Land off Swanstree Avenue, Sittingbourne

TRAVEL PLAN

Report prepared for
Gladman Developments Ltd

September 2021

Report Reference 1464/6/A

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ASSOCIATES

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Travel Plan

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1   Introduction

1.1   Ashley Helme Associates Limited (AHA) are appointed by Gladman Developments Ltd (GDL) to prepare a Travel Plan (TP) report to support the planning application for residential development on land off Swanstree Avenue, Sittingbourne (henceforth referred to as the Site). The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

1.2   Proposed Development

1.2.1   The Site is presently agricultural/ field land. The proposed development comprises a residential development of up to 135 dwellings. All matters are reserved, except access.

1.3   Planning History

1.3.1   The applicant submitted a planning application in 2015 for a scheme at Swanstree Avenue for 540 dwellings and a 50no C3 retirement apartments. The application was refused by Swale Borough Council (SBC) in July 2016. The current application Site forms part of the red line boundary of the 2015 scheme.

1.3.2   AHA prepared the TP report (ref 1464/2) that accompanied the 2015 planning application.

1.4   Overview

1.4.1   The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.4.2   The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.4.3   The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.4.4   The Site access strategy comprises:

- Vehicles: Access on Swanstree Avenue,
- Cycles: Access on Swanstree Avenue,
- Pedestrians: Access on Swanstree Avenue.

1.4.5   The proposed Site access arrangements for vehicles, cyclists and pedestrians comprise a priority T-junction on Swanstree Avenue, as shown on Drg 1464/18 (refer TA report).

1.5   Travel Plan Objectives

1.5.1   The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.5.2   The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.5.3   It is imperative that the TP measures are effective and efficient.

1.5.4   The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.5.5   PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20155306)

1.6   Scope of Travel Plan

1.6.1   It is established and acknowledged that there are two broad types of TP:

- 'Destination':   designed to increase sustainable travel to a particular location, and
- 'Origin':   residential Travel Plans where journeys are made to varied locations.

The development is for residential use, and hence this TP is an 'origin' TP.

1.6.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.6.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.6.4 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.7 Comprehensive Strategy

1.7.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

1.7.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

1.7.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

1.7.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.

1.7.5   The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.

2   Policy Context

2.1   National Policy

2.1.1   The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2   National Planning Policy Framework (July 2021)

2.2.1   The National Planning Policy Framework (NPPF) explicitly refers to travel planning and the need for TPs in the context of promoting sustainable travel. Paragraph 112 of NPPF states that applications for development should:

''a)   give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b)   address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c)   create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d)   allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e)   be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations''

2.2.2   Paragraph 113 of NPPF states that:

''All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.''

2.3 Planning Practice Guidance, March 2014 (Travel Plans, Transport Assessments and Statements)

2.3.1 PPG sets out that Travel Plans:

"...support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable." (Reference ID: 42-00620140306)

2.4 Swale Council Local Plan (2017)

2.4.1 The Swale Borough Local Plan, which was adopted in July 2017, sets out the vision and development strategy for the area between 2014-2031.

2.4.2 The Swale Borough Local Plan identifies numerous core objectives, including:

"...

11. Improve prosperity and environmental quality with efficient and sustainable transport networks.

12. Ensure timely delivery of the services and infrastructure to support strong communities".

2.4.3 Policy CP2 identifies the need for sustainable development and specifically, in respect to transport:

"...

1. Contribute to transport network improvements, where capacity is exceeded and or safety standards are unacceptably compromised, with particular emphasis on those identified in the Infrastructure Delivery Schedule;

2. Make best use of capacity in the network by working together with transport providers to improve the transport network in the most sustainable way, and extending it where necessary, as demonstrated by Transport Assessments and Travel Plans in support of development proposals;

3. Support the provision of major new transport infrastructure in accordance with national and local transport strategies;

4. *Maintain and improve the highway network at key points to improve traffic flows and respond to the impact of new development and regeneration, as set out in the Local Transport Strategy;*

5. *Improve safety, through measures such as adequate parking, lighting and traffic management schemes;*

6. *Achieve alternative access to all services through promoting access to sustainable forms of transport particularly bus, cycling and rail transport and improving interchange between them from the earliest stages of development;*

7. *Provide integrated walking and cycling routes to link existing and new communities with local services and facilities, public transport and the Green Grid network; and*

8. *Facilitate greater use of waterways for commercial traffic, where this would not have an unacceptable adverse environmental impact, through working with the Port of Sheerness and other bodies."*

2.4.4 Policy DM6 outlines the management of transport demand and impact:

"1. Development proposals generating a significant amount of transport movements will be required to support their proposal with the preparation of a Transport Assessment (including a Travel Plan), which will be based on the Council's most recent strategic modelling work. The Highways Agency may also require a Transport Assessment if development is deemed to impact on the strategic road network.

2. *In assessing impacts on the highway network, development proposals will:*

a. *demonstrate that opportunities for sustainable transport modes have been taken up;*

b. *ensure that where the residual cumulative impact of development on traffic generation would be in excess of the capacity of the highway network and/or lead to a decrease in safety, environmentally acceptable improvements to the network are agreed by the Borough Council and the Highway Authority and provided. Such works will be carried out by the developer or a contribution made towards them in accordance with Policy CP 6. If such works cannot be carried out and the residual cumulative impacts of development are severe, then the development will be refused.*

c. *avoid the formation of a new direct access onto the strategic or primary distributor route network where possible, or unless identified by the Local Plan. Other proposals for new access onto the networks will need to demonstrate that they can be created in a location*

acceptable to the Borough Council and appropriate Highway Authority. Proposals involving intensification of any existing access onto a strategic, primary or other route will need to demonstrate that it is of a suitable capacity and safety standard or can be improved to achieve such a standard;

