

Land North of Moat Road, Headcorn, Kent

Travel Plan



Transport Planning Consultants

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Travel Plan

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DN/RT/20472-05b Travel Plan

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Appendices

Appendix A Indicative Site Masterplan



1.0 INTRODUCTION

1.1 This Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Catesby Strategic Land Ltd, in respect of the outline planning permission (with all matters reserved other than access) for the development of up to 120 dwellings (Use Class C3) including means of access into the site from Moat Road (not internal roads), associated highway works, emergency access to Millbank, realignment of the existing public right of way and associated infrastructure on land to the north of Moat Road, to the west of Headcorn, Kent. The proposed site layout is provided at **Appendix A**.

1.2 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site, but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.

1.3 This TP therefore sets out the initiatives that will be put in place to encourage non car use by residents. The overall objectives of the TP are to:

- Reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the Travel Plan;
- Promote healthy lifestyles and a sustainable community;
- Encourage good urban design principles that open up the permeability of the development for walking and cycling; and
- Provide safe and easy access to the site for residents and visitors, with increasing awareness of choice of travel mode to encourage the use of more sustainable modes of transport.



1.4 The TP includes:

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target;
- A process for monitoring progress towards achieving the target.
- Public transport initiatives;
- Cycling incentives and facilities; and
- Walking incentives.

1.5 In producing the residential TP, reference has been made to 'Making residential travel plans work: good practice guidelines' published by the Department for Transport (DfT) in September 2005 and the DfT's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009). This document considers the TP as a 'pyramid of measures and actions'.

1.6 At the base of the pyramid is the choice of location. The TP considers the site location in detail including all aspects of accessibility of the site and its proximity to existing facilities and services. The next level of the pyramid comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage. Details of design measures incorporated into the development masterplan are also considered.

1.7 The resource required to facilitate and develop the measures featuring in the final levels of the pyramid and the individual measures designed to build upon the advantages of the location in order to encourage more sustainable travel are described.

1.8 Finally, the TP provides a strategy for marketing and promotion of the TP to ensure adequate take up of the measures put forward.



2.0 EXISTING CONDITIONS

2.1 Site Location

2.1.1 The proposed site is located north of Moat Road and to the west of Mill Bank and Bankfields. The centre of the village is to the east of the site beyond the Mill Bank/ Moat Road/ Kings Road junction. The site location can be seen in **Image 1** below.

Image 1 - Site Location



2.2 Local Highway Network

2.2.1 Moat Road is a single carriageway road with an approximate width of between 5-6m. A change in speed limit from 60mph to 30mph occurs approximately 80m east of the site access. There is currently no footway along the site access with the existing footway commencing 240m east of the site.



2.2.2 To the west of the site Moat Road becomes Four Oaks Road.

2.2.3 To the east of the site Moat Road connects with the A274 Millbank and Kings Road at a priority crossroads, however, there is a consented scheme to upgrade this junction to signal controlled which is also a requirement of policy H1(36) and H1(40) of the Local Plan. The A274 links Maidstone to the north (7.2 miles) and Hastings to the south via the A262.

2.3 Sustainable Accessibility

Walking and Cycling Provision

2.3.1 There are numerous Public Rights of Way in the vicinity of the site, as shown on **Image 2** below.

Image 2 - Public Rights of Way Locations



2.3.2 The Public Right of Way footpath KH590/3 cuts across the south-western corner of the site, whilst KH590/4 connects the north-western corner of the site with the A274.



-
- 2.3.3 Footpath KH597/5 connects to KH599/1 which links Moat Road with High Street 240m east of the proposed site access.
- 2.3.4 A new footway between the site and the existing provision in the village will be constructed. This would be supported by the introduction of a give way arrangement at the bridge in a very similar layout to the existing scenario on Ulcombe Road which is northwest of the village centre. A new pedestrian footway will also be provided along the northern side of Moat Road and will link to the existing footway on Moat Road.

