



Countryside Properties PLC

Ash Bank Road, Werrington

Residential Travel Plan

October 2021



Countryside Properties PLC

Ash Bank Road, Werrington

Residential Travel Plan

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APPENDICES

APPENDIX A Masterplan

APPENDIX B Example Travel Survey Questionnaire

1. Introduction

1.1 Overview

- 1.1.1 This Travel Plan (TP) has been prepared by mode transport planning (mode) on behalf of Countryside Properties PLC as part of a planning application for the development of two land parcels (ref: WE003 and WE052), both of which are allotted for residential development in the Staffordshire .
- 1.1.2 The site is located in Werrington, approximately 6.5km west of Stoke-on-Trent City Centre, comprising a development quantum of 75 dwellings (c.71 dwellings as part of land parcel WEE03 and c.4 dwellings for WE052).

1.2 Definition of a Travel Plan

- 1.2.1 Good Practice Guidelines 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) states that a TP is:

"A long-term management strategy for any occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".

- 1.2.2 Travel Plans are evolutionary documents that should be regularly updated, ensuring they can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this RTP will act as a starting point for the Travel Planning process, and that the document should be reviewed and updated on an annual basis, as necessary and appropriate.
- 1.2.3 The implementation of measures set out within this RTP, and the targets within it, will assist in reducing the number of vehicle trips generated by the site and increase the number of pedestrian, cycle, public transport and car sharing trips.
- 1.2.4 Once adopted the RTP will be revised following a survey of baseline travel patterns undertaken six months after first occupation of the development. At that time, the travel characteristics of residents of the site can be more readily determined, and the RTP can be refined as necessary.
- 1.2.5 The TP process will aim to deliver the following:
- Partnership approach to influence the travel behaviors of residents/visitors to and from the site;
 - Safe and viable alternatives to single occupancy car travel to/from the site;
 - Fewer vehicle trips and a reduction in overall vehicle mileage (including reduction in emissions);
 - Inform residents of the social, environmental and economic costs of their travel choices; and,

- Improved accessibility for all.

1.2.6 The RTP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. This RTP report is therefore a 'living document' that will be continually updated.

1.3 Format of the Travel Plan

1.3.1 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to help reduce the number of car trips generated by the development and increase the number of pedestrian, cycle and public transport trips. It also includes proposed methods for implementing and monitoring travel patterns and updating the TP report over a five-year period.

1.3.2 This report is structured as follows:

- **Chapter 2** details the aims, objectives and benefits that the TP will provide;
- **Chapter 3** describes the existing conditions, including the site location and the existing accessibility by sustainable travel modes such as walking, cycling and public transport; it also details the forecast travel characteristics of the residents/occupiers at the proposed development;
- **Chapter 4** describes the proposed development;
- **Chapter 5** details the TP targets;
- **Chapter 6** describes the measures and incentives that could be implemented at the site in order to achieve the targets;
- **Chapter 7** specifies plans for the implementation and monitoring of the measures and incentives at the site. This chapter also includes methods, monitoring and reviewing of the success of the TP over a five-year period; and,
- **Chapter 8** sets out an Action Plan on how the Travel Plan is anticipated to be delivered and operated.

1.3.3 The TP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. A TP report is therefore a 'living document' that will be continually updated.

1.3.4 This TP has been written in accordance with reference to the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Staffordshire County Council's 'Transport Assessments and Travel Plans' (2006).

2. Travel Plan Aims and Objectives

2.1 Overview

2.1.1 The objectives and their related outcomes define the high level aims of the TP and will dictate the overall direction of the TP and will be used to determine the targets set for the TP.

2.1.2 Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the TP. It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

2.1.3 This TP will focus on maximising sustainable access to the development and facilitating smarter journey choices. A summary of the Travel Planning Objectives (TPO's) is provided below:

TPO-01: Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies;

TPO-02: Improve accessibility of the site by sustainable modes of transport and address traffic and parking issues; and

TPO-03: Widen choice of travel modes for all those travelling to / from the site.

2.1.4 The above objectives have the key aim to reduce the level of car travel, particularly single occupancy journeys, to and from the site and will have the following related positive benefits:

- Reducing pressure on the surrounding highway network, particularly at peak times;
- Cutting carbon emissions and their contribution to climate change;
- Increasing road safety and protecting vulnerable road users;
- Reducing the cost of works on the highway or other transport infrastructure;
- Encouraging more active travel with associated health benefits;
- Improving local air quality; and,
- Reducing noise pollution.

2.1.5 The overarching objective of this TP is to minimise overall car mileage by reducing the car dependency of residents and visitors travelling to and from the proposed development. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by specific measures that will be provided within the development.

