot/cycleway that measures approximately 2.7m in width is provided on the southern side of the A1077 commencing at the junction with Cornhill Drive. National Cycle Network (NCN) Route 1 is accessible from Whitecross Street within Barton-upon-Humber town centre approximately 900m to the west of the site. NCN Route 1 is a long-distance cycle route connecting Dover and Scotland.

**Photo 2: Shared Foot/Cycleway on Falkland Way**

- 3.2.4 As part of the *'Barton Principal Town Regeneration Project'* which has been awarded LUF funding, a number of cycle route improvement schemes are to be implemented to enhance cycling connectivity within Barton-upon-Humber.
- 3.2.5 Given the availability of local cycle facilities and that the majority of the local roads are subject to a 30mph speed limit, it is considered that the local area is suitable to encourage cycling trips to/from the site.
- 3.2.6 Measures to promote and encourage cycling trips to the site are outlined within Section 7.4.

### **3.3 Public Transport Provision**

- 3.3.1 Advice within *'Guidelines for Public Transport in Development'* (IHT, 1999) states that the generally acceptable maximum distance that a bus stop should be located from a development site is 400m, although it is acknowledged that actual walking distances can be notably longer.
- 3.3.2 The nearest bus stops to the site are located on the A1077, approximately 145m to the west of the site, providing travel in both directions. An additional bus stop is provided on Falkland Way approximately 170m to the north of the site, providing access to northbound services.
- 3.3.3 Details of the bus services that operate from the local bus stops are outlined within Table 1.

**Table 1: Local Bus Services**

Service	Route	Weekday Frequency*
<b>Services accessible from the A1077 (≈145m)</b>		
254	<b>Barton upon Humber Town Circular Service</b> (via Tesco, Market Place, Leisure Centre & Lidl)	Hourly between 09:00 and 14:15
255	North Bransholme – Hull Paragon Interchange – Anlaby – Hessle – <b>Barton-upon-Humber</b>	6-7 services per day in each direction
260	<b>Barton-upon-Humber</b> – Barrow – Goxhill – New Holland (Circular service)	7-8 services per day
350	Hull Paragon Interchange – <b>Barton-upon-Humber</b> – South Ferriby – Winterton – Scunthorpe Bus Station	2-3 services per day in each direction ( <i>Every 30 mins to/from Barton town centre bus stops</i> )
355	<b>Barton-upon-Humber</b> – South Ferriby – Winterringham – Winterton – Scunthorpe Bus Station	1-2 services per day in each direction
560	Scunthorpe – Roxby – Winterton – South Ferriby – <b>Barton-upon-Humber</b> – East Halton	2 services per day in each direction
<b>Additional Services from Falkland Way(≈170m)</b>		
250	Hull Paragon Interchange – Anlaby – Hessle – <b>Barton-upon-Humber</b> - Grimsby	Hourly
455	<b>Barton-upon-Humber</b> – Ulceby – Immingham – Stallingborough – Nunsthorpe – Grimsby Riverhead Exchange – Cleethorpes	1-2 services per day in each direction

\*Refers to the general daytime service between 08:00 and 18:00.

3.3.4 Table 1 demonstrates that a number of frequent services are available from local stops, including services to Barton-upon-Humber town centre, Scunthorpe, Hull and Cleethorpes.