Bus Services

- 2.3.5 A recent publication by Moseley Marketing Limited confirmed that at the 2015 Transport Practitioners Meeting in London, results of the National Travel Survey data analysis were presented. The results showed that half of existing bus users walk over 480m i.e. around 6 minutes, to where they board their bus; one in six walks around 800m, i.e. around 10 minutes, or further.
- 2.3.6 The publication concluded that 'Guidance published by or on behalf of central Government refers to 800m as being an acceptable walking distance.
- 2.3.7 Furthermore, this is well within the thresholds adopted by the DfT accessibility planning tool 'Accession' (provided to local authorities to assess their Local Transport Plan objectives) which assumes a typical walk distance of up to 800m to bus stops.
- 2.3.8 The closest bus stops from the proposed site access are approximately 550m north-east and provide access to the numbers 12, 66 and L2. A summary of the bus services can be seen in **Table 1** below.



Table 1 - Summary of Bus Services

Service	Route	Frequency		
		Monday-Friday	Saturday	Sunday
12	Tenterden – Headcorn – Maidstone	30mins (06:34-22:34)	Hourly (07:43-22:34)	Hourly (10:54-17:54)
66	Kingswood – Chart Sutton – Cornwallis Academy	School Service	-	-
L2	Headcorn – The Lenham School	School Service	-	-

Rail Services

2.3.9 The proposed site is approximately 1km from Headcorn Railway Station which equates to a 14-minute walk or a circa 5-minute cycle. There are continual footways from where the existing footways start and the railway station. The station currently provides 456 car parking spaces and 28 cycle spaces. All services at Headcorn are operated by Southeastern.

2.3.10 The typical off-peak service in trains per hour is:

- 2 tph to London Charing Cross via Tonbridge
- 2 tph to Ashford International of which 1 continues to Dover Priory

2.3.11 During the weekday peak hours, there are also services to and from London Cannon Street, Canterbury West and Ramsgate.

2.4 Local Facilities

2.4.1 This section of the TS considers access to the following services:

- Education;
- Food Retail;
- Healthcare; and
- Employment.



2.4.2 Many trips that will be made by foot or cycle from the proposed development will be for the purpose of shopping trips, access to leisure facilities, school journeys, and trips to bus stops as part of linked trips to other destinations.

2.4.3 It is generally considered that for distances under 2km, walking offers the greatest potential to replace short car trips. For distances under 5km, cycling also has the potential to substitute for short car trips.

2.4.4 Paragraph 4.4.1 of Manual for Streets (Dft, 2007) confirms that:

“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.”

2.4.5 Accessibility to local amenities was determined by measuring the distances from the proposed access location.

Education

2.4.6 The nearest primary school to the site is Headcorn Primary School which is located approximately 450m east off Lenham Road. This equates to a circa 6-minute walk or a circa 2-minute cycle.

2.4.7 The nearest secondary school to the site is Cranbrook School which is located approximately 11.2km south off Waterloo Road in Cranbrook. This equates to a circa 15-minute drive.

2.4.8 The 2015 National Travel Survey for primary school trips demonstrates that pupils are over three times more likely to travel to school by private car if their journey to school is 1.6 to 3.2 km compared to those whose journey is under 1.6 km. A similar relationship is also apparent for secondary school pupils although they are more likely



to take the bus rather than be driven for long journey lengths. It is clear therefore, that the site is well located to promote non car travel for the majority of primary education-based trips.

Food Retail

2.4.9 The nearest grocery store to the site is a Sainsbury's Local which is located approximately 700m south-east off the A274 North Street. This equates to a circa 8-minute walk or a circa 3-minute cycle.

2.4.10 The nearest supermarket to the site is Sainsbury's which is located approximately 6.5km west off Station Road. This equates to a circa 20-minute cycle or a circa 9-minute drive.

Healthcare

2.4.11 The nearest medical centre to the site is Headcorn Surgery which is located approximately 1.5km east off Grigg Lane. This equates to a circa 18-minute walk or a circa 5-minute cycle.

