

FRAMEWORK RESIDENTIAL TRAVEL PLAN.

CHEADLE ROAD, UPPER TEAN

On behalf of Keepmoat Homes.

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1. INTRODUCTION

- 1.1. This Framework Residential Travel Plan (RTP) has been prepared by Pegasus Group on behalf of Keepmoat Homes, in order to support the sustainable operation of a development for 67 residential dwellings at the west of Cheadle Road, Upper Tean.
- 1.2. The site has previously been subject to an outline planning permission, application reference SMD/2015/0424 for the development of up to 67no. dwellings. The application was submitted by Singleton Clamp & Partners (SCP) on behalf of Renew Land Developments LTD. The number of dwellings and site access arrangements proposed as part of this planning application remains consistent with those submitted as part of the previous planning application. No Travel Plan was submitted as part of the previous planning application.
- 1.3. This Framework RTP has been developed with consideration to the following documents as appropriate:
 - i. Ministry of Housing, Communities & Local Government Planning Practice Guidance 'Travel Plans, Transport Assessments and Statements' (2014);
 - ii. National Planning Policy Framework (NPPF) (2021);
 - iii. National Planning Practice Guidance (NPPG);
 - iv. Guidelines for Transport Assessments and Travel Plans (2008);
 - v. Staffordshire County Council Local Transport Plan (2011);
 - vi. Staffordshire Moorlands District Integrated Transport Strategy (2012-2031); and
 - vii. Staffordshire Moorlands Local Plan (2020);

2. AIMS, SCOPE AND OBJECTIVES

Aims

- 2.1. The primary aims of this Framework RTP are to:
- i. set out initiatives and measures to promote accessibility by non-car modes;
 - ii. set out modal share targets;
 - iii. set out management requirements including the Travel Plan Champion (TPC) role; and
 - iv. set out requirements for monitoring and reviewing the initiatives and measures proposed through dissemination of information including surveys of resident's travel habits.

Scope

Staffordshire County Council Guidelines for Transport Assessments and Travel Plans (2008)

- 2.2. The Guidelines for Transport Assessments and Travel Plans (2008) sets out the threshold at which a travel plan is required to be submitted as part of a planning application at paragraph 3.2 of the report 'Which Developments Require a Travel Plan'. The Guidance generally follows the Department for Transport Guidance on Transport Assessment (2007) and states that:

'PPG13 suggests that Travel Plans should be submitted alongside planning applications which are likely to have significant transport implications'

- 2.3. The Department for Transport Guidance on Transport Assessment (2007) outlines the threshold of when a Travel Plan is required at residential developments comprising of greater than 50 bedrooms.
- 2.4. Therefore, in accordance with the Travel Plan Guidance outlined above, the proposed development comprises of 67 dwellings and therefore would require a Travel Plan to be submitted as part of the planning application, we have therefore anticipated that a Framework Travel Plan Framework (FTP) is required for this site.

Objectives

- 2.5. The key objectives of this Framework RTP are set out below. These have been prepared with consideration to the objectives of the RTP.
- i. increase residents' awareness of the advantages and potential for travel by sustainable modes of transport;
 - ii. improve access to public transport information;
 - iii. to reduce single occupancy car usage for the development site through encouraging more sustainable travel modes, with a target reduction of single occupancy vehicle trips (as per the RTP);
 - iv. set in place foundations and culture for a sustainable transport policy for the development, which will develop and grow with time to help reduce transport impact of the environment; and

- v. promote a healthier lifestyle for future residents and the community.
- 2.6. This Framework RTP contains a number of initiatives and measures to ensure that the targets set out in this Framework RTP can be achieved, and the objectives listed above can be met. These targets will be reviewed periodically by the Travel Plan Champion (TPC), details of which are included at **Chapter 4**, and the initiatives and measures will be monitored and changed where necessary if targets are not being met. Similarly, the targets may be adjusted if the Framework RTP is working well or particularly badly.

3. SITE CONTEXT AND DEVELOPMENT PROPOSALS

Site Context

- 3.1. The development comprises of 67 dwellings and access for all modes is provided via a new proposed priority junction with Cheadle Road located approximately 110 metres north of the Cheadle Road / Wentlows Road Junction. The proposed site layout is included at **Appendix A**.
- 3.2. The site is located within a predominantly residential area and approximately one kilometre north of the centre of the village of Upper Tean and approximately 2.5 kilometres south of the town of Cheadle. The site falls within the administrative boundary of Staffordshire Moorlands District Council.
- 3.3. The site is bound by Breach Lane to the north, the A522 Cheadle Road to the east, residential dwellings and a motor vehicle repair facility to the south and open parcels of land to the west.