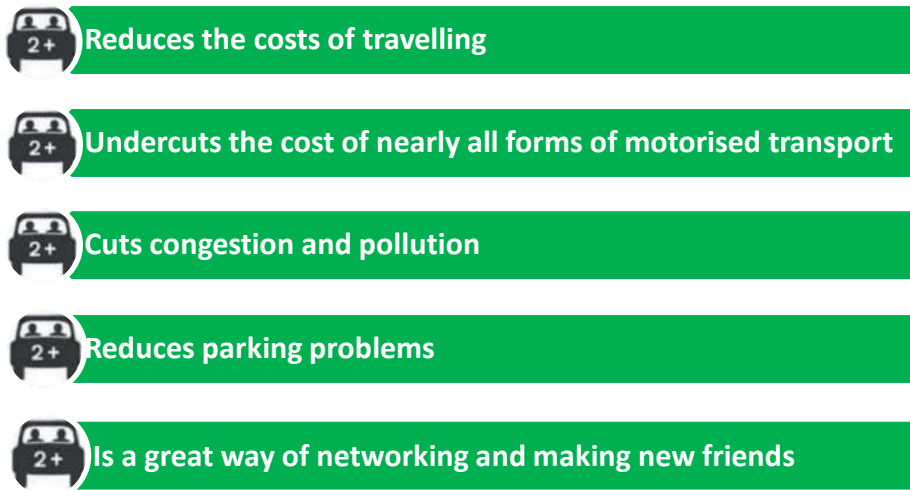
3.3.5 The nearest rail station to the site is Barton-on-Humber Rail Station, located approximately 1.9km to the north-west of the site. Barton-on-Humber Rail station is managed by East Midlands Railway and provides infrequent services to Cleethorpes. Amongst the facilities available at the station is a car park, cycle parking, and step-free access.

3.3.6 Measures to promote and encourage trips by public transport to the site are outlined within Section 7.5.

### 3.4 Car Sharing

3.4.1 Car sharing is a sustainable mode of travel that can reduce the number of single occupant vehicle trips generated by a site. [www.liftshare.com](http://www.liftshare.com) enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together. Liftshare suggests that there are several benefits to car sharing, as outlined within Figure 9.

Figure 9: Benefits of Car Sharing



- 3.4.1 Another car sharing website which may be useful to residents and visitors of the proposed development site is [www.gocarshare.com](http://www.gocarshare.com).
- 3.4.2 Measures to promote and encourage car sharing trips to the site are outlined within Section 7.6.

## 4. AIM & OBJECTIVES

### 4.1 Overall Aim

- 4.1.1 In order to minimise the impact of traffic generated by the proposed development, the overall aim of producing and implementing this Travel Plan is:

*To minimise the number of vehicle trips generated by the site, particularly single occupant trips, in favour of more sustainable travel.*

### 4.2 Objectives

- 4.2.1 To help achieve the overall Travel Plan aim, a number of Travel Plan objectives have been set, as outlined below in Figure 10:

**Figure 10: Travel Plan Objectives**

1. To encourage residents and visitors of the proposed development to evaluate their travel patterns and consider options for more sustainable travel
2. To increase awareness and actively promote travel by sustainable modes of transport, including the health and environmental benefits
3. To promote car sharing as a more sustainable alternative to travelling as a single car occupant
4. To set and agree appropriate targets that are regularly reviewed and amended if necessary to reflect changing circumstances
5. To monitor the travel patterns and performance against the Travel Plan targets
6. To provide a long term commitment to meeting the overall aim of this Travel Plan

- 4.2.2 This Travel Plan sets out the strategy for meeting these objectives through a variety of mechanisms and measures. This is a 'live' document that is to be reviewed and updated at key milestones in the development's planning, construction and occupation phases, as discussed in Section 8.

## 5. BASELINE TRAVEL SCENARIO & TARGETS

### 5.1 Baseline Travel Scenario

- 5.1.1 For a Travel Plan being developed for an existing, operational site, the baseline transport position would ideally be developed through detailed surveys of existing travel patterns. However, this Travel Plan has been produced for a proposed future development. As such, no assessment of baseline travel patterns at the development could be established through surveys at this stage. Nonetheless, a transport base position is necessary to inform the development of this plan and in particular the initial target.
- 5.1.2 As previously outlined, a TA (LTP, 2023) appraising the likely transport impact of the proposals was prepared in conjunction with this TP. The TA includes projections of the trip generation for the proposed development, including modal split information. Local travel patterns have been interrogated using ‘Method of Travel to Work’ data from the 2011 National Census (ONS, 2013). The modal split has been predicted based upon the travel patterns for those living within ‘North Lincolnshire 001’ within which the site is located. Table 2 provides a summary of the projected baseline modal split for the proposed development.