2.4.12 The nearest hospital to the site is William Harvey Hospital which is located approximately 25.1km south-east in Ashford. This equates to a circa 31-minute drive. William Harvey Hospital has an emergency department on site.

Employment

2.4.13 There are a number of business parks located adjacent to the M20 motorway which would provide employment opportunities to future residents of the proposed development.

2.4.14 The centres of Maidstone and Royal Tunbridge Wells will also provide a range of employment opportunities from shops to eateries and pubs.



3.0 TRAVEL PLAN OBJECTIVES AND TARGETS

3.1 Introduction

3.1.1 The overall objective of the TP is to reduce the proportion of people travelling to and from the site, and in particular single occupancy car use. This chapter reviews the overall impact travel planning could have at reducing car mode share.

3.2 Outcomes

3.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to travel planning. It states that:

“The ‘outcomes’ approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important.”

3.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to commit to meeting these targets, and agrees to a monitoring and review process.

3.3 Indicators

3.3.1 The Good Practice Guidelines highlights the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is focussed on reducing the number of car trips, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can subsequently be used to identify where the greatest potential for mode shift may lie and to inform the implementation strategy for the TP over the coming year.



3.3.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the Travel Plan Coordinator (see **Section 4.2**), and will include the following:

- % walking;
- % cycling;
- % using public transport;
- % driving; and
- % car sharing.

3.4 Objectives

3.4.1 The overarching objectives of this TP are to:

- 1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes;
- 2) Achieve a minimum number of car traffic movements to and from the development;
- 3) Encourage those travelling to and from the development to use public transport, cycle, walk and car share in a safe and secure manner;
- 4) Provide adequately for those with mobility difficulties; and
- 5) Promote healthy lifestyles and sustainable, vibrant local communities by extending the benefits of the Travel Plan through the local area where possible.

3.5 Base Mode Share

3.5.1 The 2011 Census Journey to Work data suggests that of those who live and work in the 'Headcorn 017' Middle Super Output Area containing the site, 9.3% walk, 17.6% use public transport, and 67.3% are car drivers. **Table 2** summarises the mode share.



Table 2 - Travel to Work Modal Splits

Method of Travel to Work	Percentage
Car Driver	67.3%
Train	15.9%
Walking	9.3%
Car Sharing	3.8%
Bus	1.7%
Cycling	1.0%
<i>Other</i>	<i>0.9%</i>

3.6 Targets

3.6.1 A 10% mode shift reduction target in car use has been set against a baseline mode share of 67.3%. This is to be achieved over a five-year implementation period, through the implementation of measures set out in **Chapter 4**. A summary of the target over the five-year period of the TP can be seen in **Table 3** below.

Table 3 - Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
67.3%	65.9%	64.6%	63.2%	61.9%	60.5%

**to be reviewed following travel survey*



4.0 TRAVEL PLAN MANAGEMENT

4.1 Introduction

4.1.1 This section of the TP reviews implementation and management, and provides a toolkit of measures for facilitating and encouraging travel by sustainable modes. The list of measures provided is not exhaustive and the occupiers may find their own unique ways of helping to deliver the targets set within this TP.

4.2 Travel Plan Coordinator

4.2.1 Three months prior to first occupation, the developer will appoint a Travel Plan Co-ordinator (TPC) to implement the TP. The TPC would be in place for a minimum of five years following 100% occupation of the development, with contact details provided to Kent County Council once appointed.

4.2.2 The TPC would be responsible for:

- Explaining and marketing the TP;
- Arranging promotional events;
- Ensuring the health, wealth and environmental benefits of sustainable travel are publicised;
- Producing questionnaires, promotional and informative material;
- Liaising with Kent County Council and external stakeholders as appropriate; and
- Organising annual surveys, analysing these and the presenting the results externally.



5.0 TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 The Good Practice Guidelines refers to 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use*".