Development Proposals

The Scheme

- 3.4. The proposals are for 67 dwellings and an indicative masterplan is provided as **Appendix A**.

Access Arrangements

- 3.5. Access is proposed via a junction on the western side of Cheadle Road shown on **Figure 4.1**. The access point is located approximately 110 metres north of the Cheadle Road / Wentlows Road Junction approximately opposite no. 130 Cheadle Road. The visibility splays reflect what is typically expected for a junction onto a street, as set out in Manual for Streets guidance. The proposed access broadly replicates the access proposals submitted as part of the planning application SMD/2015/O424.
- 3.6. The proposed site access would provide a 6m wide carriageway with 10 m radii. The carriageway will taper to 5m in width within the site in keeping with the residential nature of the street.
- 3.7. Pedestrian access to the site will additionally be provided at the northern extent of the site on the A522 Cheadle Road and Breach Lane circa 100m west of the A522 Cheadle Road/ Breach Road/ Tenford Lane crossroads. The existing Public Right of Way which connects these points will be retained through the site and enhanced with surfacing provided as part of the development proposals.

Servicing and Management Arrangements

- 3.8. The scheme will be designed to accommodate the local municipal and emergency services. It is proposed to provide suitable turning arrangements in order that refuse vehicles and other large vehicles can turn and egress in a forward gear.

Residential Car Parking Arrangement

- 3.9. Residential parking guidance included within the Staffordshire Moorlands Local Plan (2020). This is summarised below.

Detached or Semi Detached:

- i. up to 3 bedrooms – 2 spaces;
- ii. 4 or more bedrooms – 3 spaces.

Forms other than Detached or Semi Detached:

- i. up to 2 bedrooms – 1 space per dwelling plus 1 space per 4 dwellings for visitors;
- ii. 3 or more bedrooms – 2 spaces per dwelling plus 1 per 4 for visitors.

- 3.10. The layout demonstrates all dwellings will be provided with two dedicated parking spaces. Additional informal parking can be accommodated within the carriageway. Onsite parking will be provided with consideration of the guidance set out above. This is also summarised below in Table 3.1.

Table 3.1 – Vehicle Parking Provisions

House Type Ref	Number of bedrooms	Number of Units	Total Number of Parking Spaces	Parking Standards
Prixton	2	6	12	8
Adlington	2	7	14	12
Carlton	2	8	16	14
Embleton	3	7	14	14
Whitley	3	7	14	15
Foxhill	3	11	22	22
Seaton	3	12	24	26
Drayton	4	9	18	27
Total		67	134	138

- 3.11. Table 3.1 demonstrates that the provision of 138 spaces is in accordance with guidance for residential parking.



Cycle Parking Arrangement

- 3.12. Cycle parking will be provided within the curtilage of each dwelling for residents and their visitors.

4. ACCESSIBILITY

Local Highway Network

Cheadle Road

- 4.1. Cheadle Road is a single carriageway which measures between approximately six and seven metres wide. The carriageway is subject to a 30mph speed limit within the vicinity of the site and is illuminated. Locally Cheadle Road links Cheadle to the north and Upper Tean to the south.
- 4.2. Cheadle Road is subject to a footway provision which is located on the eastern side of the carriageway and measures approximately 1.5 metres wide. This provides continuous pedestrian access from Upper Tean Village High Street to the site. A footway provision commences on the western side of the carriageway from the most south westerly point of the site providing pedestrian access to the Wentlows Road bus stop. Based on walking speeds of 80 metres per minute the site is within a 13-minute walk of Upper Tean High Street.
- 4.3. Cheadle Road forms a priority crossroads with Breach Lane and Tenford Lane to the north of the Application Site. Visibility from Breach Lane onto Cheadle Road is limited looking north due to the Anchor Inn public house.
- 4.4. Around 130 metres north of the crossroads the speed limit changes from 30 mph to 40 mph. At this location there is an entry feature with dragons' teeth painted on the carriageway. The 30 mph speed signs have yellow backing boards and there is a variable message sign to highlight vehicles speeds. There is also a variable message sign located on the eastern side to Cheadle Road around 50 m north of the crossroads junction.

Public Rights of Way

- 4.5. There is one Public Right of Way (PRoW) footpath which routes through the site which will be retained and enhanced with surfacing as part of the development proposals. The Checkley 44 footpath connects Cheadle Road to Breach Lane and routes in a northwest direction. The footpath bounds the north-eastern portion of the site, extending for approximately 100 metres.
- 4.6. As well as this, 'Draycott in the Moors 28' PRoW routes adjacent to the western site boundary and is located to the west of the River Tean. This connects to Breach Lane to the north and PRoW Checkley 1 to the south which provides access to Upper Tean High Street.