**Table 2: Projected Baseline Modal Split (2011 Census)**

Mode of Travel	Modal Split
Car/Van Drivers	65.9%
Taxi	0.4%
Powered Two-Wheeler	0.6%
<b>Vehicle Trip Generating</b>	<b>66.9%</b>
Car Passengers	6.7%
Pedestrians	17.3%
Cyclists	6.7%
Public Transport Users	1.9%
Other	0.5%
<b>TOTAL</b>	<b>100%</b>

\* Total may not represent the sum of its parts due to rounding

- 5.1.3 For the purposes of this Travel Plan, it is assumed that the above modal split projections reflect the baseline travel scenario of the proposed development site. Therefore, the baseline travel situation for the site relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

**66.9% of trips are made by vehicle drivers**

## 5.2 Targets

5.2.1 The key emphasis of Travel Plans is to minimise the number of vehicle trips generated by a development, particularly those made by single occupants. This is most commonly done by setting appropriate targets. In setting Travel Plan targets it is important to highlight that targets need to be responsive as situations change. It is recognised that the targets of this Travel Plan should be SMART:

**Figure 11: SMART Travel Plan Components**



5.2.2 Travel Plan targets for reducing travel by vehicle trip generating modes have been set for a five-year period and are a means of monitoring progress and aim to be challenging, but achievable. The targets are based on the assumed baseline situation for the site (see Section 5.1) and are to be achieved within the timeframes set out below:

***Year 0 (baseline) – No more than 66.9% trips to be made by vehicle drivers***

***Year 1 - No more than 66% of trips to be made by vehicle drivers***

***Year 2 - No more than 65% of trips to be made by vehicle drivers***

***Year 3 - No more than 64% of trips to be made by vehicle drivers***

***Year 4 - No more than 63% of trips to be made by vehicle drivers***

***Year 5 - No more than 62% of trips to be made by vehicle drivers***

- 5.2.3 The performance of the proposed development against the Travel Plan targets is to be monitored via annual travel surveys as detailed within Section 8. The first travel survey should be undertaken within 12 months of occupation of the development and should the results reveal a vastly different modal split from that assumed within Section 5.1, then the above targets should be revised as appropriate. The proposed development will not be fully built and occupied 12 months after first occupation, however the targets can still be applied on a pro-rata basis to a partially occupied site.

