

**Grove House Farm,  
Ashford Road, Sellindge**

## **TRAVEL PLAN**

Report prepared for  
Gladman Developments Ltd

October 2023

Report Reference 1687/5/A



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ASSOCIATES

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# Travel Plan

## Grove House Farm, Ashford Road, Sellindge

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# Travel Plan

## Land South of Ashford Road, Sellindge

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# 1 Introduction

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- 1.1 Gladman Developments Ltd have submitted a planning application for a residential development on land at Grove House Farm, Ashford Road, Sellindge (henceforth referred to as the Site). This Travel Plan (TP) supports the planning application.

## 1.2 Overview

- 1.2.1 The Site is presently agricultural land. The proposed development comprises a residential development of up to 55 dwellings. All matters are reserved, except access. The Site was the subject of a planning application in 2020 (ref 20/0604/FH), but that application was subsequently withdrawn.
- 1.2.2 The Site forms part of a wider allocation (outlined at Policy SS1 in the Folkstone and Hythe Core Strategy Review). A separate planning application for a residential development for 105 dwellings on the Potten farm site will be submitted at the same time as the Grove House application. The allocation also includes the potential for further development (circa 95 dwellings) on the Rotherwood site (to the east of Potten Farm and south east of Grove House).
- 1.2.3 Figure 1.1 shows the location of the Site in the context of the local highway network.
- 1.2.4 The TP is informed by a separate Transport Assessment (TA) prepared and submitted in support of the planning application. There is consistency between the TP and the corresponding TA report.
- 1.2.5 The access strategy for the development is founded on the fundamental principle of encouraging travel to/from the Site 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 at the development.

## 1.3 Travel Plan Objectives

- 1.3.1 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.
- 1.3.2 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 the choice of travel mode for all those travelling to/from the Site.

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

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

1.3.5 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)

## 1.4 Scope of Travel Plan

1.4.1 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.

1.4.2 The underlying purpose of a 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.



## 2 Existing Conditions: Key Information

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### 2.1 Site Location

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

### 2.2 Accessibility by Walk

2.2.1 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 2 kilometres.

2.2.2 The National Travel Survey (NTS) of 2022 is a household survey of personal residents of England travelling within the UK. NTS 2022 confirms that 31% of **all** trips are undertaken on foot. However, for trips less than 1 mile (1.6km), 83% of journeys are carried out on foot.

2.2.3 The NTS establishes that:

- (i) 83% of all trips under 1 mile (1.6km) are made by foot,
- (ii) Nearly all walks recorded in the NTS were under 5 miles (99.8%),
- (iii) Walking accounts for 31% of all trips and 4% of distance travelled,
- (iv) 53% of trips to and from school were made by walking, by children aged 5-10 and 41% of trips to and from school were by foot for children aged 11-16,
- (v) Most trips to/from school for a trip length of under 1 mile were made by walking (8^5 for children aged 5-10 and 90% for children aged 11-16).

2.2.4 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 a typical normal walking speed. Figure 2.1 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, (ie reflecting 5, 10, 15, 20 and 25-minute walk journeys), and taking account of the pedestrian infrastructure.

2.2.5 The walk isochrones presented in Figure 2.1 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.





2.2.6 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 2.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

2.2.7 Indicated on Figure 2.1 are examples of local facilities near to the Site. Figure 2.1 shows that bus services, a public house and convenience store are accessible within a 400m walk of the Site.

2.2.8 There are further amenities within an 800m walk of the Site:

- (i) Additional bus services,
- (ii) Primary School,
- (iii) Nursery,
- (iv) Place of Worship,
- (v) Community Centre/ Social Club,
- (vi) Health Centre,
- (vii) Sports Ground/ Sports Club,

2.2.9 There is also a supermarket and post office within a 1200m walk of the Site.

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

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

### **2.2.12 Public Rights of Way**

2.2.12.1 Figure 2.2 presents the existing Public Rights of Way (PROW) near to the Site. Footpath No HE310/1 and 301/2 pass through the Site. The Development Framework Plan shows that these footpaths will be retained.

2.2.12.2 Figure 2.2 shows that there is an extensive network of footpaths in/near Sellindge, providing good opportunity for leisure walking in the vicinity of the Site.

### **2.2.13 Walk Routes to Schools**

2.2.13.1 The nearest primary school to the Site is Sellindge Primary School on the A20 Ashford Road and is located to east of the Site on Ashford Road, about a 575m walk from the Site centroid.



- 2.2.13.2 The most direct walk route to the school is along A20 Ashford Road. There is continuous footway and street lighting along this route. There is also an existing zebra crossing on A20 Ashford Road in the vicinity of the primary school.