- 2.1.6 The TP will be focused on all trip types to and from the development including journeys to work, education, retail, health and leisure trips.
- 2.1.7 This TP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car, where viable/attractive alternatives exist.

3. Existing Conditions

3.1 Introduction

3.1.1 This chapter considers the existing context of the development in relation to land use, local highway network and accessibility by various sustainable modes of transport.

3.2 Site Location

3.2.1 The site is located in Werrington, approximately 6.5km west of Stoke-on-Trent City Centre and comprises land to the south of Ash Bank Road. Both land allocations are also bound by the HM Young Offenders Institute, to the south-east of the WE003 allocation, and to the south of the WE052 allocation.

3.2.2 The location of the site is shown in **Figure 3.1**, whilst the site masterplan is contained in **Appendix A**.

Figure 3.1 : Site Location Plan



3.3 Local Highway Network

Ash Bank Road (A52)

- 3.3.1 Ash Bank Road (A52) is a single carriageway road that provides connections between Stoke-on-Trent to the west of the site, and rural settlements to the east. The road routes between the Werrington Road (A52) in the Bucknall area of Stoke-on-Trent and Cellarhead Road (A52) to the east of Werrington.
- 3.3.2 Ash Bank Road is subject to a 40mph speed limit and a carriageway width of c. 7m. In the vicinity of the site the road benefits from streetlighting and pedestrian footway provision along both sides of the carriageway.

Washerwall Lane

- 3.3.3 Washerwall Lane is a single carriageway road that routes from the Ash Bank Road/Salters Lane/Washerwall Lane signalised crossroads in the south and provides access to the main residential area of Werrington, in addition to a network of rural lanes to the north of the village.
- 3.3.4 The road is residential in nature and also provides access to Werrington Primary School and a small local centre. The road is subject to a 30mph speed limit and includes traffic calming measures in the form of speed bumps along its entirety. The road also benefits from streetlighting and pedestrian footways on both sides of the carriageway, the footways on the eastern side being largely set back from the carriageway behind grassed verges.

Salters Lane

- 3.3.5 Salters Lane is a single carriageway road that routes from the Ash Bank Road/Salters Lane/Washerwall Lane signalised crossroads junction in the north to the A520 Leek Road in the south (via a short 50m section of Malthouse Lane at its southern end). The road is rural in nature with the majority of the carriageway subject to the national speed limit.
- 3.3.6 The speed limit is reduced in advance of entering Werrington village to 30mph, approximately 300m south of the Ash Bank Road/Salters Lane/Washerwall Lane junction. A footway is provided on the west side of the carriageway close to the northern end of the road, linking between footways on Chatsworth Drive and the A52 Ash Bank Road.

Armshead Road

- 3.3.7 Armshead Road routes from a priority crossroads with Rownall Road, close to the eastern extent of Ash Bank Road whilst also continuing on the eastern arm of the crossroads to a further priority T-junction with Ash Bank Road (out only).

3.3.8 In the vicinity of the site the road routes west from the crossroads junction, along the northern extent of Werrington village with residential frontages located on the southern side of the carriageway and agricultural land to the north. The road benefits from streetlighting along the entirety of this section and includes a pedestrian footway on the northern side of the carriageway for the first 130m which then routes along the southern side of the carriageway. This section of the road is also subject to a 30mph speed limit and includes traffic calming measures in the form of speed cushions.

Leek Road (A520)

3.3.9 Leek Road (A520) runs to the south of the site, from the signalised crossroads with the A52 to the residential area of Weston Coyney; where the A52 continues as Weston Road. Leek Road connects with Malthouse Lane and subsequently Salter Lane providing connections to and from the site.

3.4 Sustainable Travel

Bus Services

3.4.1 The Institution of Highways & Transportation (IHT) publication, Guidelines for Planning for Public Transport in Developments, 1999, suggests that “the maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m”.

3.4.2 Two sets of bus stops (in both directions) are located within 400m walking distance from the centre of the development parcels, of which two are located either side of the Ash Bank Road / Salters Lane / Washerwall Lane crossroads on Ash Bank Road, and two located immediately adjacent to the northern boundary of the WE052 site on Ash Bank Road.

3.4.3 All bus stops have shelters and the westbound stop adjacent immediately adjacent to the WE052 site and the eastbound stop at the crossroads have dedicated bus laybys. The services serving these bus stops are summarised below by route and peak hour frequency. An overview of the frequency of the bus services operating from these stops is provided in **Table 3.1**.