Cycling Facilities

- 4.7. Although there are no designated cycle lanes in the vicinity of the site, the general topography of the area is considered to be relatively flat in gradient with the local highway network surrounding the site generally subject of speed limits of 30mph. The local area is therefore considered to be appropriate and attractive for cyclists.

Public Transport Opportunities

Bus

- 4.8. Adjacent to the site boundary and within 100 metres of the proposed site access to the south there are two pairs of bus stops on Cheadle Road. The northbound provision of the Wentlows Road bus stop comprises of passenger shelter, passenger seating as well as a flag and pole structure. The southbound provision of the Tenford Lane and Wentlows Road bus stops comprise of a raised kerb side from the carriageway as well as a flag and pole structure. A flag and pole only are provided at the Tenford Lane northbound stop. From these bus stops services 30, 32 Kingfisher, 32X and the 411 are available.
- 4.9. The details and timetable information for the services accessible at the bus stops have been obtained from the local service providers and are summarised on **Table 4.1**.

Table 4.1 – Summary of Existing Bus Services

Service Number	Route Description	First Bus / Last Bus	Operator	Approximate Frequency Intervals		
				Monday – Friday	Saturday	Sunday
30	Leek – Cheadle – Tean	10:40 / 15:10	Aimee's	Twice a day	-	-
32 Kingfisher	Hanley – Uttoxeter Railway Station	06:24 / 19:10	The potteries operated by First Bus	60 mins	60 mins	60 mins
32X	Tean – Hanley	07:20 / 17:15	D & G Bus	60 mins	60 mins	-
411	Uttoxeter – Church Leigh – Tean – Denstone Circular	09:30 / 13:00	Ashbourne Community Transport	Weekly	-	-

- 4.10. Service number 30 provides access with Leek via Tean. The first bus departs Leek Bus Station at 10:40 and arrives in Upper Tean at 11:12, the last bus departs Upper Tean post office at 15:10.
- 4.11. Service number 32 Kingfisher provides access to Hanley via Werrington and Cheadle to the north and Uttoxeter via Tean to the south. The first bus departs Hanley City Centre at 06:42

which arrives in Upper Tean at 07:31. From Uttoxeter Railway Station the last bus departs at 19:10 and arrives in Upper Tean at 19:35.

- 4.12. Service number 32x provide access to Tean and Hanley. The first bus departs upper Tean at 07:20 which arrives at Hanley Bus Station at 08:11, the last bus back departs Hanley Bus Station at 17:15 which arrives in Upper Tean at 17:59.
- 4.13. Bus stops adjacent to the site provide a combined frequency of two buses per hour to Hanley, Cheadle and Tean with one bus per hour continuing to Uttoxeter.

Rail

- 4.14. The closest railway station is located approximately six kilometres northwest of the site. Blythe Bridge railway station is service by East Midlands Railway with services generally running every 60 minutes to destinations including Newark Castle, Crewe and Nottingham. Blythe Bridge railway station provides eight cycle stands and 32 car parking spaces for which a fee is charged.
- 4.15. As well as this the Uttoxeter railway station is located approximately 14 kilometres to the southeast of the site. The railway station is also serviced by East Midlands Railway with hourly departures to Newark Castle, Crewe, and Nottingham. The Uttoxeter railway station can be accessed from the site via the 32 Kingfisher which can be accessed from the Tenfords Lane bus stop located adjacent to the sites eastern site boundary. The total journey time comes to 27 minutes.

Local Facilities and Amenities

- 4.16. There is a mix of services, facilities, amenities and public transport opportunities which are likely to be required on a daily basis by residents and are located within a reasonable walking and cycling distance. These are typically within a 25-minute walk or a six-minute cycle of the site, these are based upon an average walking speed of 80 metres per minute¹ and an average cycling speed of 280 metres a minute². It is accepted that the time it takes people to walk this distance will depend on the individual's level of health and fitness and will therefore vary from person to person. These are summarised on **Table 4.2** below.