d.   *integrate air quality management and environmental quality into the location and design of, and access to, development and, in so doing, demonstrate that proposals do not worsen air quality to an unacceptable degree especially taking into account the cumulative impact of development schemes within or likely to impact on Air Quality Management Areas; and*

e.   *not result in the loss of usable wharfage or rail facilities.*

3.   *The location, design and layout of development proposals will demonstrate that:*

a.   *priority is given to the needs of pedestrians and cyclists, including the disabled, through the provision of safe routes which minimise cyclist/pedestrian and traffic conflict within the site and which connect to local services and facilities;*

b.   *existing public rights of way are retained, or exceptionally diverted, and new routes created in appropriate locations;*

c.   *access to public transport is integrated into site design and layout where appropriate;*

d.   *the safe and efficient delivery of goods and supplies and access for emergency and utility vehicles can be accommodated; and*

e.   *it includes facilities for charging plug-in and other ultra low emission vehicles on major developments."*

2.5   KCC Local Transport Plan 4 (2016-2031)

2.5.1   The Local Transport Plan (LTP4) explains how Kent County Council will work towards their transport vision over the coming years. The plan builds on the success of the previous LTP3 (2011-2016) and incorporates the strategic priorities from Growth without Gridlock (2010), Kent's transport delivery plan.

2.5.2   The LTP4 states the 'Outcomes for Transport', and says that the ambition for Kent is *'To deliver safe and effective transport, ensuring that all Kent's communities and businesses benefit, the environment is enhanced and economic growth is supported.'*

2.5.3   The LTP4 states that this ambition will be realised through five overarching policies which align with the vision in' Increasing Opportunities, Improving Outcomes: KCC's Strategic Statement 2015-2020'. The five 'Outcomes for Transport' and their policies are as follows:

- *'Outcome 1: Economic growth and minimised congestion,*
  Policy: Deliver resilient transport infrastructure and schemes that reduce congestion and improve journey time reliability to enable economic growth and appropriate development, meeting demand from a growing population,

- *Outcome 2: Affordable and accessible door-to-door journeys,*
  Policy: Promote affordable, accessible and connected transport to enable access for all to jobs, education, health and other services,

- *Outcome 3: Safer travel,*
  Policy: Provide a safer road, footway and cycleway network to reduce the likelihood of casualties, and encourage other transport providers to improve safety on their networks,

- *Outcome 4: Enhanced environment,*
  Policy: Deliver schemes to reduce the environmental footprint of transport, and enhance the historic and natural environment,

- *Outcome 5: Better health and wellbeing,*
  Policy: Provide and promote active travel choices for all members of the community to encourage good health and wellbeing, and implement measures to improve local air quality.'

2.5.4   The underlying theme of the LTP is to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.

3 Existing Conditions: Key Information from TA

3.1 Site Location

3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

3.2 Accessibility by Walk

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 National Travel Survey (2019)

3.2.2.1 The National Travel Survey (NTS) of 2019 confirms that 26% of **all** trips are undertaken on foot. However, for trips up to 1 mile (1.6km), over three-quarters of journeys are carried out on foot.

3.2.2.2 The NTS also sets out that, on average, people:

(i) undertake 250 walk trips per year,

(ii) walk a total of 205 miles per year,

(iii) spend 17 minutes walking per trip.

Based on the total walk distance of 205 miles and 250 trips per year, this means that the average walk trip is about 0.8 miles (circa 1.3km).

3.2.3 Manual for Streets

3.2.3.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is **not an upper limit** and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km."* (MfS para 4.4.1, AHA emphasis)

3.2.4 Walk Isochrones and Local Amenities

3.2.4.1 The CIHT provides guidance about journeys on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of 5 minutes, based upon typical normal walking speed. Figure 3.1 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, and taking account of the pedestrian infrastructure.

3.2.4.2 The walk isochrones presented in Figure 3.1 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.

3.2.4.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by footway. The walk isochrones presented in Figure 3.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.4.4 Indicated on Figure 3.1 are examples of local facilities near to the Site. Figure 3.1 shows that the following amenities are located within or just beyond an 800m walk of the Site:

- Travel: Bus stops,
- Education: Secondary school,
- Shopping: Convenience store/farm shop.

3.2.4.5 Furthermore, Figure 3.1 shows that the following amenities are located within 1200m walk of the Site:

- Travel: Bus stops,
- Education: Primary school, secondary school, grammar school, nursery,
- Health: Health centre, pharmacy,
- Shopping: Supermarket, convenience store, cash machine,
- Leisure: Food outlets, salon, sports ground/ clubs, playgrounds.

3.2.4.6 Figure 3.1 demonstrates that all of the town centre facilities are within a 1600-2000m (ie 20-25 minute) walk of the Site. There is a large employment area on the north side of Sittingbourne, some of which is within a 25-minute walk of the Site, as shown on Figure 3.1.

3.2.4.7 It is demonstrated that there is a good range of amenities within walking distance of the proposed development.

3.2.5 Public Rights of Way

3.2.5.1 Figure 3.2 presents the existing Public Rights of Way (PROW) near to the Site. Figure 3.2 shows that Footpath No. ZU30, aligned in a north-east direction between Highsted Road and Swanstree Avenue, is located along the eastern boundary of the application Site. To the north of Swanstree Avenue, this footpath is generally of tarmac construction and forms connections with residential roads such as Dalewood, Wadham Place, Nutfields, Gaze Hill Avenue and Rectory Road.

3.2.5.2 Footpath No. ZU31 passes through the north east corner of the application Site. This is aligned in a general north-west direction from the south-east of the Site to Bell Road. This provides a connection to a number of residential roads to the north of Swanstree Avenue. This footpath, together with residential roads, provides a walk route to Highsted Grammar School, Sittingbourne Community Hospital and health centre.