Table 3.1 : Bus Service Peak Hour Frequency*

Service No.	Route	Peak Hour Frequency		
		Weekday (Mon – Fri)	Saturday	Sunday
16	Leek – Cheddleton - Werrington - Hanley	2 an hour	2 an hour	-
32X	Hanley – Werrington – Cheadle - Tean	1 an hour	1 an hour	-
Kingfisher	Uttoxeter – Tean – Cheadle - Hanley	1 an hour	1 an hour	1 an hour

*Bus service frequencies may be affected as a result of the Covid-19 pandemic – times correct as of 09/08/21

3.4.4 As is shown in **Table 3.1**, regular bus services are available from bus stops accessible within a short walk from the site, providing links to destinations such as Hanley and Leek. In addition to these services, the no. 31A local school bus service also stops at these bus stops.

3.4.5 From Hanley onward connections are provided towards Stoke-on-Trent via the 9, 14, 21 and 23 services and to Newcastle-under-Lyme via the 4 and 101 services respectively.

Rail Services

3.4.6 The nearest train station to the site is Stoke-on-Trent, which is located approximately 7.3km to the west of the development site, from which a range of regional and national destinations can be accessed. The station can be accessed via the no. 16 and Kingfisher bus services which operate from the site, providing connections to Hanley, where the 9, 21, 23 and 25 services provide onwards connections to Stoke-on-Trent railway station, with an overall journey time of approximately 38 minutes.

3.4.7 **Table 4.2** provides a summary of routes and times of the rail services available from Stoke-on-Trent railway station.

Table 3.2 : Rail Services available from Stoke-on-Trent Railway Station*

Destination	Peak Hour Frequency	Typical Journey Time
Birmingham New Street	2 an hour	58 min
Manchester Piccadilly	3 an hour	40 mins
Crewe	2 an hour	25 mins
Derby	1 an hour	51 mins
Wolverhampton	2 an hour	32 mins
London Euston	2 an hour	1 hr 39 mins

*Train service frequencies may be affected as a result of the Covid-19 pandemic – times correct as of 09/08/21

Pedestrian & Cycling Infrastructure

3.4.8 There is a wide network of existing footways in the vicinity of the application site. Ash Bank Road (A52) benefits from footway provision along both sides of the carriageway, which are set back from the road behind grassed verges for the majority of this section and have a typical width of between 1.5m and 2m. These footways are typically lit and provide access to a number of amenities and services in the village of Werrington to the north of the site, as well as west towards the residential areas of Washerwall and Ash Bank.

3.4.9 A pelican crossing is located on the Washerwall Lane and Ash Bank Road (West) arms of the Ash Bank Road/Salters Lane/Washerwall Lane crossroads junction to the west of the site. Pedestrian crossing points in the immediate vicinity of the site are typically limited to dropped kerbs on minor arms which link with Ash Bank Road.

3.4.10 A number of PRoW are located within the vicinity of the site, which are demonstrated in **Figure 3.2**.

These routes provide connections north from the site through the village of Werrington and south towards Leek Road and the south-eastern residential suburbs of Stoke-on-Trent including Weston Coyney and Lightwood.

Figure 3.2: Local PROW Network



3.4.11 Currently no cycle infrastructure is located within the vicinity of the site however Salters Lane, Hulme Lane, Washerwall Lane/Stonehouse Road/Russell Grove/Moorland Avenue and Armshead Road are SCC advisory cycle routes, which provide links north towards the villages of Stanley and Longsdon, as well as south and west towards the city centre and residential suburbs of Stoke-on-Trent.

3.4.12 Route 550 of the National Cycle Network (NCN) routes approximately 5km west of the site and can be accessed via the A52. From here Route 550 can be used to access Stoke on Trent City centre and the wider Stoke on Trent area (linking to Routes 5, 55 and 555) or northwest to Leek.

Proximity to Local Services and Facilities

- 3.4.13 The development site is located in an area benefitting from a range of facilities / services within walking and cycling distance. The accessibility of the site is demonstrated within this section through the identification of local services and facilities that are accessible by walking and / or cycling.
- 3.4.14 Guideline walking distances provided in the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Providing for Journeys on Foot (2000)', are shown in **Table 3.3**.