#### **2.2.14 Proposed Pedestrian Measures**

- 2.2.14.1 Measures to promote walking as part of the development proposals are outlined in Chapter 6.

### **2.3 Cycle**

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

- 2.3.2 Gear Change, A Bold Vision for Cycling and Walking (DfT, 2020) states:

*"58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking."* (Page 11)

- 2.3.3 The cycle isochrones presented in Figure 2.3 were created using Basemap TRACC software.

- 2.3.4 Figure 2.3 indicates the 2km and 5km cycle isochrones for the Site. Review of Figure 2.3 highlights that Sellindge is within a 2km cycle ride of the Site. Figure 2.3 also shows that Brabourne Lees, Lympe Industrial Estate, and some of Lympe and Westenhanger are within a 5km cycle ride of the Site.

#### **2.3.5 Proposed Cycle Measures**

- 2.3.5.1 Measures to promote cycling as part of the development proposals are outlined in Chapter 6.

### **2.4 Accessibility by Public Transport**

- 2.4.1 The proposed development affords opportunity for development generated public transport journeys to be made by bus and rail.



## 2.4.2 Existing Bus Stops

2.4.2.1 Figure 2.1 identifies the locations of existing bus stops in the vicinity of the Site. The nearest bus stops are on the A20 Ashford Road. The westbound stop is within a circa 215m walk of the Site centroid and the eastbound stop is within a circa 280m walk.

2.4.2.2 The bus stops comprise flag and pole with timetable information.

## 2.4.3 Bus Services & Frequencies

2.4.3.1 Service No 10 calls at the stops closest to the Site. The Service No 10 operates between Folkstone and Ashford, with an hourly frequency in both directions, Monday-Saturday.

2.4.3.2 The first and last journeys **to** these destinations are:

DAY	TO ASHFORD		TO HYTHE		TO FOLKESTONE	
	FIRST	LAST	FIRST	LAST	FIRST	LAST
Monday to Friday	0903	1930	0642	1839	0706	1739
Saturday	0903	1930	0739	1839	0739	1739.

2.4.3.3 The first and last journeys **from** these destinations are:

DAY	FROM ASHFORD		FROM HYTHE		FROM FOLKESTONE	
	FIRST	LAST	FIRST	LAST	FIRST	LAST
Monday to Friday	0620	1804	0834	1915	0910	1810
Saturday	0704	1804	0834	1915	0910	1810.

2.4.3.4 The typical approximate journey times to these destinations are:

LOCATION	JOURNEY TIME (MINS)
Hythe, Red Lion Square	31
Ashford International Railway Station	36
Folkestone, Bus Station	56.

2.4.3.5 The 18A bus service operates between Canterbury and Ashford, calling at the bus stops closest to the Site. The service operates on Monday-Fridays on school days only. The No 18A has two service each day. An AM service that leaves Ashford at 0657, calls at Sellindge (the Dukes Head) at 0720 and arrives at Canterbury Bus Station at 0825. The return journey leaves Canterbury Bus Station at 1615, calls at Sellindge at 1713 and arrives back at Ashford at 1740.



2.4.3.6 The 971 bus service calls at stops on Swan Lane, which are within a circa 1200m walk of the Site. The 971 service operates between Harvey Grammer School (Folkstone) and Newingreen, also calling at Sellindge. The service operates a single journey Mondays-Fridays on school days only. The service departs Harvey Grammar School at 1538, calls at Sellindge (opposite Downs Way) at 1630 and arrives at Newingreen at 1639.

2.4.3.7 It is demonstrated that there is opportunity for residents of the Site to undertake journeys by bus to a variety of destinations, including Ashford, Folkstone, Hythe and Canterbury.

## **2.4.5 Rail**

2.4.5.1 The closest rail station to the Site is Westenhanger, which is located on the South Eastern Main Line and is within a circa 5.5km cycle ride of the Site. There is also a small car park at the station. There is presently no cycle parking at Westenhanger, but cycles can be carried on all off-peak services calling at Westenhanger, and peak services away from London (towards Folkestone and Dover). Folding bikes (such a Bromptons), can be taken on any train at any time.

2.4.5.2 Rail services between Ramsgate and London Charing Cross call at Westenhanger. The frequency of service at Westenhanger station is typically 1 train per hour in each direction. Services calling at Westenhanger rail station offer travel to a good range of destinations, including, among others:

<b>DESTINATION</b>	<b>JOURNEY TIME (mins)</b>
Ashford International	10
Folkestone West	8
Folkestone Central	10
Dover Priory	22
Ramsgate	75
Tonbridge	50
Sevenoaks	60
London Bridge	85
London Waterloo East	90
London Charing Cross	95.