5.1.2 This section of the TP details 'hard' and 'soft' measures to be implemented for the site.

5.2 Walking and Cycling

5.2.1 The site will be designed to facilitate foot and cycle movements along desire lines through the development, linking to the external access points such as the existing Public Right of Way to the north of the site. This will include the provision of the following where appropriate in line with the DfT's MfS and MfS2:

- A good level of street and path lighting
- On-site roads will be designed to 20mph
- Tactile and coloured surfacing

5.2.2 Cycle parking will be provided within the confines of a garage/ shed, or alternatively provided in secure, well lit, covered cycle storage facilities.

5.3 Car Parking Provision

5.3.1 Future RM application will be compliant with the Kent Design Guide Review: Interim Guidance Note 3.



5.4 Initial Marketing

5.4.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.

5.4.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

5.5 Sustainable Travel Pack

5.5.1 A sustainable travel information pack will be provided to all new households which will contain specific information on the location of facilities, bus services and walking/cycling routes. This is to be presented in a clear and concise format with the aim of providing an initial overview of travel choices available to residents and an ongoing reference guide.

5.5.2 The information will include:

- Bus network map with details of bus number, hours of operation and frequency;
- Bus and rail timetables;
- Map of bus stop locations;
- Pedestrian and cycle routes to the site indicating shared and dedicated facilities; and
- Car sharing information.

5.5.3 This information will be kept up-to-date by the TPC and circulated as and when services change.



5.6 Personalised Travel Planning

- 5.6.1 Sales staff will offer each household the opportunity to receive personalised travel advice soon after moving into the new house.
- 5.6.2 This will be undertaken by the TPC with a questionnaire to be completed and personal travel options and benefits researched and supplied in return with the aim of influencing resident's travel habits in view of meeting the long-term targets for the site.
- 5.6.3 After two years, each household within the development will be contacted again and offered a further opportunity to receive personalised travel advice.