## 6. ROLES & RESPONSIBILITIES

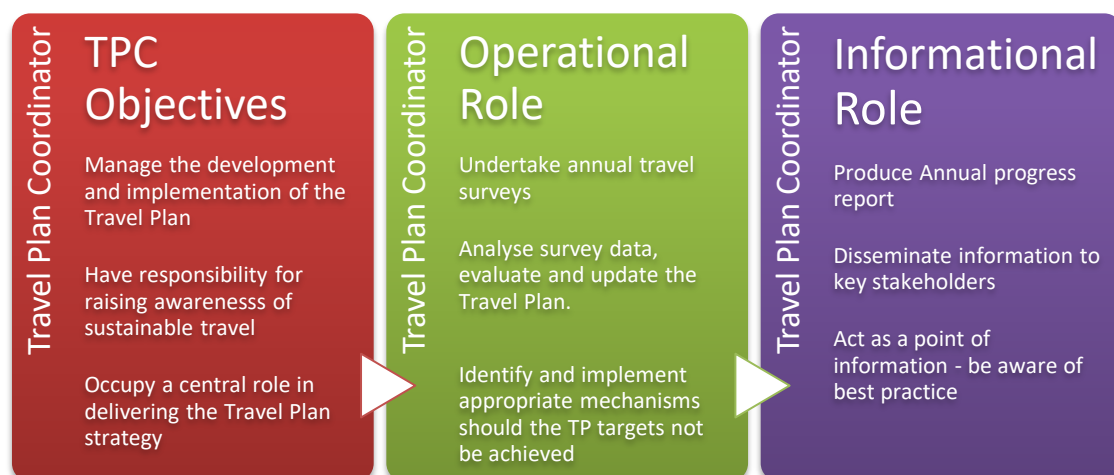
### 6.1 Ownership & Funding

- 6.1.1 It is recognised that the ownership and management of the site may change across the various planning, construction and operational stages of the development. The responsibility for implementing this Travel Plan lies with the owner of the overall development, therefore the responsibility for this Travel Plan may change hands with the ownership of the site.
- 6.1.2 At the planning stage, Strata acts as the owner of the development and is therefore responsible for the implementation of this Travel Plan, until such time as the ownership of the development is passed on.
- 6.1.3 The owner of the residential development will be responsible for ensuring the provision of adequate resources to develop and implement the Travel Plan, including the appointment of an appropriately experienced and qualified Travel Plan Coordinator (TPC). It will be the role of the TPC to utilise the funding provided by the development owner to deliver the Travel Plan measures, as detailed in Section 7. The funding stream associated with each of the Travel Plan measures is outlined within Section 7.2.

### 6.2 Travel Plan Coordinator (TPC)

- 6.2.1 A key part of a successful Travel Plan is the appointment of a Travel Plan Coordinator (TPC) and the clear delineation of their roles and responsibilities.
- 6.2.2 The Applicant will appoint a suitably qualified person/organisation to act as a TPC at the site at least 3 months prior to first occupation of the development. The role of the TPC is wide ranging, incorporating key actions which will provide a focus for Travel Plan development over the duration of the appointment. The TPC will also be responsible for the monitoring and evaluation of the Travel Plan. The suggested objectives and roles of the TPC are illustrated within Figure 12.

Figure 12: TPC Objectives & Roles



### **6.3 Key Stakeholders**

- 6.3.1 For the Travel Plan to be successful it is essential that partnership working between key stakeholders takes place. As well as residents, the developer and the TPC, other key stakeholders include the local planning and highway authority (NLC) and local public transport providers.
- 6.3.2 It is essential that all stakeholders work together to help make sure that the greatest Travel Plan benefits possible are achieved. An example of this is providing TPC support for the production of the 'Welcome Travel Pack' (WTP) which is to be issued to all residents upon occupation of their dwelling (see Section 7.7 for further details on the WTP).
- 6.3.3 To ensure that key stakeholders buy-in and provide continued support to the Travel Plan, it is recommended that stakeholders provide details of the relevant contacts in relation to the Travel Plan. Once all contact details are provided, the Travel Plan (and subsequent Welcome Pack information) can be updated accordingly with all points of contact clearly outlined. The provision of contact details will also ensure that all monitoring and evaluation data is sent to the correct Officers in a timely manner.