2.4.5.3 Ashford International Rail Station is accessible by the No 10 bus services and is a circa 36 minute journey time from the bus stops closest to the Site. Ashford International connects several railway lines including High Speed 1 and the South East Main Line.

2.4.5.4 In addition to those destinations on the South Eastern Main Line (as set out above), trains are available from Ashford International to a number of locations, including:



DESTINATION	JOURNEY TIME (mins)
Canterbury West	22
Maidstone East	30
Ebbsfleet	18
Stratford International	29
St Pancras International	38.

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

#### **2.4.6 Proposed Public Transport Measures**

- 2.4.6.1 Measures proposed to promote public transport infrastructure, as part of the development proposals, are outlined in Chapter 6.



## 3 Objectives & Outcomes

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- 3.1 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.
- 3.2 A key objective is that the TP measures are effective and efficient.
- 3.3 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).
- 3.4 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.
- 3.5 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.



## 4 Targets & Indicators

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4.1 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.

4.2 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:

<b>Specific</b>	there must be no ambiguity in the output,
<b>Measurable</b>	the policy target(s) can be set against directly observable output(s),
<b>Achievable</b>	the policy must be feasible,
<b>Realistic</b>	target should be within reasonable bounds and not too optimistic,
<b>Time bound</b>	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.

### 4.3 Benchmarking: Census Data

4.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the proposed development. Similarly, there is no recorded information about the modal choices of employees of the business uses. However, there is recorded/published information that provides a context for considering the setting of interim targets within the TP. The primary source of available information is the Census data. The 2021 Census data is now available, but this was undertaken at a time of unprecedented travel characteristics as a result of the Coronavirus pandemic. The Office for National Statistics (ONS) acknowledges this by stating on their website:

*“Census 2021 took place during the coronavirus (COVID-19) pandemic, a period of unparalleled and rapid change; the national lockdown, associated guidance and furlough measures will have affected the travel to work topic.”*

4.3.2 The ONS website, in reference to the 2021 Census Travel to Work data, states:

*“Take care when using these data for planning and policy purposes.”*



- 4.3.3 On this basis, it is considered that the 2011 Census data, despite the age of this data, is probably the better data to use given the unusual travel patterns at the time of the 2021 Census.

## 4.4 Census Data

- 4.4.1 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.

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

- Folkstone and Hythe (District),
- Shepway 009 Middle Super Output Area (MSOA).

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

- Folkstone and Hythe is the district in which the Site is located.
- The Site is located in Shepway 009 MSA.

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

- 4.4.5 The results of the Census journey to work interrogations are presented in Table 4.1.

## 4.5 Residents Travelling from the MSA/District

- 4.5.1 The reporting of the Census journey to work interrogations (presented in Table 4.1) 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.

- 4.5.2 Review of Table 4.1 identifies the following key information:

Car driver:	73.5% of Shepway 009 MSA journeys to work, and lower for Folkstone and Hythe as a whole (63.0%),
Car passenger:	4.1% of Shepway 009 MSA journeys, and slightly higher for Folkstone and Hythe as a whole (5.5%),
'Car driver + car passenger':	77.6% of Shepway 009 MSA journeys to work, and lower for Folkstone and Hythe as a whole (68.5%),





Cycle:	Slightly lower for Shepway 009 MSOA journeys to work (1.2%) than for Folkstone and Hythe as a whole (1.8%),
Walk:	Lower for Shepway 009 MSOA (5.0%) than Folkstone and Hythe as a whole (13.0%),
Bus:	3.6% for Shepway 009 MSOA journeys and slightly higher for Folkstone and Hythe as a whole (4.9%),
Train and Tram:	4.4% for Shepway 009 MSOA journeys to work and slightly less for Folkstone and Hythe as a whole 4.1%.
Working from Home:	Slightly higher in Shepway 009 MSOA being 6.5% than for Folkstone and Hythe as a whole (5.6%).

4.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Shepway 009 MSOA and Folkstone and Hythe as a whole highlight that:

- A higher number of people living in Shepway 009 MSOA drive to work than people living in Folkstone and Hythe as a whole,
- Fewer people walk to work in Shepway 009 MSOA than in Folkstone and Hythe as a whole,
- Cycling appears to be the least popular (excluding Tram) sustainable mode of travel to work at both the MSOA and district level,
- A slightly higher percentage of people in Shepway 009 MSOA travel to work by train than in Folkstone and Hythe as a whole,
- A slightly higher percentage of people living in Shepway 009 MSOA work from home than people living in Folkstone and Hythe as a whole.