Table 3.3 : CIHT Guideline Acceptable Walking Distances

Criteria	Town Centre	Commuting/School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

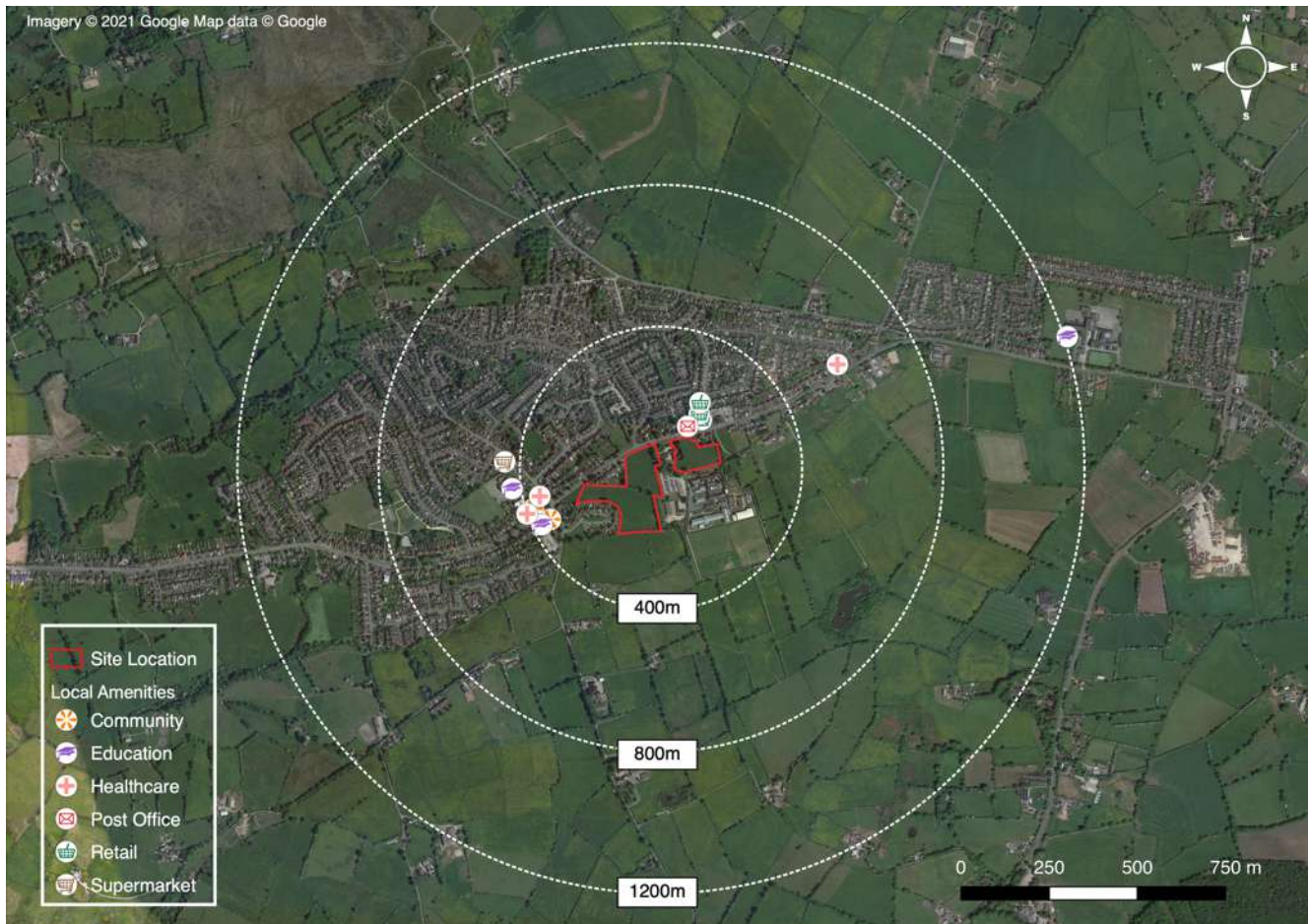
- 3.4.15 Appropriate walking distances are dependent upon the location of the specific development; more remote locations will see people being prepared to walk further to their end destination. Similarly, appropriate walking distances are also dependent upon the standard of existing pedestrian infrastructure provision, with further walking distances achievable in locations with extensive and high-quality pedestrian footways, crossings and pedestrianised areas.
- 3.4.16 As with pedestrian accessibility, the level of a site's cycle accessibility depends upon a combination of the distance from the local amenities and the standard of existing cycle infrastructure. It should, however, be noted that the cycle infrastructure can include facilities shared with vehicles and pedestrians as well as dedicated cycle infrastructure.
- 3.4.17 In respect of acceptable cycle distances, 'Local Transport Note 1/20: Cycle Infrastructure Design', published by DfT, states that 'two out of every three personal trips are less than five miles in length - which is an achievable distance to cycle for most people'. The document also states that 'for schoolchildren the opportunities are even greater: three quarters of children live within a 15-minute cycle ride of a secondary school, while more than 90% live within a 15-minute walk of a primary school'.
- 3.4.18 **Table 3.4** provides an indication of the approximate distances and walking / cycling times to local amenities and facilities. The measurements have been taken from the existing access from which parcel WE003 will be served, and the times are based on an average walking speed of 1.4 metres per second and average cycling speed of 4.4m/s.