## 7. ACTION PLAN

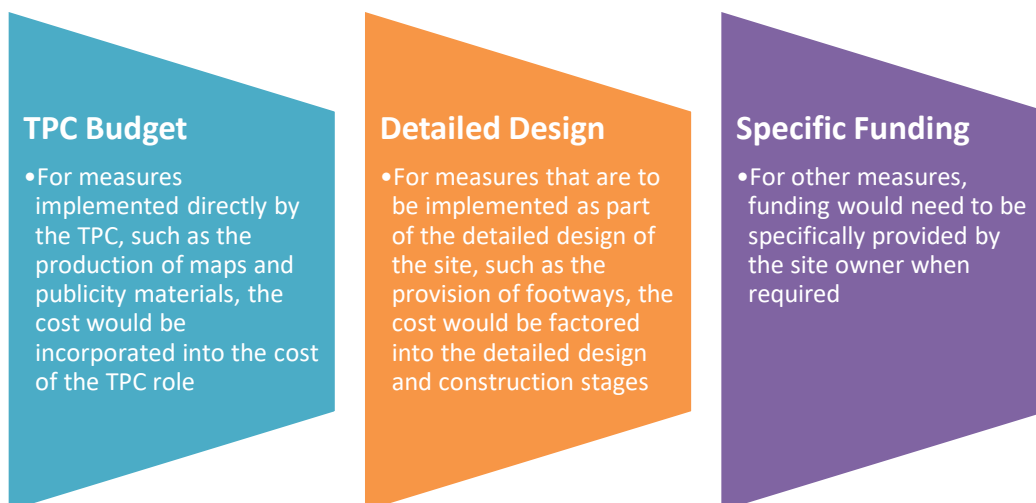
### 7.1 Introduction

- 7.1.1 This section outlines the Travel Plan measures that are to be implemented with respect to each mode of transport. An audit of existing transport infrastructure in the vicinity of the site was carried out to help inform the development of sustainable travel initiatives. The Travel Plan contains measures to increase travel choices and reduce reliance on single occupancy car travel.
- 7.1.2 The monitoring of the Travel Plan will allow travel patterns to be determined and the actual modal split to be identified. This will enable measures to be determined and specifically targeted to residents and visitors to facilitate the production of a more efficient and relevant Travel Plan.
- 7.1.3 The early stages of the Travel Plan development and implementation covers the detailed design process, construction period, initial occupation of the site, and the first monitoring and review periods of the plan. This period is crucial in terms of ensuring that the outlined measures are actively implemented. As a result, the majority of measures detailed herein are to be implemented prior to, or within the first year of plan implementation.

### 7.2 Funding Streams

- 7.2.1 As outlined in Section 6, the measures outlined in this Travel Plan are to be funded by the Applicant, with the TPC responsible for implementing the measures. However, not all of the Travel Plan measures would require separate funding; the fees associated with implementing a number of the measures would be absorbed into other funded activities. The potential ways in which the Travel Plan measures can be funded are outlined below:

Figure 13: Funding Streams for Measures



### 7.3 Measures to Promote Walking

7.3.1 Practically all journeys, regardless of the main mode used, start and end by walking, which is the most sustainable mode of all. There is potential for travel to be made both within and to and from the proposed development site on foot, at least as part of journeys using other modes. Table 3 outlines the measures to be employed to actively promote travel to and from the site on foot.

**Table 3: Measures to Encourage Walking**

Measures	Timescale	Funding
Ensure the proposed pedestrian routes within the development are safe, convenient, accessible and well lit, providing good internal permeability and access to all dwellings and open spaces, and the external pedestrian network.	During detailed site design	Detailed Design
Design the development in accordance with a 'pedestrian first' policy with good lighting, dropped kerbs and a road layout that maintains a low vehicle speed environment.	During detailed site design	Detailed Design
Produce and distribute a map showing key pedestrian features within the site and local network, such as local amenities and public transport, and giving directions to the site by foot. This will form part of a WTP.	Upon first site occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of walking to be made available to residents as part of the WTP.	Upon first site occupation and ongoing	TPC Budget

### 7.4 Measures to Promote Cycling

7.4.1 Cycling is a sustainable mode of travel and is an excellent way of introducing physical activity into the everyday lives of people. Table 4 outlines the measures that will be implemented to help promote cycling to/from the site.

**Table 4: Measures to Encourage Cycling**

Measures	Timescale	Funding
Provide adequate and secure cycle parking facilities at each dwelling.	During detailed site design	Detailed Design
Promote the benefits of and provide information on the established 'Cycle to Work' salary sacrifice scheme that residents should be able to access via places of employment.	Upon first site occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of cycling to be made available to residents as part of the WTP.	Upon first site occupation and ongoing	TPC Budget
Distribute copies of relevant cycle maps to all residents. Related information with regard to local cycle shops should also be distributed. This will form part of the WTP.	Upon first site occupation and ongoing	TPC Budget
Inform residents of local NLC and national initiatives aimed at increasing cycling levels.	Upon first site occupation and ongoing	TPC Budget

## 7.5 Measures to Encourage Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised within Table 5.

**Table 5: Measures to Encourage Public Transport Use**

Measures	Timescale	Funding
Disseminate public transport information to all residents. To encourage public transport use it is essential that information is readily available. Bus maps, timetable information, ticket information, taxi firm numbers and wider publicity will all be provided to residents. Information on resources such as journey planner sites which can help plan trips using both buses and trains should also be disseminated. This information should be reviewed and updated when required.	Upon first site occupation and ongoing	TPC Budget

## 7.6 Measures to Promote Car Sharing

7.6.1 The TPC should encourage site users to consider car sharing as an alternative to travelling as a single car occupant. Information on local and national car sharing schemes should be distributed. The national 'Liftshare' website ([www.liftshare.com](http://www.liftshare.com)) estimates that a typical car sharer will save themselves around £1,000 and 1 tonne of CO<sub>2</sub> per year by sharing their daily journey. There is the facility to calculate tailored potential CO<sub>2</sub> and cost savings. Measures that will be implemented to encourage car sharing amongst residents are summarised within Table 6.