4.5.4 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.

## 4.6 Trip Rates

4.6.1 The trip rates adopted in the TA for the residential units are as follows:

	Arrival	Departure	Two-way
AM	0.163	0.361	0.524
PM	0.351	0.157	0.508.



## 4.7 Trip Generation

- 4.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. The TA report estimates that the proposed development of 55 houses will generate the following trips in the AM and PM peak hours.

PEAK	ARR	DEP	2-WAY
AM	9	20	29
PM	19	9	28.

## 4.8 TP Target Methodology

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

- 4.8.2 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'.

- 4.8.3 The Census data does provide information that assists 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.

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

- Set the TP targets 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 TP target will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

## 4.9 TP Targets

- 4.9.1 The approach within this TP is to set the residential TP target in terms of 'peak hour vehicle trip rate' for the dwellings. 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.

4.9.2 The residential TP target is set as maximum AM and PM peak hour 2-way vehicle trip rates of **0.472 and 0.457 vehicles/hour/dwelling** respectively.

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

- The 2-way AM and PM peak hour vehicle trip rates, as adopted for TA estimate of traffic generated by the houses are 0.524 and 0.508 vehicles/hour/dwelling respectively. This represents the 'business as usual' situation,
- Apply a reduction factor of 10% to the 2-way AM peak hour trip rate of 0.524 for houses (ie  $0.9 \times 0.524 = \mathbf{0.472}$ ). Similarly, apply a reduction factor of 10% to the 2-way Pm peak hour rate of 0.508 (ie  $0.9 \times 0.508 = \mathbf{0.457}$ ).

4.9.4 The above targets are set so as to be less than 'business as usual' scenario, being a reduction in the PM peak hour.

4.9.5 It is not proposed at this stage 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. It is considered preferable to set other mode targets once the initial surveys have been undertaken so that targets can be set that provide the best chance of being met.

4.9.6 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'.

## 4.10 Timescale

4.10.1 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'. 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. The TP sets a timescale of 5 years from first occupation of the residential development for achievement of the TP residential target.



## 4.11 Indicators

4.11.1 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.



## 5 Management Strategy

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### 5.1 Pre-Occupation

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)*

### 5.2 Travel Plan Co-Ordinator (TPC)

5.2.1 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.

5.2.2 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.

5.2.3 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.

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

- Name,
- Telephone contact number,
- Email contact details,
- Date of taking up post.

5.2.5 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 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 Travel Packs,



- Set up appropriate management arrangements, eg contact arrangements with local authority.

5.2.6 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.

5.2.7 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.

5.2.8 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.

### **5.3 Financial Arrangements**

5.3.1 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).

5.3.2 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.

### **5.4 Community Interaction**

5.4.1 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.



## 6 Measures to Encourage Sustainable Travel

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### 6.1 Walk

- 6.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 6.1.2 The development includes improvements to the existing pedestrian infrastructure. Improvements to the pedestrian infrastructure includes:
- (i) Introduce 3.0m wide ghost island right turn lane on A20 Ashford Road;
  - (ii) Introduce 3.0m shared footway/cycleway on the east side of the Site access road and on the south side of the A20. Introduce 2.0m footway on the west side of the access road;
  - (iii) Introduce a Toucan crossing on the A20 to the east of the Site access;
  - iv) Introduce pedestrian refuge with dropped kerbs and tactile paving circa 20m east of the Site access on Ashford Road.
- 6.1.3 Promotional literature will be arranged by the TPC and included in the Travel Pack, to encourage walking, and emphasising the health benefits.
- 6.1.4 The TPC will prepare and arrange for distribution of maps showing local amenities and walking routes, which will provide encouragement for residents to walk to local facilities.

### 6.2 Cycle

- 6.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
- 6.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.
- 6.2.3 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.
- 6.2.4 Promotional literature will be arranged by the TPC, and included in the Travel Pack, to encourage cycling and emphasise the health benefits. The TPC will prepare and arrange for distribution of maps showing local amenities and cycling routes. This will include among other things promotion of local and national cycle routes, which will provide encouragement for residents to undertake journeys by cycle.
- 6.2.5 The proposed development includes the introduction of a 3.0m shared footway/cycleway on the east side of the Site access road and a Toucan crossing to the east of the Site access.



## 6.3 Public Transport

- 6.3.1 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. It will also provide timetable information for Westenhanger train station.