Table 3.4 : Accessibility to Local Amenities / Facilities

Amenity / Facility	Distance from Site (m)	Estimated Walking Journey Time (mins)	Estimated Cycling Journey Time (mins)
Werrington Pre School	400	5	2
Post Office	100	1	1
Werrington News	200	2	1
Premier Stores: Shoppeezy	250	3	1
Brian Roberts Butchers	300	4	1
Trent Health Pharmacy	350	4	1
Werrington Village Surgery	400	5	2
St Phillips Church	400	5	2
Werrington Library	400	5	2
Werrington Primary School	450	5	2
Co-op Food	500	6	2
Werrington Dental Practice	550	7	2
Moorside High School	1200	15	5

3.4.19 An overview of the location of the amenities relative to the site is provided in **Figure 3.2**, for reference.

Figure 3.2 : Local Amenities Map



3.4.20 As demonstrated by **Figure 3.2** and **Table 3.4**, the development site is located within an accessible distance of a range of amenities / facilities including a primary and secondary school, medical facilities and a supermarket. Further amenities can be accessed via the bus services which operate along Ash Bank Road.

3.5 Summary

3.5.1 The level of accessibility to the site is considered to be good with a range of opportunities for sustainable travel, by walking, cycling, or utilising the existing public transport provision. A range of local amenities / facilities are also accessible within acceptable walking / cycling distances.

4. Proposed Development

4.1 Introduction

- 4.1.1 This section summarises the development and access proposals for the application site. Sustainable travel measures incorporated within the design of the site are also specified.

4.2 Development Proposals

- 4.2.1 The development at Ash Bank Road, Werrington will comprise of 75 dwellings, made up of two land parcels (ref: WE003 and WE052), both of which are allotted for residential development in the Staffordshire Moorlands Local Plan.

- 4.2.2 The schedule of development of the two land parcels are as follows:

WE003 – 71 Dwellings

- 6 x 1-bed dwellings;
- 24 x 2-bed dwellings;
- 27 x 3-bed dwellings; and
- 14 x 4-bed dwellings.

WE052 – 4 Dwellings

- 4 x 3-bed dwellings.

- 4.2.3 Access to land parcel WE003 will be taken by a newly constructed priority junction from the A52 Ash Bank Road, with access to HMP Werrington taken from the newly constructed access road. Access to land parcel WE052 will be taken via a new priority junction off the A52 Ash Bank Road, opposite Draw-Well Lane and immediately west of the bus stop.

5. Travel Plan Strategy

5.1 Overview

5.1.1 This RTP will seek to stimulate modal shift amongst new residents of the development site. A Travel Plan Co-ordinator (TPC) will be appointed by upon occupation of the proposed development. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of their Travel Plan on behalf of the occupier.

5.2 Travel Plan Co-ordinator

5.2.1 Management of the RTP represents an important element in pursuing the overall objective and aims of the Travel Plan. The TPC will be appointed three months prior to initial occupation of the site and will be responsible for the management of the RTP until five years after initial occupation.

5.2.2 The TPC will be fully trained and experienced in the aims and objectives of the travel planning process, and will be involved throughout the marketing, sales and occupation processes. The appointment of an appropriate TPC during the planning stages is essential to the successful implementation of the RTP and is in accordance with local policy. Typically, the TPC will be responsible for the following:

- Marketing the Travel Plan;
- Undertaking travel surveys and obtaining feedback from residents, a copy of an example travel survey questionnaire is attached at **Appendix B**;
- Monitoring against modal shift targets (against existing travel habitats determined from travel questionnaire);
- Developing further measures to contribute towards meeting targets;
- Implementing measures, and ongoing promotion of the Travel Plan (including introduction of new residents to the Travel Plan);
- Monitoring the effect of the Travel Plan, and summarising / reporting findings to SCC's Travel Planning Officer; and,
- Reviewing progress of the Travel Plan and looking for areas where further improvements can be made.

6. Targets

6.1 Introduction

6.1.1 This chapter identifies specific targets upon which the success of the TP will be considered. Targets should be **SMART**, that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related. The targets at the site will be based upon forecast mode share associated with the development.