3.2.6 Walk Routes to Sittingbourne Town Centre

3.2.6.1 Figure 5.1 identifies local amenities near to the Site. The town centre is located to the north west of the Site is within a 1.6-2km (20-25 minute) walk.

3.2.6.2 The most likely walk routes between the Site and the town centre are:

- Route 1: Footpath ZU31 – Peregrine Drive – Stanhope Avenue – Avenue of Remembrance/ Bell Road-High Street,

- Route 2: Swanstree Avenue – Brenchley Road – Bell Road – Avenue of Remembrance/ High Street.

3.2.6.3 With respect to Route 1, Drg No 1464/18 (refer TA report) shows that pedestrian crossing assistance is to be provided on Swanstree Avenue at 3no. locations. There are pedestrian crossing facilities at the Stanhope Avenue/Bell Road/Avenue of Remembrance traffic signal junction. There are sealed surface footways with lighting along the Avenue of Remembrance, Bell Road and the High Street. The speed limit on the High Street is 20mph and therefore provides a good environment for walking. Consequently, it is considered that Route 1 offers a good quality and direct walk route between the Site and the town centre and this provides positive encouragement for residents to elect to walk to access facilities in the town centre.

3.2.6.4   With respect to Route 2, Swanstree Avenue and Brenchley Road include a continuous shared footway/cycleway to the Brenchley Road/Bell Road/Capel Road (SJ6) traffic signal junction (refer Drg No 1464/05 in TA report). There are assisted pedestrian crossing facilities (ie push button) at the junction. There is continuous sealed surface footway with lighting along Bell Road, the Avenue of Remembrance and the High Street. Consequently, it is considered that Route 2 offers a good quality and direct walk route between the Site and the town centre and this provides positive encouragement for residents to walk.

3.2.7   Walk Routes to School

3.2.7.1   There are a number of schools and colleges near to the Site. These are:

- Fulston Manor School: 700m,
- South Avenue Primary School: 920m,
- Canterbury Road Primary School: 1260m,
- Highsted Grammar School: 875m,
- Sittingbourne Community College: 1080m,
- Meadowfield School: 1220m.

3.2.7.2   There is a shared footway/cycleway along the north side of Swanstree Avenue between the application Site and Fulston Manor School. Similarly, there is continuous footway/cycleway along Swanstree Avenue for the majority of the route between the Site and Sittingbourne Community College and Meadowfield School. This provides positive encouragement for residents of the Site to walk to the schools.

3.2.7.3   Public Footpath no. ZU31 provides a link between Swanstree Avenue and Peregrine Drive to the north. This route ensures there is continuous footway between the Site and South Avenue Primary School.

3.2.7.4   There is a tarmac surface public footpath between Swanstree Avenue and Canterbury Road. This provides an off-road route for residents of the Site to walk to Canterbury Road Primary School.

3.2.7.5   In addition, the walk routes to the various schools include dropped kerbs and tactile paving as well as benefit from street lighting.

3.2.7.6   It is demonstrated that there are a high number of schools near to the Site offering education for a wide range of age groups. A good level of pedestrian infrastructure already exists near to the Site and this is conducive to promoting walking trips to schools.

3.2.8   Proposed Walk Measures

3.2.8.1   Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.

3.3   Accessibility by Cycle

3.3.1   It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.

3.3.2   National Travel Survey (2019)

3.3.2.1   The NTS 2019 sets out that, on average, people:

(i)   undertake 16 cycle trips per year,

(ii)   cycle a total of 54 miles per year,

(iii)   spend 23 minutes cycling per trip.

Based on the total cycle distance of 54 miles and 16 trips per year, this means that the average cycle trip is 3.4 miles, which is just over 5km.

3.3.3   CIHT Guidance

3.3.3.1   The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person." (para 2.3)

3.3.4   Cycle Isochrones and Local Amenities

3.3.4.1   The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The cycle isochrones presented in Figure 3.3 discounts footpaths which do not permit cyclists.

3.3.4.2   Figure 3.3 indicates the 2km and 5km cycle isochrones for the Site. Review of Figure 3.3 highlights that Sittingbourne is within a 2km cycle ride of the Site.

3.3.5   Cycle Routes to Schools

3.3.5.1   There are a number of schools and colleges near to the Site. There is a shared footway/cycleway along the north side of Swanstree Avenue between the application Site and Fulston Manor School. Similarly, there is almost continuous footway/cycleway along Swanstree Avenue between the Site and Sittingbourne Community College and Meadowfield School. This provides positive encouragement for residents of the Site to cycle to the schools.

3.3.5.2   It is demonstrated that there are a number of schools near to the Site offering education for a wide range of age groups. A good level of cycle infrastructure already exists near to the Site and this is conducive to promoting cycling trips to schools.

3.3.6   Cycle Routes to Sittingbourne Town Centre

3.3.6.1   Figure 3.1 shows that the most of the town centre is within a 2km (10 minute) cycle ride of the Site. There is continuous shared footway/cycleway along Swanstree Avenue, Brenchley Road and Capel Road. There is an existing off-road cycle connection between Capel Road and the Avenue of Remembrance. Thus, there are existing well defined and direct cycle routes between the Site and Sittingbourne town centre. This, together with a typical journey time of about 10 minutes, means that there is excellent opportunity for residents of the Site to cycle to the town centre.

3.3.7   Proposed Cycle Measures

3.3.7.1   Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

3.4   Accessibility by Public Transport

3.4.1   Existing Bus Stops

3.4.1.1   Figure 3.1 identifies the location of the existing nearest bus stop in the vicinity of the Site. These are:

- Brenchley Road (in the vicinity of Crocus Drive):   440m,
- Crocus Drive (in the vicinity of Marjoram Drive):   455m, and

- Swanstree Avenue (in the vicinity of Rectory Road):   750m.