## 6.4 Car Share

- 6.4.1 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.
- 6.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, the Kent Journey Share scheme (<https://kent.liftshare.com>) operated by 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 include existing residents in the area, or residents of other areas who undertake journeys close to the Site.
- 6.4.3 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.
- 6.4.4 In order to maximise this potential, the strategy is that, from initial occupation of the residential development:
- Car Share information is to be promoted to residents;
  - Information about these schemes 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 benefits, cost saving, potential to not need a car.





## **6.5 Electric Vehicles**

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

## **6.6 Work at Home**

- 6.6.1 The development will include provision of infrastructure for broadband service to be delivered to the new houses. The Travel Pack will highlight to residents the benefits of working at home.

## **6.7 Summary**

- 6.7.1 Suitable infrastructure is provided as part of the proposed development, enable trips to be undertaken by sustainable transport modes. This is to be complemented by a comprehensive Travel Pack to be issued to residents with information promoting, walk, cycle and public transport, and more sustainable car use, encouraging and achieving sustainable travel choices for people living at the development.



## 7 Marketing Strategy

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- 7.1 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 on an ongoing basis.
- 7.2 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'.
- 7.3 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.
- 7.4 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.
- 7.5 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, sources of cycle route information,
  - Public Transport: information about bus and rail services,
  - Car share/Car club: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
  - Information sources: eg residential sales office, websites, social media, etc.
- 7.6 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 Monitoring & Review

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- 8.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 8.2 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.
- 8.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 8.4 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.
- 8.5 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.
- 8.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the AM and PM 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.
- 8.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 8.8 The initial traffic count surveys will:
- Be the vehicle traffic counts during the AM and PM peak hour,
  - Be undertaken at the development accesses,
  - Establish the baseline travel characteristics of the residential development,



- Vehicle surveys are to be undertaken within 3 months of occupation of 30 residential units (this is to ensure that there is a sufficient residential development occupancy to yield worthwhile survey results).
- 8.9 Subsequently, AM and PM 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.
- 8.10 The questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 30 residential units (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
  - Subsequently, biennial survey until 5 years after first occupation of the residential development.
- 8.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:
- Resident 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.
- 8.12 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.
- 8.13 Data collected from all the surveys will comply with the Data Protection Act. 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.



- 8.14 The travel surveys will not only provide information about resident 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.
- 8.15 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 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.



## 9 Action Plan & Budget

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- 9.1 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 TP targets.
- 9.2 The residential TP target is set as maximum AM and PM peak hour 2-way vehicle trip rates of **0.472 and 0.457 vehicles/hour/dwelling** respectively.

### 9.2 Action Plan

- 9.2.1 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:

- 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,
- 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,
- Promotional activities to residents, by a variety of means (and ongoing).

#### Within 3 months of occupation of 30 residential units:

- AM and PM peak hour vehicle traffic count surveys at the development accesses 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 of 30 residential units:**

- 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 residential development,

Subsequent **questionnaire travel surveys:**

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

9.2.2 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. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

### 9.3 Funding/Budget

9.3.1 The residential developer is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP.

9.3.2 A sufficient revenue budget must be identified by the developer to employ the residential TPC for a period of 5 years, 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.

### 9.4 Summary

9.4.1 Table 9.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.





## 10 Conclusions

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- 10.1 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).
- 10.2 This TP report is prepared to support the planning application for 55 houses.
- 10.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the developer(s), and to be in post 3 months prior to first occupation of the dwellings.
- 10.4 The outcomes approach is adopted for the TP.
- 10.5 The residential TP target is set as maximum AM and PM peak hour 2-way vehicle trip rates of **0.472 and 0.457 vehicles/hour/dwelling** respectively.
- 10.6 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