6.2 Targets

6.2.1 Initial and interim targets have been based on 2011 Census data relating to the method of travel to work for residents living in the Mid-Layer Super Output Area (MSOA) within which the site is located – Staffordshire Moorlands 009: E02006212.

6.2.2 A summary of the 2011 mode share of residents living in these MSOAs is shown in **Table 5.1**.

Table 6.1 : Residents Method of Travel to Work – 2011 Census Data (Staffordshire Moorlands 009: E02006212)

Method of Travel to Work	Mode Share (%)
Driving a car or van	83%
Passenger in a car or van	6%
Motorcycle, scooter or moped	1%
Bicycle	1%
On foot	4%
Bus, minibus or coach	4%
Rail	1%
Other	0%
Total	100%

6.2.3 Specified targets for resident's travel and mode share will therefore be set out following the initial travel questionnaires at the site (post occupation), as detailed in **Chapter 7**.

6.2.4 The results of the questionnaires will enable a baseline to be established, and from this, measurable specific targets can be set. The interim target will be a 5% reduction in single occupancy resident car trips over a five-year period from initial occupancy of the respective units.

6.2.5 A summary of the interim targets is shown in **Table 6.2**.

Table 6.2 : Interim RTP Targets

Method of Travel to Work	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Driving a car or van	-1%	-1%	-1%	-1%	-1%	-5%
Passenger in a car or van						+5% across sustainable travel modes away from single occupancy private car use
Bicycle						
On foot	+1%	+1%	+1%	+1%	+1%	
Bus, minibus or coach						
Rail						
Other	-	-	-	-	-	-

- 6.2.6 Following the respective travel questionnaires being undertaken for the dwellings, the results will provide the actual percentage modal split of how residents travel to/from various journey purposes, and this will allow for a more refined baseline and specific mode shift targets to be determined and set.
- 6.2.7 The survey data will be collated, analysed and stored on an annual basis to monitor the impact of the measures set out to promote sustainable travel.
- 6.2.8 As the implementation of the RTP is a continuous process, targets cannot necessarily be expected to remain static over time. An important part of the implementation process is therefore to ensure that continuous monitoring is conducted, and that targets are adjusted accordingly (if necessary and applicable).

7. Travel Plan Measures

7.1 Overview

- 7.1.1 This chapter of the RTP outlines the specific measures to be implemented at the site. The implementation of the listed measures, which includes awareness initiatives and infrastructure provision, is the core of the RTP.

7.2 Baseline Surveys

- 7.2.1 Once adopted, the RTP will be revised following a survey of baseline travel habits undertaken six months after first occupation of the development, a copy of an example travel survey questionnaire is attached at Appendix B. The results of the questionnaire will provide an insight into the specific travel patterns at the site. It will also help identify barriers to different, more sustainable modes of travel experienced by all site users.
- 7.2.2 The questionnaire will contribute to increasing awareness of the RTP to residents of the development. The information gathered from the questionnaire will allow for realistic and achievable targets to be set and will assist in evaluating the most effective measures that can be pursued in order to meet specific targets for modal shift.

7.3 Marketing and Consultation

- 7.3.1 The TPC will be responsible for providing site users with details of the environmental, social, health and commercial benefits to be gained from engaging with the RTP. The TPC will promote the use of sustainable modes of travel, as an alternative to single occupancy car travel. The location of the development and the proximity to local amenities / facilities mean there is a high level of potential for travel by sustainable modes.
- 7.3.2 Awareness of the RTP will be promoted through promotional material to be provided by the TPC. Once the RTP has been adopted, a Travel Information Pack will be produced and disseminated to residents. The TPC will be responsible for reviewing and updating the information board on a regular basis.
- 7.3.3 Consultation and involvement will be essential in the successes of the RTP. Once the measures and targets are updated and agreed in consultation SCC Travel Plan Officers, these will be reported back to residents and actively promoted.

7.4 Sustainable Travel Measure

- 7.4.1 This is not an exhaustive list of measures – further measures may be identified throughout the life of the RTP.

Travel Information Pack

7.4.2 Upon residents occupying the dwellings, they will be provided with a Travel Information Pack as part of their welcome pack; this will include:

- An overview of the RTP and the benefits that having a travel plan brings to individuals, the community and to the environment;
- Contact details of their respective TPC, should they have any transport or travel problems, or ideas they wish to discuss;
- Details of opportunities for sustainable travel to and from the site;
- Details of any incentives that may be offered to encourage sustainable travel; and
- Details of car share schemes already operating in the local area.