¹ Institute of Highways and Transport (2000) Providing for Journeys on Foot

² Department for Transport (2020) Local Transport Note 1/20: Cycle Infrastructure Design – 'Urban cycling speed averages between 10mph and 15mph' paragraph 5.1.2

Table 4.2 – Summary of Local Facilities and Amenities

Facility / Amenities	Location	Distance From Site (Kilometres)	Walking Time (based on walking speeds of 80 metres per minute)	Cycling Time (based on cycling speeds of 270 metres per minute)
Personal Business				
The Ship Inn	A522	400 metres	5	2
Tean Doctors Surgery	Old Road	800 metres	10	3
Gorsty Hill United Church	Gorsty Hill Road	800 metres	10	3
The Tean Fish Bar	A522	850 metres	11	3
Shades Unisex Hairdresser	A522 High Street	950 metres	12	4
Co-op Food	A522 High Street	1 kilometre	13	4
Great Wood Community Village Hall	Hollington Road	1.2 kilometres	15	4
Education				
St Thomas Day Nursey	St Thomas Road	900 metres	11	3
St Thomas Catholic Primary School	St Thomas Road	900 metres	11	3
Great Wood Community Primary School	Vicarage Road	1.3 kilometres	16	5
Painsley Catholic College	Station Road	2.6 kilometres	33	10

The Cheadle Academy	Station Road	2.8 kilometres	35	10
Employment				
Tea High Street	Tea High Street	1 kilometre	13	4
Hill Side Industrial Park	Draycott Cross Road	3.2 kilometres	40	11
Leisure				
The Anchor Inn	Breach Lane	200 metres	3	1
Tenford Lane Bus Stop	Tenford Lane	200 metres	3	1
Tea Hills	Tea Hills Park	850 metres	11	3

- 4.17. The nearest local primary school is located on St Thomas Road approximately 900 metres away from the site and the nearest secondary school is located on Station Road approximately 2.8 kilometres away from the site. It is considered that local children would be able to access these schools in a sustainable manner as it is within the Department for Education's Statutory Walking Distance of two miles for those below the age of eight and three miles for those aged between eight and 16.
- 4.18. Upper Tea provides a broad range of facilities within walking distance of the site including convenience and local stores, GP surgeries, post office, nursery, pubs, churches and take aways. Additional facilities are provided within Cheadle, approximately 4km to the north of the site, including supermarkets, dentist, pharmacy and a greater variety of shops, which are accessible by bus or bicycle.
- 4.19. As well as this a number of major supermarkets also provide an online shopping and home delivery service and will deliver to Shepton Mallet. This reduces the need for residents to travel by car.

Conclusion of Accessibility

- 4.20. The site is considered to be accessibly located within an established residential area of Upper Tea. It is also concluded that the site is served by suitable walking, cycling and public transport infrastructure and that it is located within reasonable walking and cycling distance of facilities and that bus services provide access to a wider range of services and facilities in nearby settlements. This includes two bus stops within 100 metres of either side of the proposed site access including a northbound bus stop adjacent to the site boundary.

5. INITIATIVES, MEASURES AND MARKETING

Travel Plan Champion

- 5.1. A TPC will be appointed to manage the RTP for a period of five years and will be appointed three months prior to occupation. The Developer will set aside a budget for the implementation of the RTP and the TPC will be responsible for the following:
- i. implementing Travel Plan Measures and Initiatives;
 - ii. liaising with residents and promoting sustainable travel;
 - iii. liaising with the stakeholders, including the Local Planning and Transport Authorities;
 - iv. monitoring the effectiveness of the Travel Plan; and
 - v. reviewing the Travel Plan and preparing Actions Plans.
- 5.2. At the end of the initial five-year Travel Plan period, it is anticipated the TPC will hand over the roles and responsibilities to a local community group with support from Staffordshire County Council, who would then have dedicated responsibility for the ongoing implementation and monitoring of the RTP.

Home Working

- 5.3. Working from home contributes to the reduction of car usage as it eliminates the need to travel to work. Broadband access will be provided in all homes to facilitate home working.

Initiatives and Measures

- 5.4. The measures and initiatives proposed below will be implemented at the outset where possible, before the new dwellings are occupied, in order to maximise the opportunity to influence new residents' travel patterns before they have become established. These RTP initiatives and measures may be subject to change as the RTP evolves.
- 5.5. **Table 5.1** summarises the measures and initiatives that will be implemented by the Developer and also the TPC. These measures and initiatives have been developed with consideration to SCC Travel Planning Guidance (2008) which identifies a toolkit of Travel Plan Measures.