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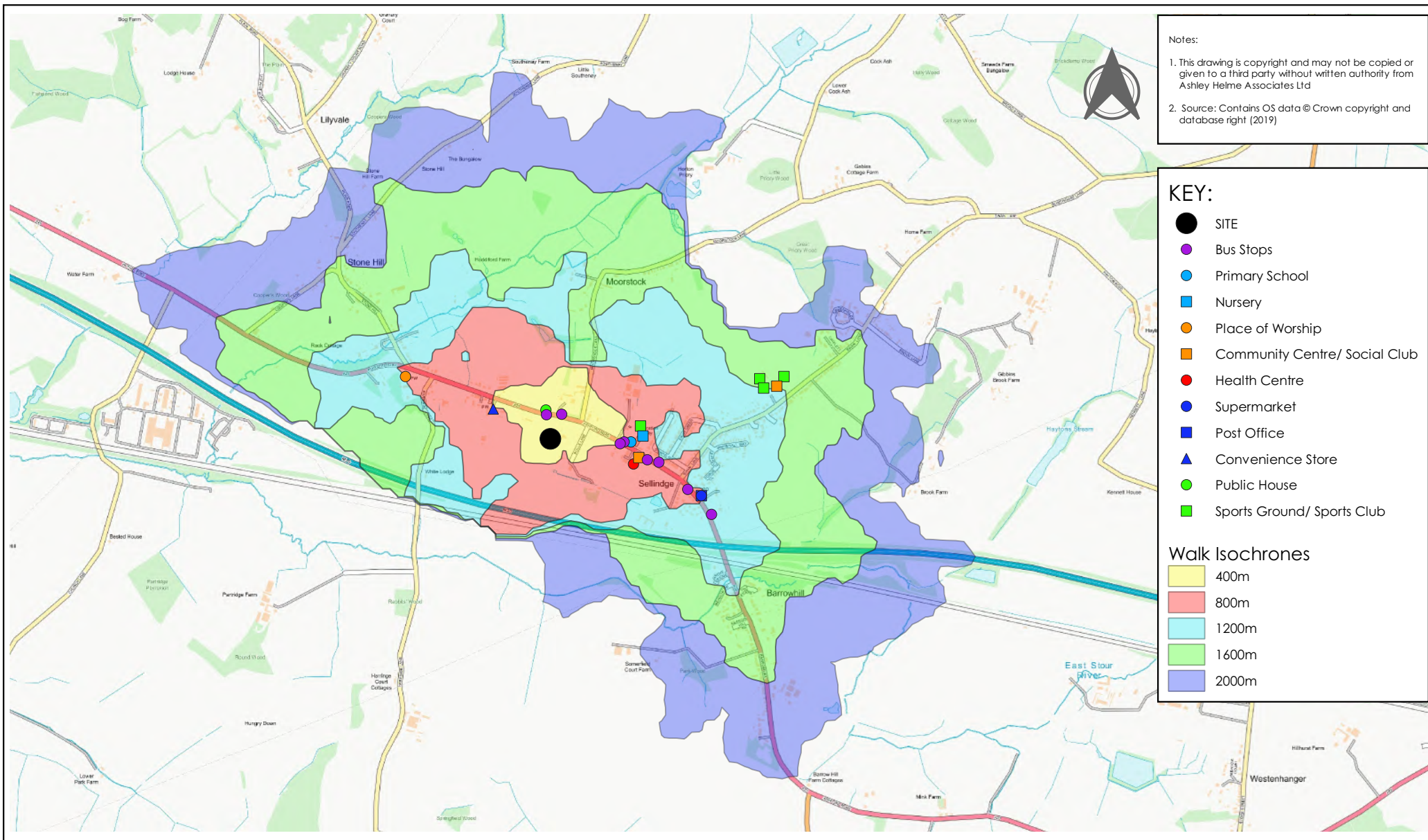
## Figures