**Table 6: Measures to Encourage Car Sharing**

Measures	Timescale	Funding
Promote the use of on-line car share databases such as <a href="http://www.liftshare.com">www.liftshare.com</a> and <a href="http://www.gocarshare.com">www.gocarshare.com</a> aimed at assisting people in finding car share partners for commuting journeys.	Upon first site occupation and ongoing	TPC Budget
Make residents aware of the environmental (and financial) benefits of car sharing.	Upon first site occupation and ongoing	TPC Budget

## 7.7 Welcome Travel Pack

7.7.1 Raising awareness of the existing sustainable transport options available to residents at the proposed site would allow them to make informed travel choices. The provision of information on a variety of transport options for travelling to and from the site will ensure all residents are fully aware of the choices available to them.

7.7.2 An effective time to change an individual's travel behaviour is at a transition point in their lives, such as when moving to a new house, job or workplace. Therefore, it is proposed that all residents would receive a WTP upon first occupation of the site, or if possible prior to their relocation (i.e. at exchange of contracts).

7.7.3 The pack is to be prepared and disseminated by the TPC with assistance from NLC and public transport operators (in terms of producing walking, cycling maps and public transport information). The proposed WTP contents are outlined within Figure 14:

Figure 14: Proposed Welcome Travel Pack Contents

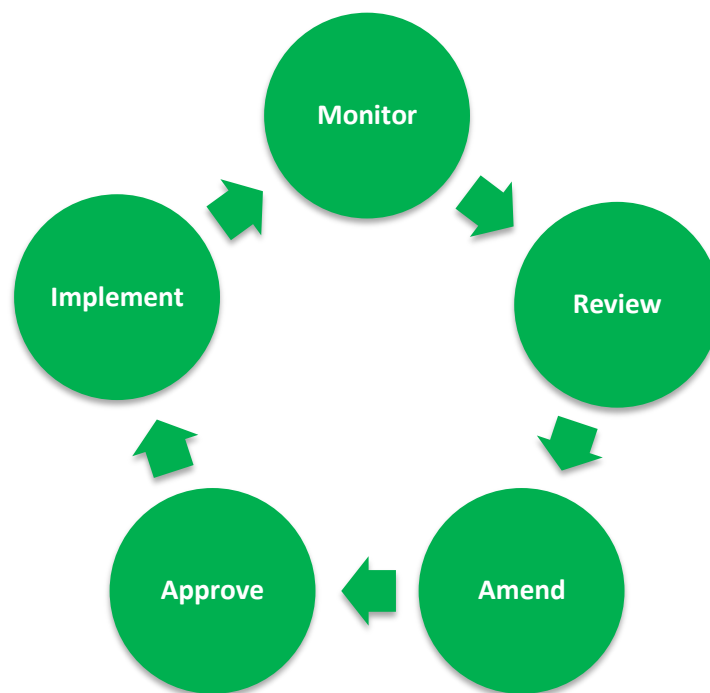


## 8. MONITORING & EVALUATION STRATEGY

### 8.1 Introduction

8.1.1 In order to measure the effectiveness of any Travel Plan it is important that an appropriate monitoring and evaluation strategy is employed. This Travel Plan is intended to provide a flexible working strategy that will be regularly reviewed and updated based upon experience of residents at the site. It is anticipated that as part of an annual evaluation certain aspects, such as the Travel Plan targets, will be reviewed, and modified if required. The Travel Plan monitoring and evaluation process is shown graphically in Figure 15.