3.4.2   Bus Services & Frequencies

3.4.2.1   Table 3.1 summarises the scheduled bus services operating near to the Site, and the frequency of service.

3.4.2.2   Service No 9 is a town circular route which operates on an hourly basis. This service is routed through Eden Village residential area to the west of the Site.

3.4.2.3   The arrival/ departure times of the No. 9 service for bus stops in Sittingbourne are set out below for the main commuting periods:

Eden Village	Sittingbourne Bus Hub
0725	0731
0840	0846

Sittingbourne Bus Hub	Eden Village
1645	1651
1725	1733.

3.4.2.4   Sittingbourne Bus Hub offers travel to a range of destinations including London and Gillingham.

3.4.2.5   Review of the above shows there is opportunity for residents of the Site to travel to/ from Sittingbourne town centre by bus in the main commuting periods.

3.4.2.6   The existing bus services operating in the vicinity of the Site offer a good level of frequency and a range of destinations.

3.4.3   Rail

3.4.3.1   Sittingbourne Rail Station is about 2.0km from the Site and is therefore, comfortably within a distance for residents of the Site to walk or cycle. There are 98 cycle storage stands provided at Sittingbourne rail station.

3.4.3.2   Bus service No.9 stops at Sittingbourne Bus Hub which is a circa 1 minute walk from the train station. Alternatively, the journey to the rail station can be completed by car and Sittingbourne rail station offers 253 parking spaces with 5 accessible spaces.

3.4.4 Train Services & Frequencies

3.4.4.1 There are a number of destinations which are accessible by a train journey from Sittingbourne rail station. The typical frequency and journey times are:

DESTINATION	FREQUENCY (per hour)	APPROXIMATE JOURNEY TIME (mins)
Swale	1-2	9
Faversham	3	10
Gillingham	3	14
Sheerness-on-Sea	1-2	19
Rochester	3	21-22
Canterbury East	1	25
Margate	2	41
Stratford International	1-2	50
Dover Priory	1	51
Ramsgate	2	56
London St Pancras	1-2	58
London Victoria	2	67.

3.4.4.2 The train services to London provide opportunity to link to the inter-city rail network for onward long distance rail journeys throughout the country.

3.4.4.3 It is demonstrated that there is opportunity for residents of the Site to undertake journeys by rail to a good range of destinations.

3.4.5 Proposed Public Transport Measures

3.4.5.1 Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Section 7.3, Chapter 7.

4   Objectives & Outcomes

4.1   The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,

- Promote accessibility to the development by sustainable modes of transport.

4.2   A key objective is that the TP measures are effective and efficient.

4.3   Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,

- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,

- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4   As explained in para 1.6.1, this Framework TP is an 'origin' TP.

4.5   It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6   The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

5 Targets & Indicators

5.1   The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2   The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

Specific   there must be no ambiguity in the output,

Measurable   the policy target(s) can be set against directly observable output(s),

Achievable   the policy must be feasible,

Realistic   target should be within reasonable bounds and not too optimistic,

Time bound   the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3   Benchmarking: Census Data

5.3.1   At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2   The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4   Census Data

5.4.1   Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/Borough is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2   The 2011 Census is interrogated for recorded journey to work modal split for:

- Swale (Borough),
- Roman (ward).

5.4.3   The reason for selecting the above Census interrogations is as follows:

- Swale provides the overall Borough context,

- The Site is partly located in both Roman and St.Michaels wards. The characteristics of the proposed development will be similar to that of Roman ward, which comprises primarily a large residential area to the south east of Sittingbourne. St.Michaels ward comprises some residential and most of Sittingbourne town centre. Therefore, it is considered appropriate to use data for existing residents of Roman ward.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4   The results of the Census journey to work interrogations are presented in Table 5.1.

5.5   Residents Travelling From The MSOA/District

5.5.1   The reporting of the Census journey to work interrogations (presented in Table 5.1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2   Review of Table 5.1 identifies the following key information:

Car driver: 59.2% of Roman ward journeys to work, and higher for Swale as a whole (65.0%),

Car passenger: 5.3% of Roman ward journeys, and similar for Swale as a whole (5.5%),

'Car driver + car passenger':   64.5% of Roman ward journeys to work, and higher for Swale as a whole (70.5%),

Cycle: 2.8% for Roman ward journeys to work, and similar (2.2%) for Swale as a whole,

Walk:	markedly higher in Roman ward (20.5%) than in Swale as a whole (11.3%),	
Bus:	relatively low, being 1.6% of Roman ward journeys to work, and slightly higher for Swale as a whole (2.0%),	
Train:	6.4% for Roman ward journeys, and slightly higher (6.9%) for Swale as a whole,	
Working from Home:	markedly lower for Roman ward (2.1%), than for Swale as a whole (5.0%).	

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Roman ward and Swale District as a whole highlights that:

- There is a higher percentage of people travel to work as a car driver in Swale as a whole than in Roman ward,
- There is a markedly higher percentage of walk journeys to work for ward residents than for the district as a whole,
- Bus is less popular than rail for journeys to work at ward and district level.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 Trip Rates

5.6.1 The trip rates adopted in the TA are:

TIME	ARRIVALS	DEPARTURES	2-WAY
0800-0900	0.142	0.429	0.571
1700-1800	0.386	0.234	0.620.

5.7 Trip Generation

5.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application of up to 135 dwellings, there is estimated to be 59 vehicle Departures in the AM peak hour.

5.8 TP Target Methodology

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school.

5.8.4 The approach/philosophy adopted for the TP target setting is to:

- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),

- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP Residential Target

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 135 dwellings.

5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 135 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 135 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 135, then the Framework TP target may not be sufficiently challenging.

5.9.3   The approach agreed within the Framework TP is to set the TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.