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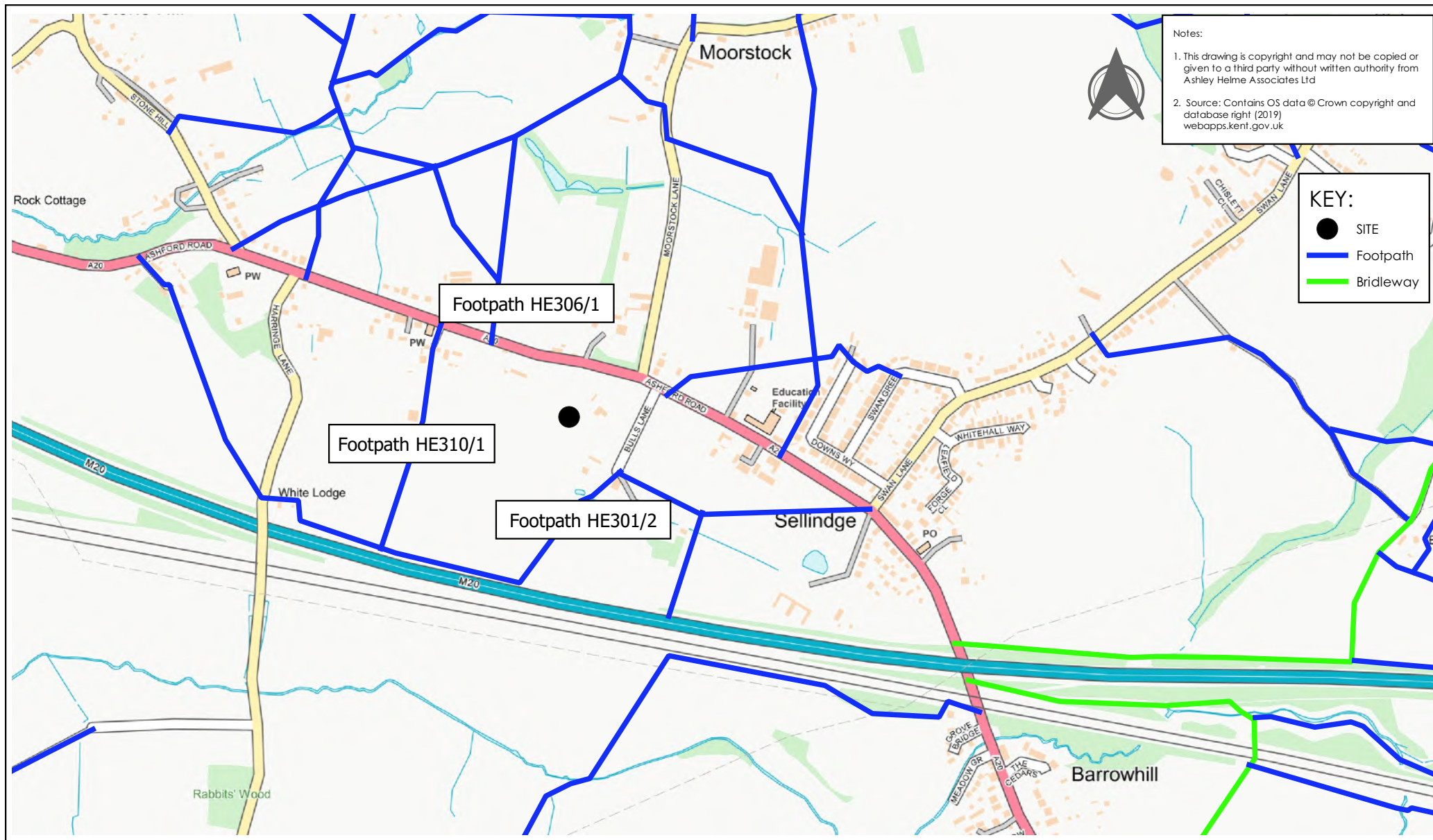
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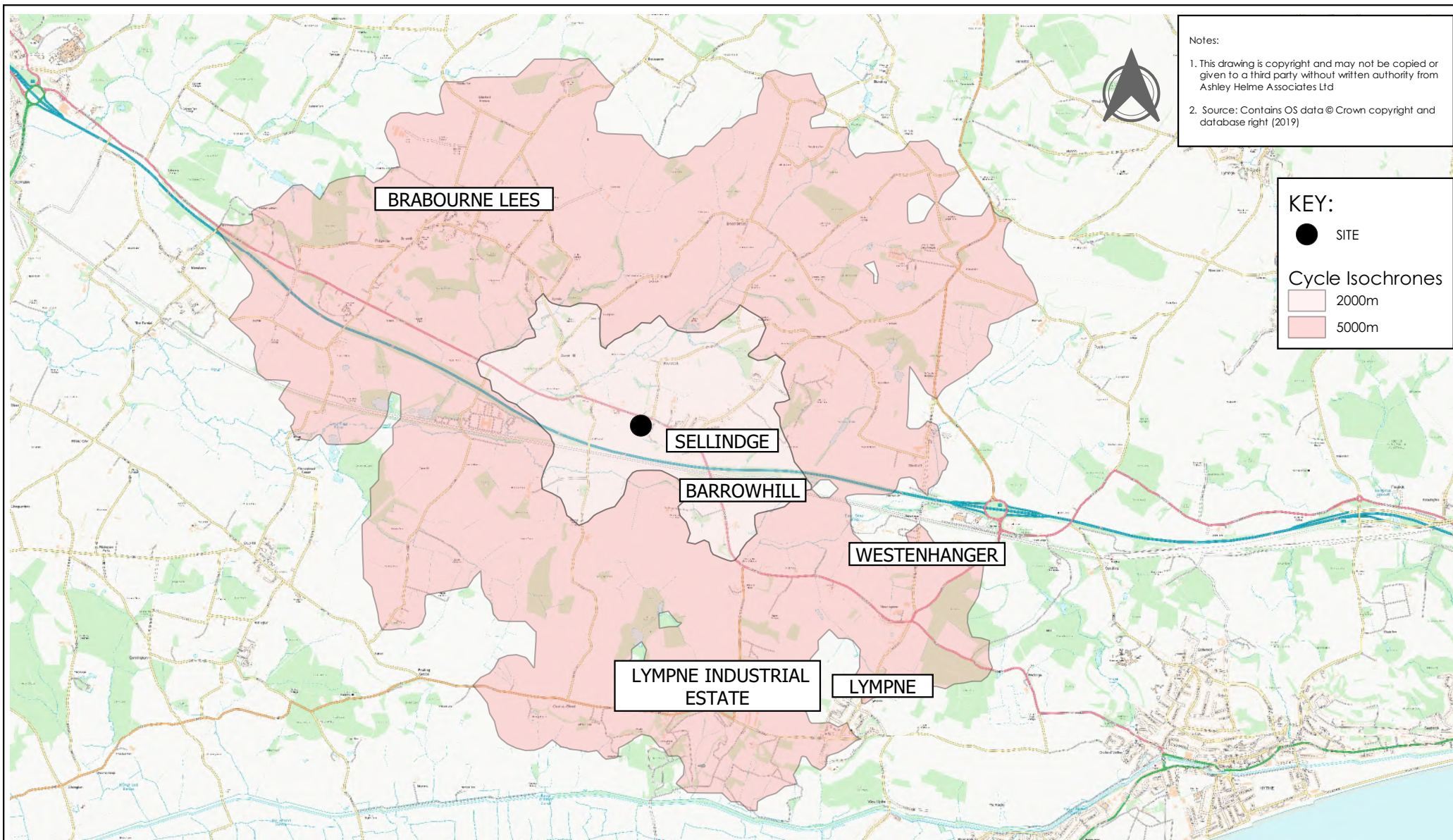