Table 5.1 – Measures and Initiatives

Measures and Initiatives	
Promotional Measures	
1	The provision of a 'Travel Information Pack' for residents (up to 3 tenures over 5 years), which will contain details of how trips to local leisure and employment facilities can be achieved by other means to the private car. It will give information on: • Details of the RTP measures, initiatives and targets; • Plans of pedestrian infrastructure within Upper Tean and the routes to local facilities and amenities; • Passenger transport timetable information for services in the vicinity of the site and onward connections, including public transport timetables and maps showing nearest bus stops and routes; • Contact details for bus/rail operators and ticket ordering; • Information on broadband providers and internet shopping for stores that provide a home delivery service to the development area; and • Information of local car share schemes and car-sharing within the development.
2	A residents' noticeboard will be located in one of the communal open spaces and will contain similar information to that in the 'Travel Information Pack' such as local cycle maps, details of local cycle retailers and cycle parking facilities at local communities.
3	Sustainable travel information will be available within the sales and marketing office and on the developer's sales website.
4	Sustainable travel promotional events (1 per year) will be held to promote the travel plan, using sustainable transport and its benefits.
Walking and Cycling Measures	
5	Existing walking and cycling based websites (such as SusTrans) will be promoted, within the Travel Information Pack.
6	Provision of secure, covered cycle parking within the curtilage of dwellings or dedicated cycle stores
Public Transport Measures	
7	The provision of up to date public transport information will be provided through leaflets, in addition to being available via public transport website www.travelinesw.org.uk and available smart-phone applications.
Car Based Initiatives	

8	Car share database websites such as Liftshare and others will be promoted within the Travel Information Packs and on noticeboards.
9	Home working will be promoted through good internet connections in order to reduce the need to travel.

- 5.6. All of the above measures will be reviewed as the RTP progresses and as monitoring highlights which measures have been successful. At this stage, measures will be subject to change to ensure the travel plan continues to target influential areas of travel behaviour change and also to ensure that the associated RTP budget is utilised to its full potential.

Awareness and Marketing

- 5.7. Residents will be made aware from the outset that a Travel Plan is in operation for the site by the TPC and will be informed of the initiatives and measures contained within the plan. Sales staff involved in the marketing of the residential dwellings will also be aware of the RTP so that they can explain the benefits to prospective purchasers. Information will also be available within the sales office on the opportunities to walk, cycle and use public transport to and from the site.
- 5.8. The following means of publicity may be used going forward:
- i. Newsletters circulated as appropriate;
 - ii. Marketing material such as posters;
 - iii. A Travel Plan notice board will include the site-specific information leaflet identifying walking and cycling route maps and public transport information. The Travel Plan notice board will be strategically positioned within the residential development and updated by the TPC as appropriate; and
 - iv. Resident Travel Information Pack which will contain information such as bus and rail timetables, walking and cycling route maps, and educational information on the health and environmental benefits of alternative modes to single occupancy car travel to local facilities and amenities.
- 5.9. The TPC will also promote the measures and initiatives during annual surveys that will take place as part of ongoing monitoring.

6. TRAVEL PLAN TARGETS

- 6.1. Targets are the measurable goals that are set to assess whether the objectives of the plan are being achieved. The key objectives of this RTP are included at **paragraph 2.5**.
- 6.2. Whilst it is the intention of this RTP to encourage residents to travel sustainably for all journeys, it is considered that commuting trips are the key journeys for which the RTP will target. It is considered that there is scope to target a reduction in single occupancy car travel and increase the percentage of commuters travelling by bus, bicycle, foot, rail and car sharing.

Base Travel Behaviour

- 6.3. For the purpose of this RTP, indicative targets based on 2011 Census data have been summarised below at **Table 6.1**. The proposed targets in this report are for the proportion of residents who travel to work by car or non-car modes of travel.
- 6.4. The target is to minimise car use from first occupation. Baseline travel surveys will be carried out at 80% occupation to inform the true baseline travel behaviour of the site and to set specific targets, and then at years one, three and five to review the travel patterns and the impact of this RTP.
- 6.5. We have demonstrated an example in the table below of how a 10 percent reduction in single occupancy car trips could be achieved by encouraging mode shift to bus, walk, cycle and car share over a five year period.

Table 6.1 – Method of Travel to Work (2011 Census): Staffordshire Moorlands O13

Mode of Transport	Census Baseline Share	Travel Plan Target Year 1 (%)	Travel Plan Target Year 3 (%)	Travel Plan Target Year 5 (%)	Mode Shift
Working from home	0%	0%	0%	0%	–
Train	0%	0%	0%	0%	–
Bus	3%	4%	5%	6%	+3%
Taxi	0%	0%	0%	0%	–
Motorcycle	1%	1%	1%	1%	–
Driving car or a van	79%	76%	72%	69%	–10%

Passenger in a car or van	7%	8%	9%	9%	+2%
Bicycle	2%	3%	4%	5%	+3%
On Foot	8%	8%	9%	10%	+2%
Other	0%	0%	0%	0%	-

6.6. **Table 6.1** demonstrates how mode shift away from private car could be achieved within the site. It is important to note that a shift away from single occupancy car to any form of sustainable travel will demonstrate the success of the Travel Plan even if the individual increase in use of each mode isn't achieved. Baseline surveys carried out at 80% occupation will confirm the actual proportion of residents driving a car or van and determine suitable targets accordingly.