5.9.4   Furthermore, a practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.9.5   The residential TP target is set as **maximum AM peak hour 2-way vehicle trip rate of 0.514 vehicles/hour/dwelling.**

5.9.6   The explanation of how this is derived is as follows:

- 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development is 0.571 vehicles/hour/dwelling: this represents the 'business as usual' situation,

- Apply reduction factor of 10% to the 2-way peak hour trip rate of 0.571, ie 0.9 x 0.571 = 0.514; the Framework TP target 2-way peak hour vehicle trip rate.

5.9.7   One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum peak hour 2-way vehicle trip rate of 0.514 vehicles/hour/dwelling.

5.9.8   An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 135 dwellings:

- TP target for residential: 0.514 x 135 dwellings = 70 vehicles (total 2-way) in AM peak hour,
- The TA estimates of peak hour traffic (total 2-way) generated by the proposed 135 dwellings (and that is used in all the TA modelling of junctions) are 78 vehicles in the AM peak hour,
- Hence, the TP target represents a reduction of 8 vehicles in the AM peak hour.

5.9.9   The above target is set so as to be less than 'business as usual' scenario, being a significant reduction in the AM peak hour.

5.9.10   There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11   The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

5.10   Timescale

5.10.1   A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.10.2   The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

5.11   Indicators

5.11.1   TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

6 Management Strategy

6.1 Over-Arching Strategy

6.1.1 For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 Pre-Occupation

6.2.1 PPG highlights that:

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation." (Reference ID: 42-003-20140306)

6.3 Travel Plan Co-Ordinator (TPC)

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,
- Email contact details,

- Date of taking up post.

6.3.5   There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6   A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.7   In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority and other key stakeholders.

6.3.8   More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus and rail travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Managing TP social media,

- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 Financial Arrangements

6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).

6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.5 Community Interaction

6.5.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

7 Measures to Encourage Sustainable Travel

7.1 Walk

7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.

7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.

7.1.3 All pedestrian routes within the Site have good natural surveillance, with proposed dwellings overlooking all pedestrian footways and on-site pedestrian routes.

7.1.4 The Swanstree Avenue Site frontage is circa 350m long. It is necessary for the development to form several points of pedestrian connection along Swanstree Avenue to avoid overly long walk routes. Drg No 1464/18 (refer TA report) shows that 3no points of connection between the proposed development and Swanstree Avenue will be available together with a 1.8m wide footway behind existing hedgerow on the south side of Swanstree Avenue which will provide a direct pedestrian connection between the Site access point and the existing public footpath ZU31.

7.1.5 The proposed access arrangements shown on Drg No 1464/18 (refer TA report) also include:

(i) Dropped kerbs and tactile paving on Swanstree Avenue to the west of the Site access,
(ii) Dropped kerbs and tactile paving on Swanstree Avenue at the connections between ZU31 and Swanstree Avenue.

7.1.6 On the north side of Swanstree Avenue, there are existing public rights of way that form connections with:

- Peregrine Drive, and
- Dalewood and then onwards to Wadham Place.

These routes are identified on Drg No 1464/18 (refer TA report) and are important for residents of the Site to access amenities to the north.

7.1.7 The works outlined above offer positive encouragement to residents to elect to walk to nearby amenities, which is in accordance with both local and national policies.

7.1.8   Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits.

7.1.9   The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2   Cycle

7.2.1   Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.

7.2.2   Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.

7.2.3   Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters application.

7.2.4   Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.5   The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.6   Promotional events and literature will be arranged by the TPC, to encourage cycling and emphasise the health benefits.

7.3   Public Transport

7.3.1   The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus and rail services. This will include bus stop locations, routes & destinations, and frequency of services.

7.3.2   The nearest bus stops to the Site are located on:

- Brenchley Road (in the vicinity of Crocus Drive):   440m,
- Crocus Drive (in the vicinity of Marjoram Drive):   455m, and
- Swanstree Avenue (in the vicinity of Rectory Road):   750m.

7.4 Car Share

7.4.1   Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

7.4.2   The TPC will identify a car share scheme to be promoted to residents. For example, Liftshare, a well-established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Newington, and indeed residents at other locations that may share a route for journey to work with residents of the development.

7.4.3   The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.

7.4.4   Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- A car share scheme is to be promoted to residents;
- Information about this scheme is to be included in Induction Packs;
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.5   The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.5 Electric Vehicles

7.5.1   To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of a 32Amp single phase electrical supply that will allow for the future inclusion of an individual electric car charging point for each property.

7.6 Work at Home

7.6.1   The 2011 Census data records that 2.1% of employed residents in Roman work at home.

7.6.2   The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.6.3   The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 Behavioural Strategies

7.7.1   If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.7.2   A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.7.3   An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.7.4   A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.7.5   Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.8   Summary

7.8.1   A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

8 Marketing Strategy

8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:

- Raise awareness of sustainable travel options,
- Promote individual measures and initiatives,
- Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.

8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:

- At the residential sales marketing suites,
- Occasional promotional initiatives,
- Residents Induction 'Travel Pack',
- Website/social media.

8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.

8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.

8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:

- TP objectives,
- TPC: description of role and contact details,
- Walk: health benefits of walking,
- Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
- Public Transport: information about bus and rail services,
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,

- Information sources:　　eg residential sales office, websites, social media, etc.

8.6　　Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

8.7　Social Media

8.7.1　　Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2　　The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc,
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc,
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3　　The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4   The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5   The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.

9 Monitoring & Review

9.1   Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.

9.2   Key points about the TP monitoring and review regime are that this:

- Is essential to ensure that the TP objectives are being met,
- Assesses the effectiveness of the TP measures and provides opportunity for review,
- Must be done over time, and hence requires action and resources.

9.3   The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.

9.4   The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.

9.5   The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.

9.6   Monitoring of the TP is to employ two types of survey:

- Traffic count surveys: recording the morning peak hour vehicle trip generation of the residential development,
- Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.

9.7   The survey methodology must be submitted to the local authority for approval prior to first occupation.

9.8   The initial travel surveys will:

- Be the vehicle traffic counts during the AM peak hour,
- Be undertaken at the development access,

- Establish the baseline travel characteristics of the residential development,
- Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).