Car Share

7.4.3 Regional and national car share websites will be promoted to the residents. These sites match users with potential partners as a driver or passenger. Once matched, users can choose to car share as little or often as they like. The benefits of the schemes will be promoted through the Travel Information Packs and include the following:

- Find drivers and passengers on-line instantly for free – no membership charge;
- Reduce the costs of fuel and parking;
- Choose parameters to define the kind of person that the user wants to share with;
- Cut congestion and pollution;
- Reduce the stress of driving; and,
- Access a variety of other travel information.

Public Transport Measures

7.4.4 Use of public transport will be promoted through the RTP. Up-to-date public transport timetables, bus maps and ticket information will be disseminated to the residents through Travel Information Packs and the TPC will investigate the possibility of offering residents with discounted bus vouchers/passes with local operators.

7.4.5 Website links to public transport information could also be provided as part of promotional literature; these include:

- www.nationalrail.co.uk;
- <https://www.firstbus.co.uk/potteries>; and

- <http://www.dgbus.co.uk>.

7.4.6 The websites and the resources that are provided will be promoted through the Travel Information Packs and noticeboard.

Walking and Cycling Measures

7.4.7 Walking and cycling routes and the benefits of healthy travel will be promoted to residents through the Travel Information Pack and will include routes to key destinations and transport facilities, with approximate walking/cycle distances and journey times.

7.4.8 The range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits to residents could include improvements to their health, reducing their monthly outgoings on transport, reduction in their carbon footprint, reducing congestion and pollution levels in the local area.

7.4.9 The cycle route maps will include information on the location and contact details of local bicycle (Inc. servicing/repair) shops and cycling organisations. The TPC will also investigate the potential for offering residents discounted equipment at local bicycle retailers and the possibility of free/discounted bike maintenance check-ups offered to residents will also be explored.

7.4.10 The contact details of local running and walking groups (if available) will also be provided to residents within the Travel Information Packs. These groups promote the benefits of walking on health and wellbeing and as an alternative to car travel.

7.4.11 Other walking and cycling measures include:

- **Promotion of events including 'National Walking Month', 'Cycle to Work Day' and 'Ride to Work Week':** residents/visitors at the application site will be encouraged to participate in events such as 'National Walking Month' and 'Cycle to Work Day'. For these activities, promotional resources (digital/hard copies) will be obtained from charities, such as Living Streets, Sustrans and CycletoWorkDay.org.
- **Publicise the health and environmental benefits of walking and cycling:** residents could be made aware of the benefits of active travel by the TPC displaying promotional information. Organisations that can be approached for publicity material include Living Streets and Sustrans;
- **Publicise adult/children cycle training:** Details of local cycle training providers will be made available/or offered to all residents. There are a number of registered cycle training providers for local residents and communities e.g. 'Bikeability'; and further information about cycle training and led rides can be found at: <https://bikeability.org.uk/>.
- **Provision of cycle parking and cycle storage facilities at the development:** Cycle parking and storage facilities for residents and their visitors will be provided within the curtilage of each dwelling.
- **Cycle maintenance workshops** can be explored and offered/promoted to residents.

8. Monitoring and Review

8.1 Overview

8.1.1 The principal objectives of the monitoring process are:

- To provide feedback to allow the proposed measures within the RTP to be developed further; and,
- To measure the level of success in meeting identified targets using key performance indicators.

8.2 Monitoring

8.2.1 The TPC will be responsible for monitoring the progress of the RTP; to ensure that it continues to remain effective, it is important that it is actively promoted. In order to measure its success and provide insights as to what improvements can be made the document will be reviewed annually by the TPC (for a period of up to 5-years post occupation and completion of 1st travel survey questionnaire). This will include an annual repeat travel survey questionnaire to identify any changes in travel patterns and monitor uptake of the measures to promote sustainable travel.

8.2.2 The information collected will enable a review of year-on-year change in modal choices against targets, as well as providing an opportunity to identify areas where the RTP can be improved or refined. An assessment will then be made of where further progress can be most effectively achieved. Following this, the Action Plan (included in **Chapter 8**), will be updated showing how this can be achieved. Specific targets may need to be modified as part of this process.

8.3 Reporting

8.3.1 An annual review and monitoring report will be undertaken for a period of five-years from first occupation (and completion of the 1st travel survey questionnaire) of the dwellings to assess the progress of the plan.

8.3.2 This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data.

8.3.3 The monitoring reports will be submitted to SCC's Travel Planning Officer. After the initial five-year period post-occupation of the dwellings the formal obligation for monitoring / implementation will cease.

9. Action Plan

9.1 Overview

9.1.1 This chapter presents an Action Plan which includes a summary of the Travel Plan commitments and the timescales for undertaking each of these. The Action Plan will need to be updated throughout the life of the development, with commitments added and removed as appropriate.