6.7. The initiatives, measures and modal share targets contained in this RTP may be subject to change at a later date in consultation with Staffordshire County Council, if the targets are found to be impractical.

Indicators

6.8. Indicators are the means used to measure the targets. By providing a measure of success, indicators present the opportunity for the measures and initiatives, and also the targets, set within the TP to be amended as necessary to ensure it ultimately achieves its objectives.

6.9. All targets outlined above, may be subject to change subsequent to the results collected during the monitoring process.

7. IMPLEMENTATION, DISSEMINATION AND MONITORING

- 7.1. Monitoring review of the RTP is important to understand if the proposed objectives and targets are being met. Monitoring will be carried out using resident questionnaires surveys to obtain details of resident's travel habits at 80% occupation.

Residential Travel Surveys

- 7.2. Resident questionnaire travel surveys will confirm travel habits and will also quantify proportions of travel by the various modes of transport (the modal share). A question on what would influence residents to use alternatives to driving alone will also be included.
- 7.3. The surveys will collate information on changes in car travel, increases and/or decreases in walking, cycling and public transport use, and provide feedback on the level of awareness of the travel plan in addition to providing data relating to journey types, distances and vehicle types.
- 7.4. The TPC will conduct annual surveys for the duration of the five year monitoring period. The content of the surveys will be established with the input of Travel Plan Officers at Staffordshire County Council in advance and the results analysed and submitted to the Council on completion. The TPC will be responsible for distributing the questionnaire surveys.
- 7.5. In addition to the surveys, an Automatic Traffic Counter will be installed at the site access at each monitoring period to record the number of vehicles arriving and departing the site.

Monitoring Report

- 7.6. Monitoring reports will be produced after the surveys have been carried out to determine whether the proposed objectives and targets have been met. The report structure may follow:
- i. summary of the measures and targets;
 - ii. monitoring methods used;
 - iii. summary and analysis of results; and
 - iv. future targets / actions to be taken.
- 7.7. The monitoring reports will be prepared by the TPC and will be issued and agreed with Staffordshire County Council.
- 7.8. A fresh and updated Travel Plan will be prepared and approved by SCC at the end of the five-year monitoring period to enable a Statement of Travel Plan Compliance to be issued by the local highway authority.

Dissemination of Travel Plans Surveys

- 7.9. It is essential to maintain interest in the Travel Plan. Once operational, the scheme will need regular new publicity drives to attract interest from residents. As a result, residents will be kept informed of the results of the surveys, as it will keep them actively involved and because it will act as a useful promotional material to retain interest in the objectives. Means of publicity are considered in detail in **Chapter 5**.

Back up Measures

- 7.10. It is considered that the modal share targets are achievable based on the proposed package of measures. However, it may be considered necessary to have back-up measures if the targets are not met, such as Personal Travel Planning (PTP) undertaken by the TPC providing tailored advice.
- 7.11. Future measures and initiatives will not be implemented without agreement from travel plan officers at Staffordshire County Council.

Action Plan

- 7.12. Table 7.1 Presents a timetable for implementing the Travel Plans administrative actions and activities.

Table 7.1 – Travel Plan Action Plan

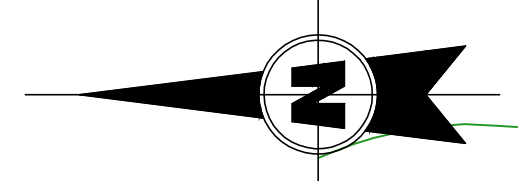
Action	By Whom	By When	Intended Outcome / Output
Travel Plan Champion			
Appoint a TPC to manage and oversee the implementation of the RTP	Developer	3 months prior to occupation	Raise awareness and monitor progress over the lifespan of the RTP
Confirm Travel Plan Budget	Developer	3 months prior to occupation	Fund the Travel Plan delivery, initiatives and measures
Improve Travel Information			
Include travel information in the Travel Information Pack including Green Travel Vouchers. Travel Information Packs and Green Travel Vouchers will be provided up to three tenures over five years.	TPC	Prior to first occupation	All new residents made aware of Travel Plan and alternative modes of travel
Retain an awareness of local, regional and	TPC	Ongoing – Reviewed quarterly, for first five	Reduce cost and barriers associated with travelling