9.9   Subsequently, AM peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

9.10   The residential questionnaire travel surveys will be undertaken:

- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
- Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.

9.11   Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents' work journey distance and/or location,
- Travel mode choice,
- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12   TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

9.13   Data collected from all the surveys will comply with the data protection regulations. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.

9.14   The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.

9.15   The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.

9.16   An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:

- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
- A schedule of meetings held throughout the year, and other key contact information,
- A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

10 Action Plan & Budget

10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum AM peak hour 2-way vehicle trip rate of 0.514 vehicles/hour/dwelling.**

10.2 Action Plan

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:
- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus and rail operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC.

Upon occupation and subsequently:
- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 50 houses:
- AM peak hour vehicle traffic count survey at the development access to be undertaken and subsequently analysed,

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation 50 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent **traffic count surveys** as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential **questionnaire travel surveys**:

- Biennially until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3   Funding/Budget

10.3.1   The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2   A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3   In practice, if there is more than a single residential developer, then:

- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

10.4   Summary

10.4.1   Table 10.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.
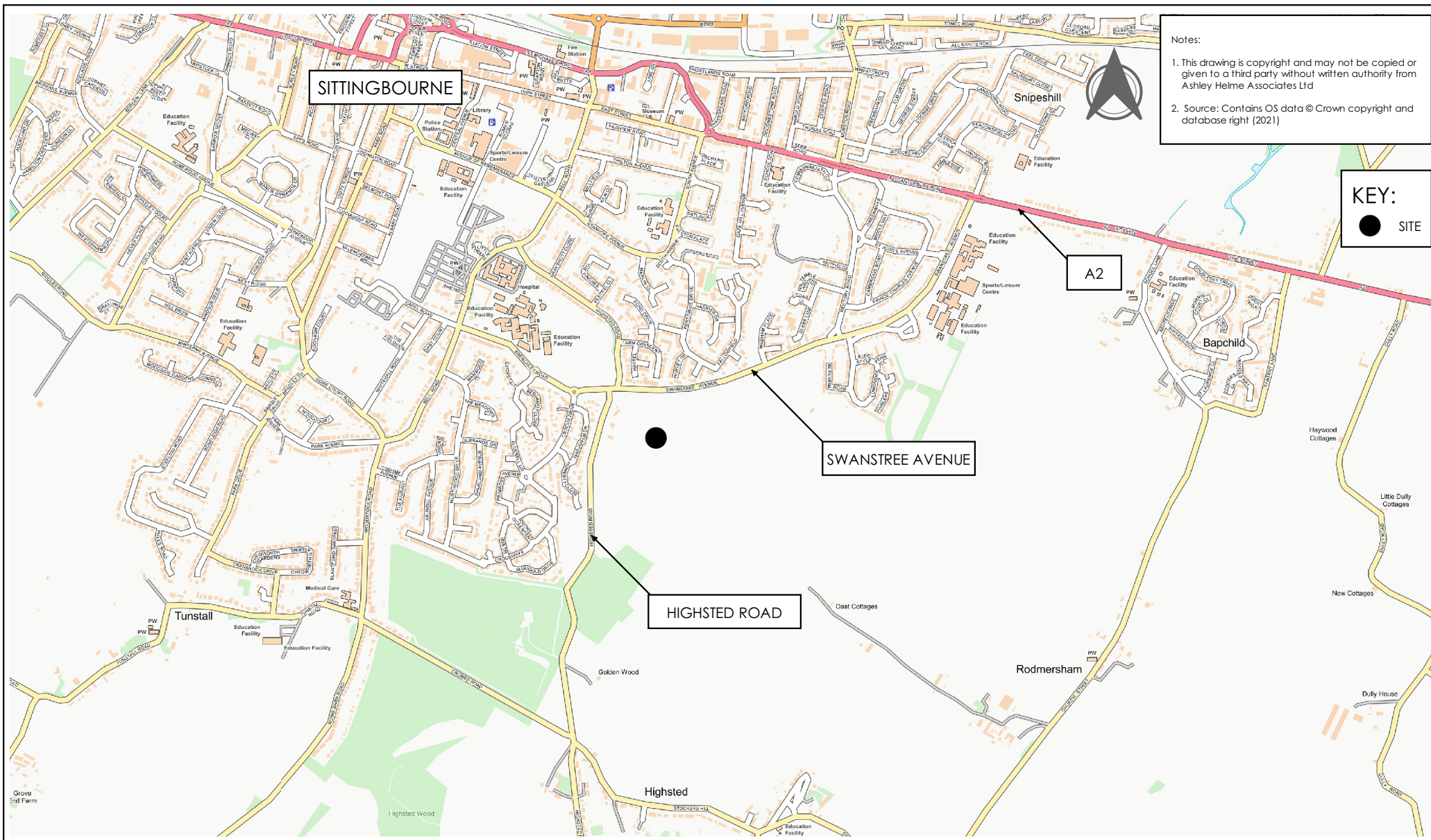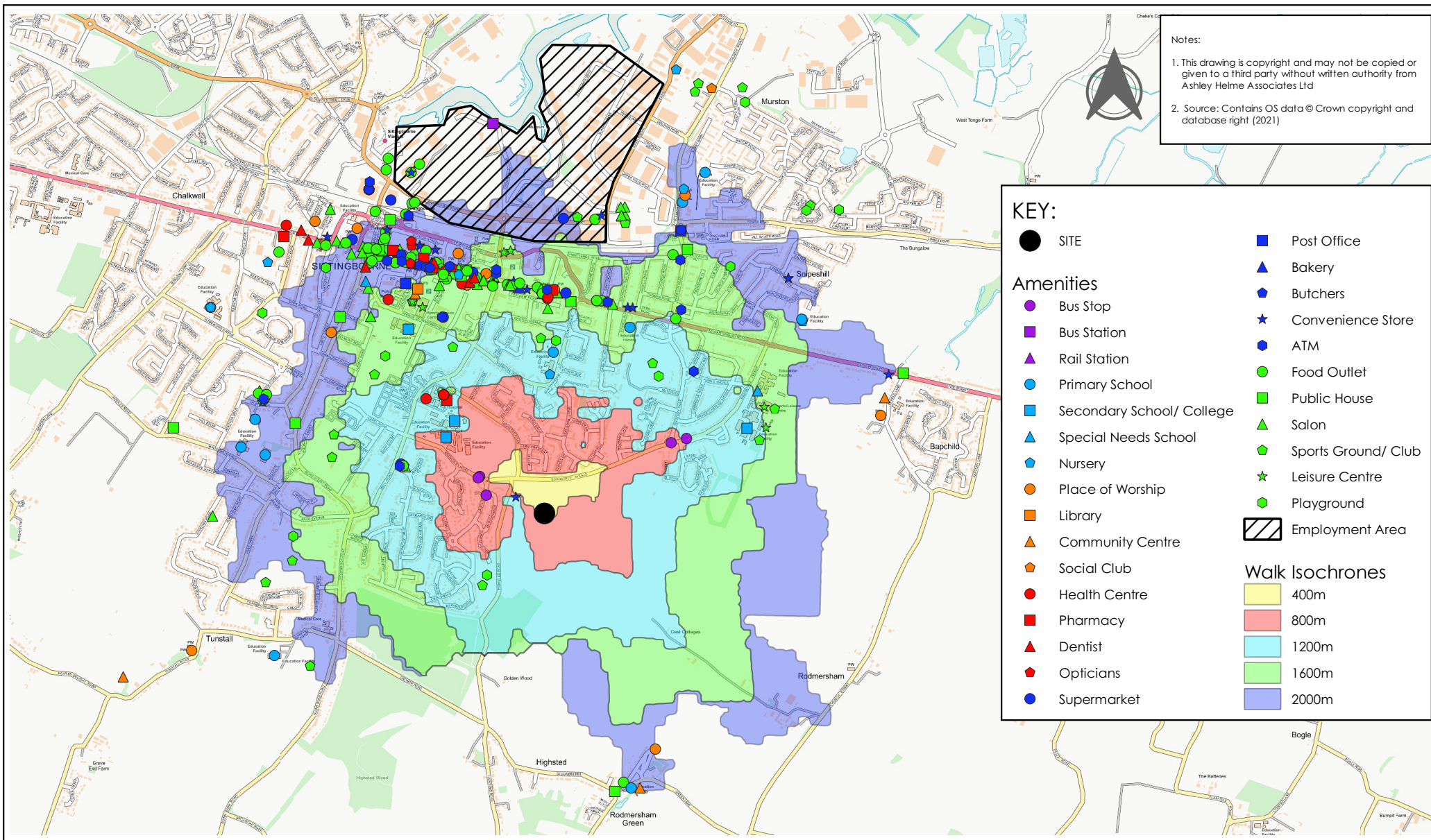
11 Conclusions