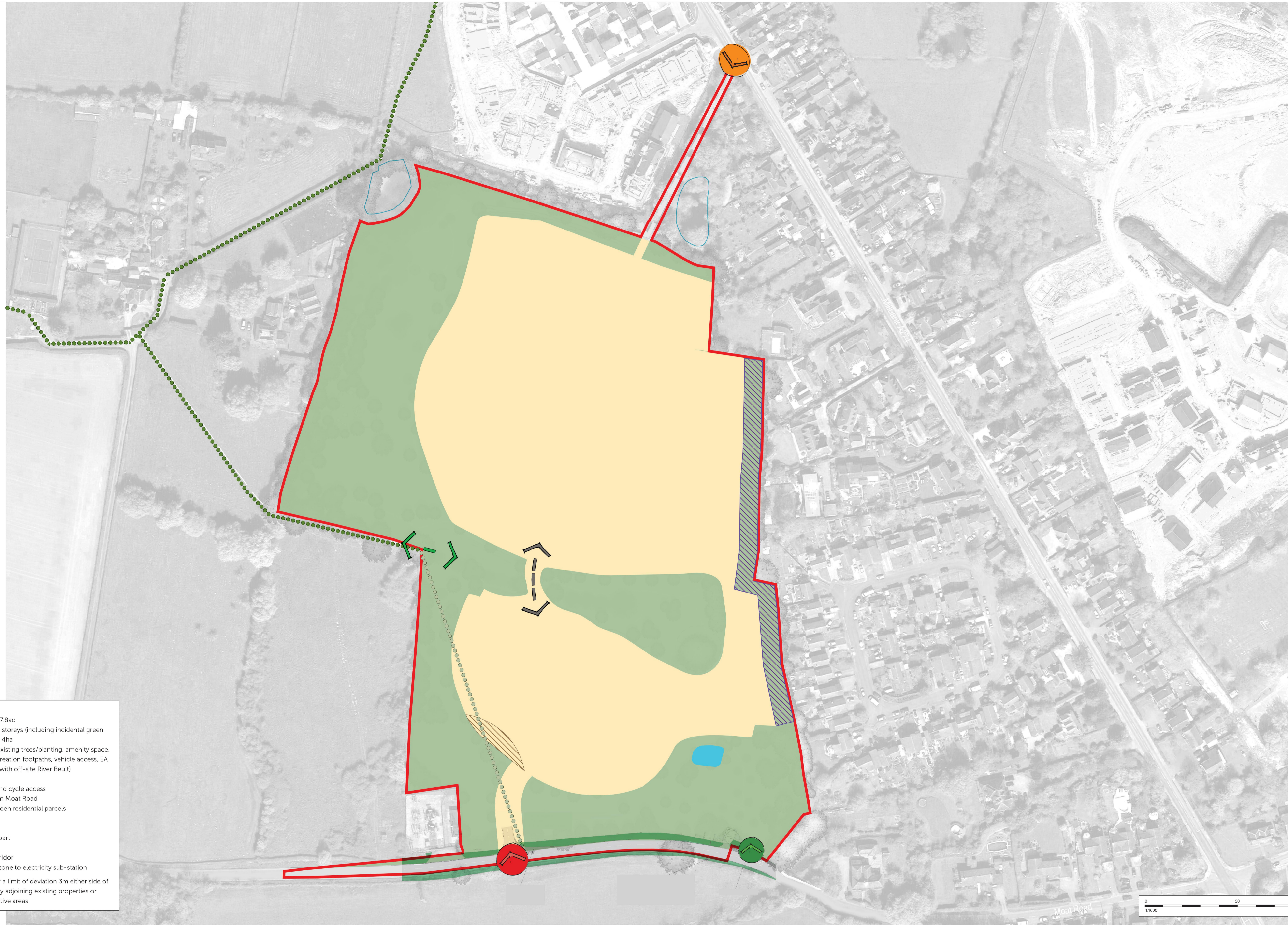


6.0 TRAVEL PLAN MONITORING AND AUDIT

- 6.1 As stated within the DfT's Good Practice Guidelines, Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves "*a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances*".
- 6.2 The TPC will be responsible for monitoring progress in implementing the TP. This would include collating the monitoring data for analysis and summarising this information for submission to Kent County Council.
- 6.3 The TP will be monitored for a period of five years following 100% occupation of the development. An initial (baseline) survey will be undertaken upon occupation of 50% of the development. Further surveys will be undertaken at Years 3 and 5 with an automatic traffic counter placed at the site access at record vehicular flows during the survey period.
- 6.4 The results of the surveys will be analysed and reported within three months of the survey being undertaken. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Appendix A

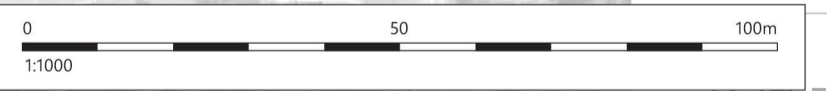
Site Masterplan



- Site boundary = aprox 7.26ha / 17.8ac
 - Residential development up to 2 storeys (including incidental green spaces & access infrastructure = 4ha
 - Open space (to accommodate existing trees/planting, amenity space, SuDs features, Children play, recreation footpaths, vehicle access, EA Flood Zones 2 and 3 associated with off-site River Beult)
 - Main site access
 - Emergency access, pedestrian and cycle access
 - Pedestrian access and route from Moat Road
 - ↔ Vehicle and pedestrian link between residential parcels
 - ↔ Pedestrian access link to PROW
 - Existing PROW
 - Existing PROW to be diverted in part
 - Existing ponds
 - ▨ 10m landscape and ecology corridor
 - ▨ No residential dwelling - buffer zone to electricity sub-station
- N.B. All land use zone areas allow for a limit of deviation 3m either side of the line, except for when immediately adjoining existing properties or protected vegetation / ecology sensitive areas

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Project: Land North of Moat Road, Headcorn



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