**Figure 15: Monitoring & Evaluation Process**

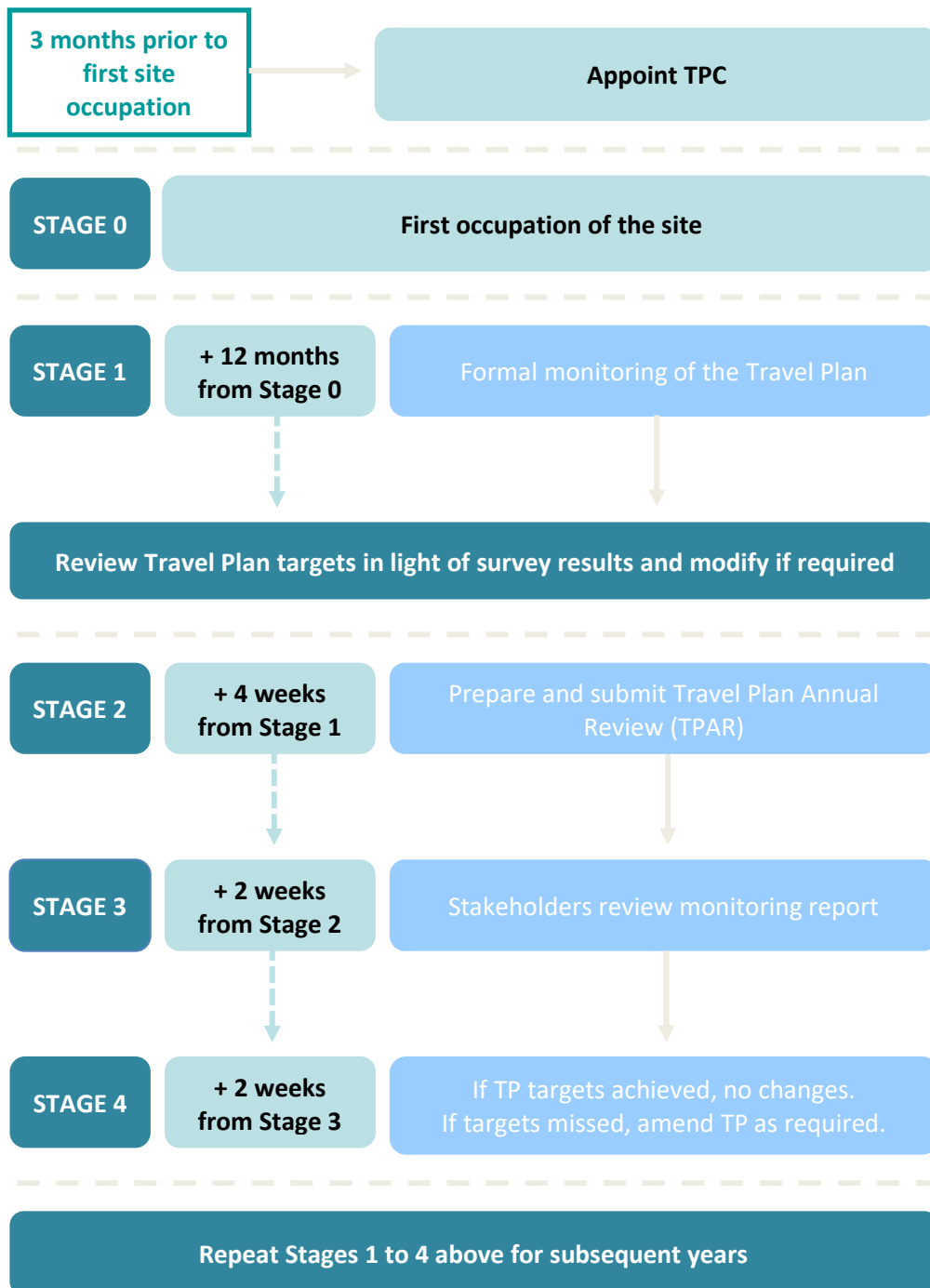


8.1.2 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the targets have been achieved. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to the Travel Plan. Any intervention measures (see Section 8.7) should be approved by all key stakeholders and implemented as appropriate.

## 8.2 Monitoring & Evaluation Strategy

8.2.1 The proposed monitoring and evaluation strategy is illustrated in Figure 16 followed by the relevant explanatory text.