11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).

11.2 This Framework TP report is prepared to support the current outline planning application for up to 135 dwellings. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.

11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.

11.4 The outcomes approach is adopted for the TP.

11.5 A residential TP target is set of: **maximum AM peak hour 2-way vehicle trip rate of 0.514 vehicles/hour/dwelling.**

11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures

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SITTINGBOURNE

Snipeshill

A2

Bapchild

SWANSTREE AVENUE

Haywood Cottages

HIGHSTED ROAD

Little Dully Cottages

New Cottages

Oast Cottages

Rodmersham

Dully House

Tunstall

Golden Wood

Grove End Farm

Highsted

KEY:

● SITE

Project:	Title:		
SWANSTREE AVENUE, SITTINGBOURNE	FIGURE 1.1		
	LOCATION PLAN		ASHLEY HELME ASSOCIATES
Client:	Date:	Scale:	
GLADMAN DEVELOPMENTS	MARCH 2021	NTS	

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KEY:

● **SITE**

Amenities

- ● Bus Stop
- ■ Bus Station
- ▲ Rail Station
- ● Primary School
- ■ Secondary School/ College
- ▲ Special Needs School
- ⬟ Nursery
- ● Place of Worship
- ■ Library
- ▲ Community Centre
- ⬟ Social Club
- ● Health Centre
- ■ Pharmacy
- ▲ Dentist
- ⬟ Opticians
- ● Supermarket

- ■ Post Office
- ▲ Bakery
- ⬟ Butchers
- ★ Convenience Store
- ⬡ ATM
- ● Food Outlet
- ■ Public House
- ▲ Salon
- ⬟ Sports Ground/ Club
- ★ Leisure Centre
- ⬡ Playground
- ▨ Employment Area

Walk Isochrones

- 400m
- 800m
- 1200m
- 1600m
- 2000m

Project:	Title:	FIGURE 3.1		ASHLEY HELME ASSOCIATES
SWANSTREE AVENUE, SITTINGBOURNE	WALK ISOCHRONES AND AMENITIES			
Client:		Date:	Scale:	
GLADMAN DEVELOPMENTS		MARCH 2021	NTS	

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SITTINGBOURNE

Snipeshill

Bapchild

Tunstall

Footpath ZU31

Footpath ZU30

Golden Wood

Oast Cottages

Rodmersham

KEY:

● SITE
— Footpath
— Bridleway
— Restricted Byway

Project: SWANSTREE AVENUE, SITTINGBOURNE	Title: PUBLIC RIGHTS OF WAY (PROW)	FIGURE 3.2	
Client: GLADMAN DEVELOPMENTS		Date: MARCH 2021	Scale: NTS