national transport initiatives to take advantage of new initiatives and assistance schemes as they emerge		years after 80% occupation	via alternative modes, thereby encouraging sustainable travel
Three sustainable travel events per year (£500 per event)	TPC	Ongoing, for the first five years	Increase awareness of the benefits of sustainable transport to residents, increasing usage
Promote Public Transport			
Ensure service information is provided within the Travel Information Pack	TPC	Prior to first occupation	Enhance awareness and encourage sustainable travel
Obtain feedback from residents using public transport on improvements.	TPC	Ongoing, for the first five years after 80% occupation	Give residents the opportunity to feed back to service providers to improve the service offering
Provide route maps and details of local bus and train services	TPC	From first occupation	Enhance awareness of journeys and encourage sustainable travel
Promote Walking			
Provide plans of safe pedestrian routes to local facilities and amenities	TPC	Prior to first occupation and ongoing, for the first five years	Enhance resident's knowledge and awareness
Provide improvements to A522 Cheadle Road.	Developer	Construction phase	Enhance accessibility of area
Promote Cycling			
Cycle parking spaces provided in accordance with SCC cycle parking standards for residential developments	Developer	Construction phase	Provide suitable cycle parking to enable residents to store cycles and to encourage travel via this mode
Provide plans of local cycle routes in the area and details of local cycle shops	TPC	Prior to first occupation and ongoing – reviewed for the first five years	Enhance knowledge and increase awareness, encouraging cycling
Car Based Measures			

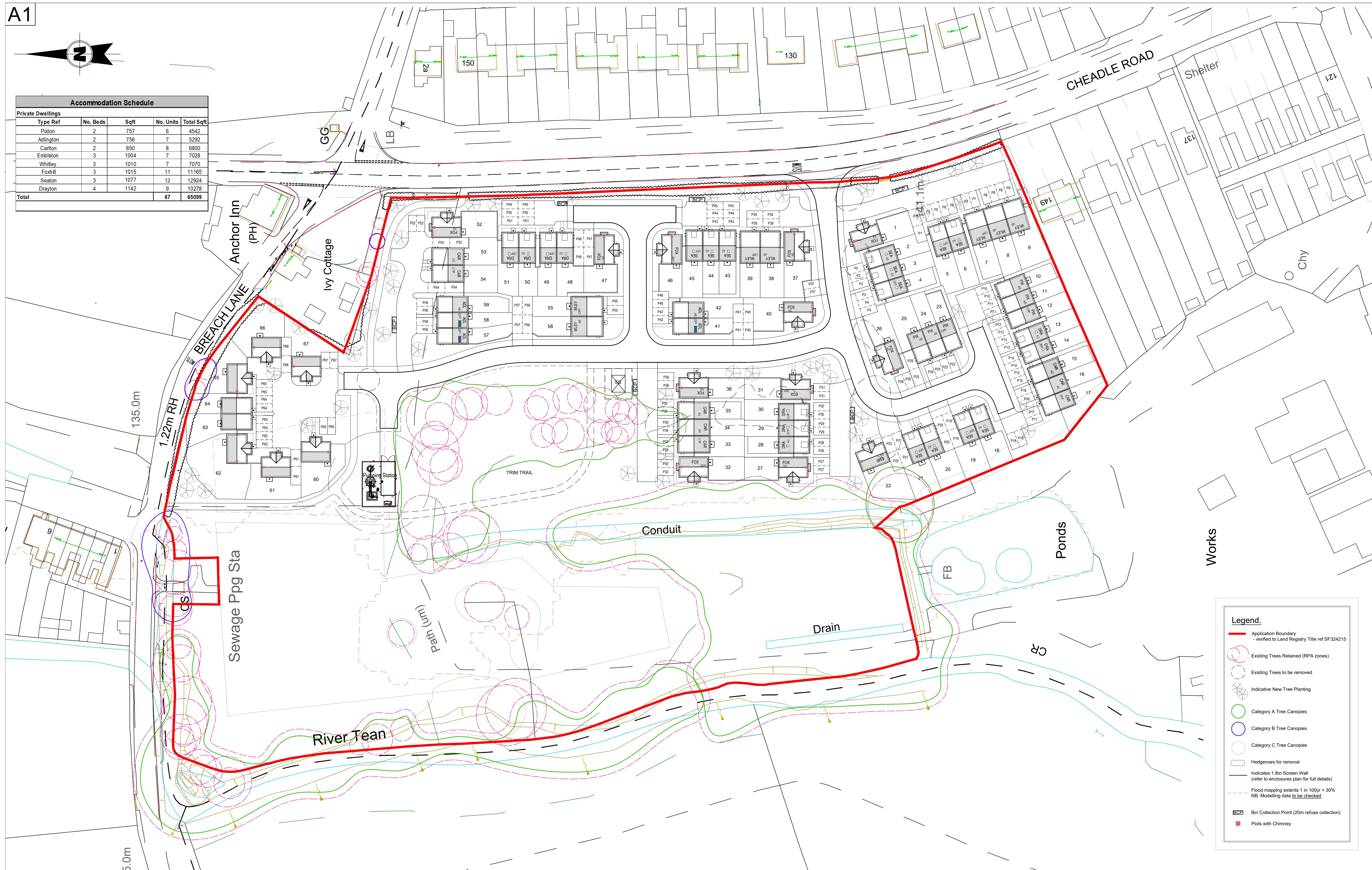
Promote car sharing	TPC	First occupation	Raise awareness of the opportunity to car share and the impact on reduction to traffic levels and positive effects on environment
Monitoring			
Baseline resident survey	TPC	At 80% occupation of dwellings	To identify how the RTP is progressing towards the agreed targets
Annual monitoring survey	TPC	Annually following 80% occupation of the site	Review how the RTP is progressing / assess any further measures
Meeting / Liaison with SCC Travel Plan Officers	TPC	Biannually, for first five years	Discuss survey results / targets with the SCC
Site visits and meeting with residents	TPC	Ongoing, for first five years after 80% occupation	Inform residents the travel plan initiatives
Monitoring Report to be submitted to Staffordshire County Council	TPC	Annually, for first five years following 80% occupation	Inform the Council of survey results in relation to targets set
Targets			
Provision of current travel information to all residents	TPC	From first occupation and ongoing, for the first five years	To ensure residents have travel information to inform their travel decisions
TP Management			
Full RTP available to all residents	TPC	From first occupation and ongoing, for the first five years	To keep residents informed of the measures and targets set out within the RTP