Table 9.1 : Action Plan

Action	Timescale	Responsibility
Appoint a Travel Plan Co-ordinator and provide details to SCC	Three months prior to initial occupation	Developer
Prepare Travel Information Pack	Prior to initial occupation	TPC
Undertake Travel Questionnaire	Upon occupation of 50 dwellings and annually thereafter, for up to 5 years total	TPC
Provide Progress / Monitoring Report to SCC Travel Plan Officer	Within <u>1</u> months of Travel Questionnaire being undertaken	TPC (mode)
Revise Targets and Measures where applicable (to be agreed with SCC)	Annually following travel questionnaires, up to 5 years post occupation	Developer/TPC
Assess Travel Patterns	Annually following travel questionnaires / monitoring report, up to 5 years total	TPC
Revise / Amend Travel RTP (if required)	Annually following travel questionnaires / monitoring report, up to 5 years total	TPC

APPENDICES

APPENDIX A

Masterplan

APPENDIX B

Example Travel Survey Questionnaire

Residential Travel Survey

As part of the monitoring process for the Travel Plan within <Insert Development Name>, we are currently conducting a Residential Travel Survey. We would be grateful if one member of your household could complete this survey to help us better understand your travel patterns, needs and how we may be able to further assist your travel requirements.

The survey will take approximately 5 minutes to complete and all responses will be treated confidentially.

What is a Travel Plan?

The principle objective of a Travel Plan is to reduce the amount of single occupancy car travel to and from a residential development site and subsequently promote and encourage more sustainable travel choices (i.e. walk, cycle & public transport).

The key benefits of a successfully implemented and well-managed Travel Plan may include:

- Reduction of traffic, congestion, air pollution and accidents; and
- Promotion and uptake of alternative sustainable travel options resulting in significant health benefits for participating residents.

Upon Completion...

Once you have completed the survey please return it using the pre-paid envelope provided within the pack.

Upon successful completion and return of your travel survey, you will automatically be entered into a free prize draw for the chance to win £50 worth of vouchers for Marks & Spencer.

To ensure that your returned survey is entered into the prize draw, please enter your contact details below.

Name -

Address -

Phone and/or email -

If you have any queries regarding the survey, or require any help and advice on how to complete it, please do not hesitate to contact us using the details provided below:

mode transport planning

0121 794 8390

birmingham@modetransport.co.uk

SECTION A: About you and your home

1. How many people live at your property?

2. How many cars/vans are owned by household members?

- 0
- 1
- 2
- 3
- 4+

3. How many bicycles are owned by adult household members (16+ years old)?

- 0
- 1
- 2
- 3
- 4+

SECTION B: Travel Details

4. How do you most frequently travel to and from your home for the following activities?
(Choose the mode of travel that you use most often)

Please complete for up to 3 adults (16+ years old) in your household (if applicable).

Adult 1							
Journeys to	Walk	Cycle	Bus	Rail	Car (alone)	Car Share (driver/passenger)	Other (please specify)
Work							
Shopping							
Education							
Leisure							
Health Services							

Adult 2							
Journeys to	Walk	Cycle	Bus	Rail	Car (alone)	Car Share (driver/passenger)	Other (please specify)
Work							
Shopping							
Education							
Leisure							
Health Services							

Adult 3							
Journeys to	Walk	Cycle	Bus	Rail	Car (alone)	Car Share (driver/passenger)	Other (please specify)
Work							
Shopping							
Education							
Leisure							
Health Services							

5. Have you changed your most common mode of travel since relocating to your new home within <Development Name>?
- Yes
 - No
 - If yes, what was the main reason(s) for this change?
-

Section C: Future Plans

6. Below are some ideas for reducing the number of single occupancy car journeys to and from <Development Name>. Tick one box in each row to show how useful you would find each idea. Please add your own ideas to the bottom of the list if you wish.

	Very useful	Fairly useful	Not very useful	No use at all
Help finding car share partners who have similar travel/work patterns				
Lift share coffee mornings/evenings				
A site car club				
Cycle training sessions (i.e. bikeability)				
Cycle maintenance workshops				
Cycle buddies				
Subsidised/discounted tickets for public transport				
Personalised journey planning				
Walking buddies				

Please use the following box to provide any additional comments you wish to make in relation to transport/travel within the local area:

--

Thank you for your time.



keep up with mode:



Birmingham
☎ 0121 794 8390

London
☎ 020 7293 0217

Manchester
☎ 0161 464 9495

Reading
☎ 0118 206 2945

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