Figure 16: Monitoring & Evaluation Strategy



### **8.3 Stage 0 – First Site Occupation**

8.3.1 A number of the measures and actions of the Travel Plan are to be implemented prior to occupation of the site. However, Stage 0 provides a starting point for the formal monitoring and evaluating process.

### **8.4 Stage 1 – Formal Monitoring**

8.4.1 Implementation of the Travel Plan must be monitored and reviewed if the intended benefits are to be secured. Formal monitoring of the Travel Plan and its targets is to start 12 months after first occupation of the development. This will involve undertaking questionnaire-based surveys.

8.4.2 This would ascertain details of site-specific circumstances, behaviours, existing and preferred travel patterns. The survey can also enhance the support of residents for the Travel Plan and increases their awareness of sustainable travel issues. The TPC will organise the survey and prior to undertaking the surveys it may be beneficial to seek agreement with NLC on the travel survey questionnaire for the site.

8.4.3 As a minimum, a travel survey questionnaire should look to establish the mode of transport usually used by residents. As the survey could be used to justify alterations to the Travel Plan targets, it is essential that the reasoning behind mode choice (particularly car drivers) is established. This can be done by a series of ‘why’ questions which assess why residents are using their chosen mode and may outline likely barriers in achieving modal shift. There are a number of things that a travel questionnaire could look to establish, such as:

- Usual mode of transport used and reasons for current mode choice;
- Other modes of transport used;
- Number of times per week (on average) residents travel to/from the site and distance travelled;
- Perceived barriers and incentives to a modal switch towards sustainable travel;
- Receptiveness to a modal switch towards sustainable travel and receptiveness to potential Travel Plan measures;
- Awareness of Travel Plan, initiatives, measures and travel options;
- General opinions and views on site travel issues; and
- Any special travel circumstances (e.g. mobility issues).

### **8.5 Stage 2 – Travel Plan Annual Review (TPAR)**

8.5.1 The results of the formal monitoring surveys will culminate in the production of a Travel Plan Annual Review (TPAR) report that can be used to assess the performance of the Travel Plan. The report could also identify possible future Travel Plan actions at the site. The report will be prepared by the TPC on behalf of the Applicant and would be provided to NLC. The TPAR is to be provided to key stakeholders within 4 weeks of completion of the annual monitoring surveys.

## 8.6 Stage 3 – Stakeholder Review

8.6.1 As part of the stakeholder review stage, NLC are to provide the TPC with any comments on the submitted monitoring report. Revisions to the Travel Plan may follow once the development is constructed and occupied, the travel patterns are understood from data collected through the formal monitoring stage and the Travel Plan Annual Review is undertaken. Any amendments (if required) to the Travel Plan and the targets within it will be discussed at this stage.

## 8.7 Stage 4 – Intervention Strategy

8.7.1 If the annual review process identifies that the Travel Plan targets are being missed by a significant margin, then potential additional measures/initiatives may be required at the site. Discussion should take place between the TPC, the Applicant, NLC and any other relevant parties to determine which, if any, additional Travel Plan measures need to be implemented. For example, if the targets require a 5% reduction in single-occupant car travel, then a reduction of only 1% or less could be considered to have missed the targets by a significant margin, although this definition would need to be discussed and agreed with NLC in light of the site-specific circumstances and feedback from the annual monitoring exercise. Potential additional measures include:

- Area-wide (potentially local authority-wide) initiatives, working with neighbouring developments and the local authority;
- More active marketing of the Travel Plan, incorporating a shift of focus.

8.7.2 Any intervention measures would need to be funded either through the TPC role or implemented with specific funding from the site owner. The impact of the intervention measures will be monitored as part of future annual reviews.

8.7.3 Should the identified intervention measures still not result in the Travel Plan targets being met, the TPC should work with the Applicant/NLC and any other relevant parties to identify and implement appropriate additional intervention measures to meet the identified targets.

## 8.8 Subsequent Years

8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years from first occupation of the site should be suitable.

8.8.2 It is considered that the monitoring and evaluation strategy outlined above will allow the Travel Plan to be appropriately reviewed and modified to ensure the achievement and maintenance of the TP targets.

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## **Appendix I – Site Layout Plan**