Appendix A – Masterplan



Accommodation Schedule				
Private Dwellings				
Type Ref	No. Beds	Sqft	No. Units	Total Sqft
Pixton	2	757	6	4542
Adlington	2	756	7	5292
Carlton	2	850	8	6800
Embleton	3	1004	7	7028
Whitley	3	1010	7	7070
Foxhill	3	1015	11	11165
Seaton	3	1077	12	12924
Drayton	4	1142	9	10278
Total			67	65099



The Contractor is to check and verify all building and site dimensions, levels and sewer invert levels at connection points before work starts. The Contractor is to comply in all respects with current Building Legislation, British Standard Specifications, Building Regulations, Construction (Design & Management) Regulations, Party Wall Act, etc. whether or not specifically stated on this drawing. This drawing must be read with and checked against any structural, geotechnical or other specialist documentation provided. This drawing is not intended to show details of foundations, ground conditions or ground contaminants. Each area of ground relied upon to support any structure depicted (including drainage) must be investigated by the Contractor. A suitable method of foundation should be provided allowing for existing ground conditions. Any suspect or fluid ground, contaminants on or within the ground, should be further investigated by a suitable expert. Any earthwork constructions shown indicate typical slopes for guidance only & should be further investigated by a suitable expert. Where existing trees are to be retained they should be subject to a full Arboricultural inspection for safety. All trees are to be planted so as to ensure they are a minimum of 5 metres from buildings and 3 metres from drainage and services. A suitable method of foundation is to be provided to accommodate the proposed tree planting. Geoff Perry Associates Limited do not accept any responsibility for any losses (financial or otherwise) to any Client or third party arising out of the Clients (be it Developer or Contractor but not limited thereto) non-compliance with afore mentioned provisions.

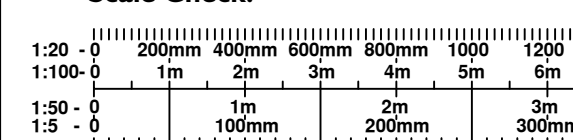
Revisions:

- Courtyard area amended, Plots 17-21 changed to Seaton, Plots 27 to 30 amended, Foxhill fence lines revised, road layout and parking amended.
- Courtyard area replanned
- Courtyard area replanned
- Planning layout revised to title red line, plots amended to accommodate unrestricted byway, pump station and site access amended to highway details.
- Planning layout revised to include root protection areas, pdf overlay flood extent mapping with 28 plots amended to suit a new mix to accommodate site constraints.

LP 08.03.22
LP 21.03.22
LP 22.03.22
ST 13.04.22

ST 21.04.22

Scale Check:



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Client: Keepmoat

Project: Cheadle Road, Upper Tean

Title: Planning Layout

Date: 23/02/2022

Drawn by: LP

Job No. A 1013

Drwg No. 01

Rev. E

Scale: 1:500 @ A1

Checked by: -



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