Project: ASHFORD ROAD, SELLINDGE	Title:  WALK ISOCHRONES AND AMENITIES	FIGURE 2.1		
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2019	Scale: NTS	



Project: ASHFORD ROAD, SELLINDGE	Title:  PUBLIC RIGHTS OF WAY (PROW)	FIGURE 2.2		 <b>ASHLEY HELME</b> ASSOCIATES
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2019	Scale: NTS	





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**KEY:**

● SITE

**Cycle Isochrones**

2000m

5000m

Project:  
ASHFORD ROAD, SELLINDGE

Client:  
GLADMAN DEVELOPMENTS

Title:  
CYCLE ISOCHRONES

FIGURE 2.3

Date:  
OCTOBER 2019

Scale:  
NTS





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## Tables

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MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/ BUDGET
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Walk/ Cycle/Public Transport			
Welcome/ Induction Pack prepared to highlight sustainable travel options	Prior to first occupation	TPC	TPC staff time/ Developer funding
Provision of bus and rail timetable information to residents and employees of medical centre as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
Proposed pedestrian and cycle infrastructure improvements.	Prior to first occupation	Developer	Developer

Car Share			
Car share opportunities and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time

Electric Vehicles			
EV charging infrastructure (ducting and cables) to be provided at all of the houses.	Prior to first occupation	Developer	Developer funding

Management			
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

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

Table 9.1 RESIDENTIAL TP ACTION PLAN SUMMARY

Am & PM peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 30 residential units. 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 30 residential units. Then biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding

Promotion and Marketing			
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 and medical centre employees	Prior to first occupation	TPC	TPC staff time
Each household and employee to be issued with Welcome/ Induction pack	Upon first occupation	TPC/sales team	Developer funding
Promotional activities to residents and employees by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/Developer funding

Table 9.1 RESIDENTIAL TP ACTION PLAN SUMMARY

MODE OF TRAVEL	DISTRICT		MSOA	
	No.	%	No.	%
	Folkestone and Hythe		Shepway 009	
Work at Home	2705	5.6	209	6.5
Tram etc	94	0.2	2	0.1
Train	1905	3.9	136	4.3
Bus	2358	4.9	115	3.6
Taxi	250	0.5	2	0.1
Motorcycle	362	0.7	33	1.0
Car Driver	30422	63.0	2350	73.5
Car Passenger	2654	5.5	131	4.1
Cycle	893	1.8	37	1.2
Walk	6261	13.0	159	5.0
Other	376	0.8	22	0.7
<b>TOTAL</b>	<b>48280</b>	<b>100.0%</b>	<b>3196</b>	<b>100.0%</b>

Notes:

1. Source: 2011 Census

**Table 4.1**      **Travel to Work (Resident Population)**  
**Employed Persons Aged 16-74**