ASHLEY HELME ASSOCIATES

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KEMSLEY

SITTINGBOURNE

TEYNHAM

KEY:

● SITE

Cycle Isochrones

2000m

5000m

Project:	Title:	FIGURE 3.3	
SWANSTREE AVENUE, SITTINGBOURNE	CYCLE ISOCHRONES		
Client:		Date:	Scale:
GLADMAN DEVELOPMENTS		MARCH 2021	NTS

ASHLEY HELME
ASSOCIATES

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Tables

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BUS NUMBER	ROUTE	FREQUENCY			OPERATOR
		MONDAY-SATURDAY		SUN	
		DAY	EVE		
Services calling on Brenchley Road within 440m of Site					
321A	Iwade – Sittingbourne Schools	1 trip[1]	-	-	CGCH
321B	Iwade – Sittingbourne Schools	1 trip[1]	-	-	CGCH
321C	Iwade – Sittingbourne Schools	1 trip[2]	-	-	CGCH
328	Sittingbourne – Upchurch - Rainham	1 trip[3]	-	-	CGCH
370S	West Minster – Sheerness – Minster – Sittingbourne Schools	1 trip[4]	-	-	T
371R	West Minster – Sheerness – Minster – Sittingbourne Schools	2 trips[5]	-	-	T
371S	West Minster – Sheerness – Minster – Sittingbourne Schools	2 trips[5]	-	-	T
372	Upchurch – Lower Halstow – Sittingbourne Schools	2 trips[5]	-	-	T
IB1	Sittingbourne Schools – Iwade – Minster – Sheerness - Halfway	1 trip[1]	-	-	CGCH
IB2	Sittingbourne Schools – Iwade – Minster – Sheerness - Halfway	1 trip[1]	-	-	CGCH
Services calling on Crocus Drive within 455m of Site					
9	Sittingbourne – Eden Village - Sittingbourne	60 mins[6]	-	-	CGCH
Services calling on Swanstree Avenue/ Rectory Road within 750m of Site					
333	Faversham - Sittingbourne	2 trips[7]	-	-	SSE
344	Conyer – Teynham – Sittingbourne - Bredgar	4 trips[8]	-	-	CGCH
345	Newnham – Doddington – Teynham - Sittingbourne	12 trips[9]	-	-	CGCH
373	Sittingbourne – Iwade – Queenborough – Sheerness – Oasis Academy	2 trips[5]	-	-	T

Notes:
1.   1 trip in the AM towards Sittingbourne. Service operates on schooldays only and is for students only.
2.   1 trip in the PM towards Iwade. Service operates on schooldays only and is for students only.
3.   1 trip in the PM towards Rainham. Service operates on schooldays only and is for students only.
4.   1 trip in the PM towards West Minster. Service operates on schooldays only.
5.   2 trips, one in each direction. Service operates on schooldays only.
6.   Service is a circular bus route, commencing and terminating at Sittingbourne Bus Station. Frequency of service can vary. Service operates at Eden Village Monday-Friday.
7.   2 trips, one in each direction. Service operates Monday-Friday only.
8.   4 trips on Monday- Friday, 1 in direction to Conyer in the PM and 3 in direction to Sittingbourne. Some services operate on schooldays only. On Saturdays, there are 4 trips towards Sittingbourne and 5 trips towards Conyer.
9.   12 trips on Monday- Friday, 5 in direction to Newnham and 7 in direction to Sittingbourne. There are 9 trips on Saturdays, 4 in direction to Newnham and 5 in direction to Sittingbourne. Some Monday-Friday services operate on schooldays only.

Key:
CGCH   Chalkwell Garage and Coach Hire
T   Travelmasters
SSE   Stagecoach South East

Source:

www.traveline.info, www.bustimes.org, www.chalkwell.co.uk, www.stagecoachbus.com, www.travel-masters.co.uk

Table 3.1   Bus Services & Frequencies

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MODE OF TRAVEL	DISTRICT		MIDDLE SUPER OUTPUT AREA (MSOA)	
	No.	%	No.	%
	Swale		Roman	
Work at Home	3165	5.0	48	2.1
Tram etc	101	0.2	0	0.0
Train	4329	6.9	148	6.4
Bus	1258	2.0	38	1.6
Taxi	242	0.4	14	0.6
Motorcycle	588	0.9	29	1.2
Car Driver	40843	65.0	1378	59.2
Car Passenger	3455	5.5	123	5.3
Cycle	1385	2.2	65	2.8
Walk	7086	11.3	478	20.5
Other	358	0.6	8	0.3
TOTAL	62810	100.0%	2329	100.0%

Notes:

1. Source: 2011 Census

Table 5.1   **Travel to Work (Resident Population)**
Employed Persons Aged 16-74

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MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/ BUDGET
Public Transport			
Provision of bus and rail timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
Walk/ Cycle			
Introduce pedestrian infrastructure as part of Site Access arrangements including new footway on south side of Swanstree Avenue and new crossing points on Swanstree Avenue.	Prior to first occupation	Developer	Developer funding
TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding
Car Share			
Liftshare car share arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Electric Vehicles			
32Amp electric feed provided for all dwellings for future inclusion of electric charging point	Prior to first occupation	Developer	Developer funding
Management			
Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY

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Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding

Monitoring and Review			
Provisional date for peak hour vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/ sales team	TPC/ sales staff time
AM peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 50 houses. Annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding
Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 50 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Ongoing monitoring of TP indicators	Start within 9 months of occupation of 50 houses	TPC	TPC staff time/ Developer funding

Promotion and Marketing			
Resident Welcome/ Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
Induction meeting for sales staff	Prior to first occupation	TPC	TPC staff time
Each household to be issued with Welcome/ Induction pack	Upon first occupation	TPC/sales team	Developer funding
Promotional activities to residents by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/Developer funding

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY