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Land at Berrow Green Road, Martley, Worcestershire

Hayfield Homes

Residential Travel Plan

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1 Introduction

- 1.1 Rappor has been instructed by Hayfield Homes to prepare a Residential Travel Plan (RTP) in support of a residential development on land off the B4197 Berrow Green Road in Martley, Worcestershire.
- 1.2 A Transport Statement has been produced and has been submitted under a separate cover as part of the planning application.
- 1.3 This RTP sets out the initial initiatives and measures to be provided before the development is occupied, in order to influence future residents travel behaviour at the outset and therefore minimise single occupancy car journeys and encourage residents and visitors to use other sustainable modes of travel.

Site Location and Composition

- 1.4 The application site is located within the village of Martley, to the west of the B4197 Berrow Green Road. Martley is a large village in Worcestershire, approximately 11km northwest of Worcester and 15km west of Droitwich Spa. The application site is bound to the east by the B4197 Berrow Green Road, to the southeast by residential dwellings, to the south by Martley Countryside Burial Ground, to the west by undeveloped land, and to the north by a residential dwelling and an unnamed road. The application site benefits from an existing access in the form of a vehicle crossover off the B4197 Berrow Green Road, in the northeastern corner of the site.
- 1.5 The site and its relationship with immediate adjoining areas is illustrated on the site location plan provided at **Appendix A**.

Development Proposals

- 1.6 Outline planning permission is sought for up to 55 dwellings (Use Class C3), including vehicular access off the B4197 Berrow Green Road, pedestrian and cycle links, public open space, car parking, drainage, landscaping, and other associated infrastructure. All matters are reserved except for access.
- 1.7 The main access to the proposed residential development is off the B4197 Berrow Green Road. An existing access off the unnamed road that borders the site's northern boundary shall be retained and improved with a bound surface to serve the existing allotments.
- 1.8 In terms of pedestrian access, there are three links proposed as part of the scheme, which are as follows:



- a) A new 2m wide footway will be incorporated onto the southern side of the vehicular access off B4197 Berrow Green Road. It is also proposed that PROW 698(C) will be diverted to this access point;
- b) A shared surface connection to the northwest corner of the site, connecting to the unnamed road that borders the site to the north, to provide connectivity to PROW 694(B) and the existing allotments; and
- c) A pedestrian connection in the southwest corner of the site on the existing alignment of PROW 698(C).

1.9 It is proposed that a new pedestrian crossing with tactile paving shall be provided across the B4197 Berrow Green Road, between the proposed access and the existing footway to the east of the carriageway.

Travel Plans

1.10 Travel planning has the ability to create more sustainable developments, which will assist the development to comply with national and local planning policies.

1.11 RTPs detail the means by which sustainable travel to / from the site by residents is encouraged. This may be achieved through the reduction in the number of individual private vehicle trips and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of additional traffic generated by the proposed development, reducing the carbon footprint, and contributing to a healthier community.

1.12 The main objective of the RTP is to promote and provide alternative sustainable modes of transport and to ensure future residents are fully aware of the sustainable travel options available.

Aim and Structure of the Travel Plan

1.13 The aim of a RTP is to deliver sustainable transport objectives, including:

- a) Manage the expectations of residents in terms of private car use;
- b) To increase the use of public transport;
- c) To increase the use of walking and cycling;
- d) To minimise the impact of the development on the local area and transport infrastructure; and
- e) To achieve a high awareness of the RTP within one year following implementation.



1.14 The structure of the remainder of the RTP is as follows:

- a) **Section 2:** TP Context - sets the scene and details the policy context;
- b) **Section 3:** Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
- c) **Section 4:** Objectives and Targets - provides detailed objectives and targets of this Travel Plan;
- d) **Section 5:** RTP Management and Measures - details the management structure in place to deliver the RTP;
- e) **Section 6:** Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this RTP;
- f) **Section 7:** Monitoring and Review - details the monitoring and review of the RTP; and
- g) **Section 8:** Funding - provides detail of the funding of the RTP.



2 Travel Plan Context

- 2.1 A RTP is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives, with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes, which is articulated in a document that is regularly reviewed.
- 2.2 To be successful, it is crucial that the RTP be a dynamic process that grows and develops with time. The RTP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of the future residents and visitors of the site. The flexibility of the RTP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.

Benefits of a Travel Plan

- 2.3 RTPs help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
- a) Inform the design and operation of development;
 - b) Improve the health of all users on-site through promoting walking and cycling measures;
 - c) Create improvements for public transport, pedestrians and cyclists;
 - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
 - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
 - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO₂; and
 - g) Save energy through reduced fossil fuel use.
- 2.4 In summary, RTPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.



Policy

- 2.5 In developing this RTP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. A number of national and local policy documents have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.

National Policy

- 2.6 The National Planning Policy Framework (NPPF) (September 2023) states in Paragraph 112 under Section 9: Promoting Sustainable Transport:

“... applications for development should:

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

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

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

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

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

- 2.7 The NPPF promotes sustainable development. Paragraph 113 states:

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

- 2.8 The Government’s guidance on TPs is set out in the Government’s planning practice guidance to the NPPF which was launched as a web-based resource by the Department for Levelling Up, Housing and Communities (DLUHC) and Ministry of Housing, Communities and Local Government (MHCLG) on 6 March 2014. Guidance on TPs falls within the category ‘Travel Plans, Transport Assessments and Statements’ (Reference ID: 42 Revision date: 06 03 2014).



- 2.9 Paragraph 002 (Reference: ID: 42-002-20140306) states that TPs, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.
- 2.10 Paragraph 006 (Reference: ID: 42-006-20140306) of the guidance considers that TPs, Transport Assessments and Statements can positively contribute to:
- a) encouraging sustainable travel;
 - b) lessening traffic generation and its detrimental impacts;
 - c) reducing carbon emissions and climate impacts;
 - d) creating accessible, connected, inclusive communities;
 - e) improving health outcomes and quality of life;
 - f) improving road safety; and
 - g) reducing the need for new development to increase existing road capacity or provide new roads.
- 2.11 Significant research has been undertaken by DfT on the impacts of travel planning and smart choice measures on reducing the number of car trips made. This RTP includes measures which have been proven to maximise returns in terms of car trip reductions.

Local Policy

Guidelines for Producing Residential Travel Plans (WCC)

- 2.12 'Guidelines for producing Residential Travel Plans' was developed by WCC to assist developers in producing RTPs that meet the expectation of the local authority and will be used as a basis of this RTP.
- 2.13 Guidance on preparing Travel Information Packs (TIP) is set out in 'Guidelines for Producing Travel Welcome Packs' to assist developers in providing sustainable travel information to support residential developments.
- 2.14 The WCC Streetscapes Design Guide (SDG) state that every Transport Assessment or Statement must be accompanied by a Travel Plan, which is compliant with WCC guidelines.
- 2.15 Consideration has been given to the aforementioned guidance and its application where appropriate.



Summary

2.16 In summary, the requirement for a RTP is recognised within both national and local policy and it is within this context that this RTP is prepared.



3 Baseline Sustainability Audit

- 3.1 Martley is a large village located in Worcestershire. The application site is located at the south-western extent of Martley. Martley offers a number of services and amenities typical of a settlement of its size.
- 3.2 When considering the overall sustainability of the site, with regard to transport and highways, it is important that a site can be demonstrated to be accessible for all potential residents without resulting in a reliance on travel by car, particularly single occupancy journeys. Within the local context of the site, this can be assessed having regard to the proximity to local services and amenities, which future residents and / or visitors may require access to on a day-to-day basis. Equally, it can be assessed based on the access to sustainable (non-car) transport modes, which provide alternative options for travelling to any services or amenities located further afield from the site.

Proximity to Local Services and Amenities

- 3.1 In order to ensure that the proposed residential development can operate sustainably in terms of minimising the overall level of daily vehicular trips to and from the site, particularly single-occupancy vehicle trips, it is necessary to identify what local services and amenities are located within proximity to the site.
- 3.2 The application site benefits from being in proximity to some services, amenities, and facilities that are predominantly located to the east of the site within the centre of Martley.
- 3.3 **Table 3.1** details walking and cycling distances to typical services, amenities, and facilities along actual walking and cycling routes (and not as 'the crow flies'). This has been undertaken to demonstrate the 'average' distance required for future residents / visitors to travel via walking or cycling.
- 3.4 For robustness, the distances and their corresponding journey times in **Table 3.1** have been measured indicatively from the centre of the application site, noting that the layout is a matter reserved for future consideration and therefore internal walking routes have not been determined. Journey times have been calculated in accordance with Institution of Highways and Transportation (IHT) and 'Road Bike' (RB) guidelines for walking speed (1.4m/s) and cycling speed (4m/s).



Service/Amenity	Approx. Distance	Approx. Walking Time		Approx. Cycling Time	
		IHT	Google	RB	Google
Within 2km walking distance					
Martley Playing Fields	290m	3 min	2 min	1 min	1 min
Martley Memorial Hall	290m	3 min	2 min	1 min	1 min
Edgar Estate Industrial Park	570m	7 min	8 min	2 min	2min
Maylite Trading Estate	670m	8 min	8 min	3 min	2 min
Martley Surgery	620m	7 min	7 min	3 min	2 min
Convenience Store – Central Stores and Post Office	620m	7 min	7 min	3 min	2 min
The Chantry School	1.1km	13 min	14 min	5 min	4 min
Martley CofE Primary School	1.1km	13 min	14 min	5 min	4 min
Martley Leisure Centre and Aztec Adventure rock climbing	1.1km	13 min	14 min	5 min	4 min
St Peter's Church	1.2km	14 min	16 min	5 min	4 min
Within 8km cycling distance					
The Masons Arms Pub	2.6km	31 min	35 min	11 min	8 min
Chim Doo Thai Restaurant	3.0km	36 min	40 min	13 min	10 min
Cob House Countryside Park	3.9km	46 min	52 min	16 min	13 min
The Apple Tree Kitchen Restaurant	4.1km	49 min	57 min	17 min	18 min
The New Inn Pub	4.3km	51 min	63 min	18 min	22 min

Table 3.1 Local Facilities and Amenities

- 3.5 The availability of local services and amenities will minimise the need for future residents to travel by car, in favour of sustainable travel choices, for short trips from the site.
- 3.6 **Table 3.1** indicates there is a range of facilities located within 2km (approximately a 25-minute walk or a 7-minute cycle). There are also further facilities accessible by bike, within 8km of the site. **Table 3.1** considers the quickest route from the centre of the site to the service / amenity.



Walking and Cycling

Walking

- 3.7 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within 10 minutes walking distance (around 800m). However, it states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.8 The IHT guidance document 'Providing for Journeys on Foot' (published 2000) suggests an acceptable walking distance of 1km for commuting purposes and a preferred maximum walking distance of 2km.
- 3.9 This guidance is supported by the National Travel Survey (NTS) which found that over the past three years 80% (2019), 82% (2020) and 82% (2021) of trips under a mile (1.6km) are undertaken on foot. It should be noted that the NTS for 2020 which was undertaken during the COVID-19 pandemic, had less than half the response rate and experienced substantial missing data, the highway conditions could not be classed as 'normal' which is likely to have impacted on how people travel. However, the 2020 NTS journeys on foot under a mile is validated by the 2021 NTS, released in August 2022, and demonstrates a 2-percentage point increase in journeys by foot under a mile since 2019.
- 3.10 The information set out in **Table 3.1** demonstrates that there are numerous key facilities located within a 2km walking distance.
- 3.11 The majority of the facilities aforementioned in **Table 3.1** are located to the northeast of the application site and are either along the B4197 Berrow Green Road or would route via the B4197 Berrow Green Road. The section of the B4197 Berrow Green Road leading north then east into Martley centre has a footway provision of approximately 1m – 1.8m in width to the east / south of the carriageway. All crossings over side roads have dropped kerbs. An approximately 1.8m – 2m wide footway commences on the northern side of the carriageway at the junction with Mortlake Drive, adjacent to the former Crown Inn pub.

Cycling

- 3.12 The Local Transport Note (LTN) 1/20: Cycle Infrastructure Design, produced by the Department for Transport (DfT), states the following at paragraph 2.2.2:

'Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people'.



- 3.13 Cycling has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (i.e., 8km) and trips of 30 to 40 minutes are considered acceptable for commuting purposes. The growth of electric bikes is also increasing people's propensity to cycle and reducing journey times.
- 3.14 There are no formal cycling facilities in the vicinity of Martley. However, there is no history of collisions involving cyclists and it is considered that the carriageway is suitable for experienced cyclists.

Public Transport

- 3.15 The nearest bus stops are "The Crown Inn" bus stops, located on the B4197 Berrow Green Road, to the north of Central Stores, approximately 690m from the centre of the site. The northbound bus stop comprises of a simple flag and pole, and the southbound bus stop is equipped with a wooden shelter, bus timetable and community noticeboard. The bus stops are served by the 308, 309, 310, 420, and S310 bus routes, with destinations including Worcester, Clifton upon Teme, and Great Witley.
- 3.16 Further bus stops are the "Garage" bus stops, situated on the B4204, at the junction between the B4197 and the B4204, approximately 690m from the centre of the site. The bus stops operate as 'hail and ride' with no formal facilities. The bus stops are served by the 310 and S310 bus routes.
- 3.17 The S310 is a school bus route that runs once a day each way on schooldays. The 309 and 420 similarly serve the village once a day each way on weekdays.
- 3.18 The bus stops are all similar walking distances from the application site. The bus stops at "The Crown Inn" are served by the most services as well as all the bus services at the "Garage" bus stops. On this basis, a summary of the bus services at the "The Crown Inn" stops is provided in **Table 3.2** with full timetable information provided in **Appendix B**.



Route No.	Operator	Route	Days	First Service	Frequency	Last Service
308	Astons Coaches	Clifton upon Teme - Martley - Worcester	Mon – Fri	07:10	Every 2 hours	14:25
			Sat	08:59	Every 2 hours	14:25
		Martley – Worcester	Mon – Fri	12:23	Every 2 hours	14:23
			Sat	12:23	Every 2 hours	14:23
309	Astons Coaches	Broad Heath - Martley - Worcester (Sixth Form College)	Mon – Fri	07:46	Single service	N/A
		Worcester (Sixth Form College) - Martley - Broad Heath	Mon – Fri	17:20	Single service	N/A
310	Astons Coaches	Clifton upon Teme - Martley - Worcester	Mon – Fri	07:55	Every 1-2 hours	18:30
			Sat	07:55	Every 1-2 hours	18:30
		Worcester- Martley - Clifton upon Teme	Mon – Fri	08:40	Every 1-2 hours	18:13
			Sat	08:40	Every 1-2 hours	18:13
420	DRM Bus	Bromyard – Hereford	Mon – Fri	07:15	Single service	N/A
		Hereford – Bromyard	Mon – Fri	17:15	Single service	N/A
S310	Astons Coaches	Worcester- Martley - Clifton upon Teme	Mon – Fri	08:40	Single service	N/A
		Clifton upon Teme - Martley - Worcester	Mon – Fri	15:21	Single service	N/A

Table 3.2 Bus Route Timetables at The Crown Inn

Source: www.traveline.info November 2023

3.19 The bus services outlined in **Table 3.2** are indicative of service to Martley as a whole, and are a good representation of services that will be available to future residents of the site.

3.20 The bus services provide a reasonable level of service for residents and visitors to travel to/from the development to the surrounding areas for recreational purposes on weekdays.

Summary

3.21 The application site benefits from being in proximity to a selection of services, facilities and amenities, supplied by pedestrian linkages and a reasonable level of bus services for the size of the village in which the application site is located, which provide access to further services, facilities, amenities and employment opportunities within nearby settlements as well as Worcester. Future residents will therefore be afforded the opportunity to use non-car modes of travel as genuine alternatives. This has been confirmed through the approval of a residential development to the north, and south, which has a similar number of dwellings and similar accessibility credentials as the application site.



4 Objectives and Targets

- 4.1 It is important that the RTP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of RTP objectives, which are realistic and site specific.
- 4.2 It is essential that there is an agreed set of objectives which can be adopted and thereby influence all actions arising from the RTP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

Objectives

- 4.3 The main objectives of the RTP are set out below:
- a) To achieve a high awareness of the sustainable transport options available amongst residents and visitors to be maintained for the duration of the RTP;
 - b) To increase the health of all users of the site by increasing the proportion of active travel (i.e., walking and cycling); and
 - c) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, which could practically be undertaken by walking and cycling.
- 4.4 These objectives will be implemented through a package of measures that are discussed in **Section 5**.

Targets

- 4.5 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand.
- 4.6 The RTP will need to be monitored to ensure it is still relevant, up-to-date and influencing sustainable travel use on the site, which is discussed in **Section 7**.
- 4.7 Monitoring of the RTP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply WCC with updated statistical data showing how residents travel to and from the site, along with details of the measures to encourage sustainable travel.
- 4.8 Targets for the scale of modal shift against which the success of the RTP can be measured will accord with the following SMART principles:
- a) **Specific** (identify what is to be achieved);
 - b) **Measurable** (over the target period);



- c) **Achievable** (linked to overall objectives and aims);
- d) **Realistic** (must be achievable over time allocated); and
- e) **Time-bound** (a defined action plan including dates for achievement).

Travel Surveys

- 4.9 A baseline travel survey will be undertaken within six months of first occupation of the site. Annual surveys will then be conducted in years 3 and 5. These surveys will ascertain modal splits to see if the targets and objectives of this RTP are being met.
- 4.10 The format and content of the baseline travel survey will be agreed with WCC before issuing to residents; a minimum response rate to this survey of 50% will be sought. A summary of the survey content that should be included is as follows:
- a) How residents travel to work and to other destinations;
 - b) Any particular barriers to sustainable travel; and
 - c) Reasons for travelling as such.
- 4.11 The survey data will include the date of when the data was acquired, the number of residents surveyed and the response rate. All coded survey data and associated survey reports will be made available WCC, as requested within the 'Guidelines for producing Residential Travel Plans' document.

Modal Shift Targets

- 4.12 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will result in modal shift.
- 4.13 WCC state in their '*Guidelines for producing Residential Travel Plans*' that a TP should aim to reduce commuter car trips by 11-21%. This target reduction will be applied to the results of the baseline travel survey once it has been undertaken.
- 4.14 Accurate modal split targets will be identified once the baseline travel survey has been undertaken within six months of first occupation. Interim targets have been set based on an indicative 15% reduction in trips made by a car driver, as determined by 2011 Census travel to work data for the 'Malvern Hills 002' Middle Super Output Area, taken from NOMIS Census data. Targets will be updated once the baseline travel survey has been undertaken.
- 4.15 Sustainable travel modes have been increased proportionally based on the existing Census mode split. It should be noted that travel by train, metro / underground and other has not been increased due to the site location and the unknown nature of other uses.



Mode of Travel	Census Split	Year 1 Target	Year 3 Target	Year 5 Target
Car (Driver)	85.9%	84.2%	80.8%	77.3%
Car (Passenger)	4.5%	5.1%	6.4%	7.6%
Train	1.6%	1.6%	1.6%	1.6%
Bus	0.9%	1.0%	1.2%	1.5%
On Foot	4.4%	5.0%	6.3%	7.6%
Bicycle	1.2%	1.3%	1.7%	2.0%
Taxi	0.0%	0.0%	0.1%	0.1%
Metro / Underground / Tram	0.2%	0.2%	0.2%	0.2%
Moped / Motorbike	1.1%	1.2%	1.5%	1.8%
Other	0.2%	0.2%	0.2%	0.2%
Total	100.0%	100.0%	100.0%	100.0%*

Table 4.1 Percentage Modal Split Interim Targets

- 4.16 It should be noted that these are only to be considered to be indicative targets, as they are based on the local ward, rather than the development itself. Once the baseline travel survey has been undertaken, these targets will be updated and used in the monitoring process. Once the baseline survey has been undertaken, numerical targets will also be set.
- 4.17 An example travel survey has been attached at **Appendix C**.



5 Travel Plan Management and Measures

5.1 The RTP will be implemented and managed by a TPC, in accordance with this RTP. The TPC will be appointed prior to occupation to guarantee the most effective implementation of the RTP.

Travel Plan Co-ordinator

5.2 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC, in order to ensure compliance with the RTP. A TPC shall be appointed at least three months prior to first occupation.

5.3 The RTP will be actively managed by the TPC for a period of six-years following first occupation.

5.4 The TPC will be responsible for:

- a) The operation of the plan;
- b) Acting as a point of contact;
- c) Marketing and promoting the RTP;
- d) Providing sustainable travel information to residents;
- e) Monitoring and reviewing the RTP;
- f) Liaison with WCC, transport operators and specialist groups, where appropriate; and
- g) Arranging resident travel surveys to be undertaken.

Marketing and Promotion

5.5 Marketing and promotion of the RTP and sustainable travel opportunities and benefits will establish communication between those who are responsible for delivery (i.e., TPC) and those who benefit from the implementation of the RTP (i.e., residents).

5.6 The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the RTP. This would be achieved through a co-ordinated marketing and communication strategy including information within the sales office, and Travel Information Pack (TIP) for new residents on first occupation of each dwelling.



Travel Plan Measures

- 5.7 The RTP is effectively a set of measures, directed at residents and visitors and intended to maximise sustainable travel for journeys to / from the site.
- 5.8 The proposed RTP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.

Personal Journey Planning

- 5.9 Personal Journey Planning (PJP) encourages people to make sustainable travel choices and promotes sustainable transport modes. PJP will be offered to all first occupants of each dwelling to help improve their travel habits. Sales staff will be made aware of this service, so they can advertise it to residents.

Green Travel Vouchers

- 5.10 Green Travel Vouchers to the value of £150 per dwelling will be offered to each dwelling upon first occupation.
- 5.11 Vouchers will allow for residents to obtain reimbursement on purchases of sustainable travel items, up to the value stated. A list of redeemable items has been provided; however this will be left to the discretion of the TPC, who can add or remove items as they seem fit.
- 5.12 The proposed item list is broken down by category, and is as follows:

Walking Items:

- a) Shopping trolley bag;
- b) Walking poles;
- c) Raincoat;
- d) Personal attack alarm;
- e) Rucksack;
- f) Walking shoes / boots;
- g) Umbrella;
- h) Waterproof trousers;
- i) Hi-vis clothing; and
- j) Fitness watch.

Cycling Items:

- a) Bicycle or E-Bike;
- b) Scooter (non-motorised); and



- c) Cycle accessories (inc. helmet, lock, lights, bell, basket etc.).

Public Transport Items:

- a) Bus season ticket (not individual journeys).

Working from Home Items:

- a) Computer equipment (not including gaming equipment / games), such as laptop and printer; and
- b) Home office furniture (inc. desk, storage, lighting, chair etc.).

Travel Information Pack

5.13 A TIP, having been approved by WCC, will be provided prior to first occupation for each dwelling. The TIP will include various travel information, which will identify means of sustainable travel for residents. Specifically, the TIP will contain the following:

- a) A map illustrating the location of local facilities and amenities;
- b) Contact details of the TPC;
- c) Details of the most recent bus timetables;
- d) Details of public transport discounted fares / season tickets;
- e) Details of the site facilities including EV charging spaces;
- f) Information on local taxi and hire car companies; and
- g) Information on marketing and promotional events at a national and local level.

5.14 The TPC will keep the TIP up to date to reflect changes. For example, when revised bus timetables are issued and maintain records of distribution.

Walking and Cycling Measures

5.15 All pedestrian and cyclist infrastructure included as part of the development will be completed to a good standard. Details of walking and cycling routes will be included as part of the TIP for new residents as well as the health benefits of walking, will be included in the TIP.

5.16 The TPC will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to cycle.

5.17 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.



- 5.18 Information on cycling routes, local area cycle maps, cycle training and local cycle shops will be included in the TIP and located on the noticeboard within the sales office.
- 5.19 Details of walking and cycling routes will be included as part of the TIP for new residents, and they will be made aware of walking and cycling initiatives they can get involved with, such as livingstreets.org.uk and sustrans.org.uk.
- 5.20 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 5.21 Secure and covered cycle parking will be provided at the development for each dwelling.

Public Transport Measures

- 5.22 Public transport provision is important to help towards achieving sustainable transport targets. By encouraging new residents to use existing bus services, additional revenue could be generated.
- 5.23 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.24 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:
- a) Provision of current information on bus routes, bus times and location of bus stops to residents;
 - b) Provision of information on tickets;
 - c) Details of current promotions and discounted tickets from local bus operators;
 - d) Promotion of local bus services as attractive access options;
 - e) Dedicated space on the noticeboard within the sales suite for bus maps, timetables and fare information; and
 - f) Regular review of any changes to timetables, routes or fares.

Car Sharing

- 5.25 Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.



5.26 Liftshare is a countywide car-sharing database that supports a car share scheme, which all residents will be encouraged to utilise via liftshare.com/uk/community/Worcestershire. The information is free to access and helps to facilitate car-sharing amongst anyone that lives or works in Worcestershire. The scheme can benefit anyone who regularly travels by car by trip matching drivers or passengers with others undertaking similar trips. Furthermore, the TPC will encourage the undertaking of car sharing amongst residents at the site.

5.27 The TPC will ensure that residents are advised of the financial savings, which can be achieved through car sharing and will ensure that residents are provided with details of the car share scheme.

Electric Vehicle Charging

5.28 Electric vehicle charging facilities are to be provided for residents and will be included in a future reserved matters application.

5.29 The TPC will investigate the viability to provide an electric car club on-site. If viable, the TPC will gauge resident interest in the baseline survey and initiate accordingly.

Key Travel Resources

5.30 Sustainable travel opportunities are supported locally. **Table 5.1** provides a summary of the key travel resources available for residents and visitors.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling journey planner	www.cyclestreets.net
Better by Bike	Cycle information	https://betterbybike.info
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online Journey Planner	www.traveline.info
Worcestershire County Council	Local bus information	worcestershire.gov.uk/info/20021/bus_travel worcestershire.gov.uk/info/20021/buses/1001/bustimetables

Table 5.1 Key Travel Resources

Journey Planning

5.31 The journey planner <http://www.traveline.com> is an excellent tool in helping to provide journey planning information for travel to/from the site. The journey planner will be promoted to residents by the TPC.



Working from Home

- 5.32 Single occupancy car travel can also be reduced by removing the need to travel in the first place.
- 5.33 Given the shift in thinking on working patterns as a result of the COVID-19 Pandemic, residents will be encouraged where possible to include working from home within their working week.



6 Action Plan

- 6.1 Key to the success of the RTP is the identification of viable transport alternatives and these can be identified through the TP Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and increase accessibility to and from the site.
- 6.2 This section outlines measures that will be implemented as part of this RTP. These measures will include making the best use of the current facilities, as well as creating further incentive for residents to use sustainable transport modes of travel. The implementation of the RTP and the measures contained within it will be flexible.

Action Plan

- 6.3 A comprehensive set of initiatives and measures are set out on the following pages. The recommended residential measures have been drawn from best practice, TP guidance and case studies throughout the UK.
- 6.4 Empirical evidence has shown that the optimum time for introducing people to alternative travel modes is when they experience a major life change or transition period, such as moving to a new house. The success of this RTP will therefore depend on establishing a Travel Plan 'culture' of low car use among residents the moment they occupy their new homes.
- 6.5 The Action Plan has been broken down into four main strategy sections relating to the scope of the RTP including:
- a) Walking and cycling,
 - b) Public transport,
 - c) Car users; and
 - d) RTP support measures.
- 6.6 The measures and initiatives are identified to directly influence residents of the site, furthermore, some of the measures could also have an influence on visitor trips to the site and where this is the case, this has been identified in each strategy section.
- 6.7 Measures contained within the Action Plan also indicate where the responsibility lies for their completion, a timeframe, and estimated costs.



Walking and Cycling Strategy

	Measure	Action	Residents	Visitors	Timeframe / Frequency	Success Monitoring / Evaluation	Responsibility	Cost
WC1	Implement Cycle Parking Facilities	The quantum of cycle parking will be provided in line with WCC guidance	✓	✓	Prior to occupation	Usage of cycle facilities observed by TPC / feedback	Developer	As part of build costs
WC2	Footway / link B4197	Provide dropped kerb and tactile paving crossing at the site access across the B4197	✓	✓	Prior to occupation	Delivery of Planning Permission	Developer	As part of build costs
WC3	Walking and Cycling Route Maps	Walking and cycling route maps and key information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	Number of leaflets requested / handed out	TPC	TPC's Time
WC4	Promotion of Local Cycling Shops	Promote cycle shops / repair shops to residents to make them more aware of cycling as an option for sustainable travel	✓		Included in TIP / Prior to occupation	Feedback from residents	TPC	TPC's Time
WC5	Promotion of Walking and Cycling Events / Websites	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as www.livingstreets.org.uk/ and www.sustrans.org.uk that will be promoted to residents through the TIP	✓		Included in TIP / Prior to occupation	Feedback from residents	TPC	TPC 's Time



Public Transport Strategy

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
PT1	Promotion of Bus Services	Up to date bus information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
PT2	Promotion of Long-Term Tickets	Provide links to allow the purchasing of long-term bus tickets	✓		Included in TIP Prior to occupation	TPC	TPC's Time

**Car Users Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓		Included in TIP	Number of people registered on site and feedback from residents	TPC's Time
CU2	Electric Vehicle Charging	Electrical vehicle charging to be provided	✓		During construction phase	Developer	Construction costs
CU3	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
CU4	EV Car Club	Investigate the provision of an EV Car Club	✓		Feedback from residents	TPC	TPC's Time + Developer Cost



Travel Plan Support Measures

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
TP1	Travel Information Pack (TIP)	A TIP is to be created and distributed to residents of the development	✓		On first occupation of each dwelling	TPC	TBC
TP2	Promote Working from Home	Residents will be made aware of the benefits of working from home. Suitable broadband connection will be available at the development to allow for this	✓		During construction phase / Prior to first occupation	Feedback from residents	TPC's Time
TP3	Promotion of Local Delivery Services	Promotion of delivery services from supermarkets to reduce frequent travel, details of supermarkets with delivery services will be included in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
TP4	Personal Journey Planning	PJP will be made available to all first-time residents at the development	✓		On-going	Uptake in PJP	TPC
TP5	Green Travel Voucher	A Green Travel Voucher up to the value of £150 to be provided to each dwelling upon first occupation. Residents can purchase sustainable travel items.	✓		Upon first occupation	TPC	TPC's Time + Voucher Cost (£150 x 55 dwellings = £8,250)



7 Monitoring and Review

- 7.1 An effective monitoring and review process is important to establish how successful the RTP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the TP targets have been met.
- 7.2 As set out in **Section 5**, the TPC will be appointed three months prior to occupation of the proposed development and will liaise with the relevant officers at WCC. Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with WCC, to decide what, if any, amendments are required to the RTP. As part of the monitoring process, it is important to establish the baseline conditions.
- 7.3 The RTP will be actively managed and monitored by the TPC for a period of six-years, following occupation. On appointment, at least three months prior to occupation, contact details would be provided to WCC to ensure that clear dialogue is possible from inception of the RTP.

Monitoring

- 7.4 For the on-going management of the RTP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the RTP, which means the Developer / TPC and WCC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the RTP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 A baseline (year 1) travel survey will be undertaken within six months of occupation. Follow up monitoring surveys will then be conducted in the same month bi-annually for the remainder of the RTP's lifetime, as shown in **Table 7.1**.
- 7.7 As identified in the 'Guidelines for Producing Residential Travel Plans' document, 'Full Monitoring' will take place in the baseline (Year 1), Year 3 and Year 5 of the RTP, and 'Interim Monitoring' will take place in Year 2 and Year 4 of the RTP.
- 7.8 Full Monitoring requirements include surveys of vehicle numbers generated by development, and mode split from a questionnaire survey. Interim Monitoring requirements include the monitoring/survey of the implementation of measures and use of facilities/initiatives.



	Baseline - Year 1 (Six Months After Occupation)	Year 2	Year 3	Year 4	Year 5
<i>Indicative Survey Year (TBC)</i>	2026	2027	2028	2029	2030
Full monitoring	✓		✓		✓
Interim Monitoring		✓		✓	

Table 7.1 Interim Programme for Monitoring

Implementation Plan

7.9 An implementation plan sets out the commitments and timescales required to effectively implement the Travel Plan. This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the RTP.

7.10 The implementation plan covers the lifetime of the RTP, which is five years from first occupation.

7.11 **Table 7.2** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.

Task	Details	Proposed Timescale for Implementation
Appointment of TPC	Responsible for promoting and marketing the TP and implementing measures.	At least 3 months prior to first occupation
Travel Plan Action Plan	Implement all measures as set out in the Action Plan.	As per the timescales set out in the Travel Plan Action Plan
Surveys and Monitoring	Travel surveys will be undertaken to determine the travel patterns of residents / visitors on the site, which will influence any amendments or refinements to be made to the Travel Plan.	Baseline survey in Year 1 (within 6 months of first occupation) Follow up monitoring surveys in Years 3 and 5
Review of RTP Performance	Following completion of the surveys, the TPC will be required to provide a review report to WCC	Within one month of the data being made available

Table 7.2 Implementation Plan

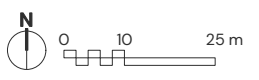
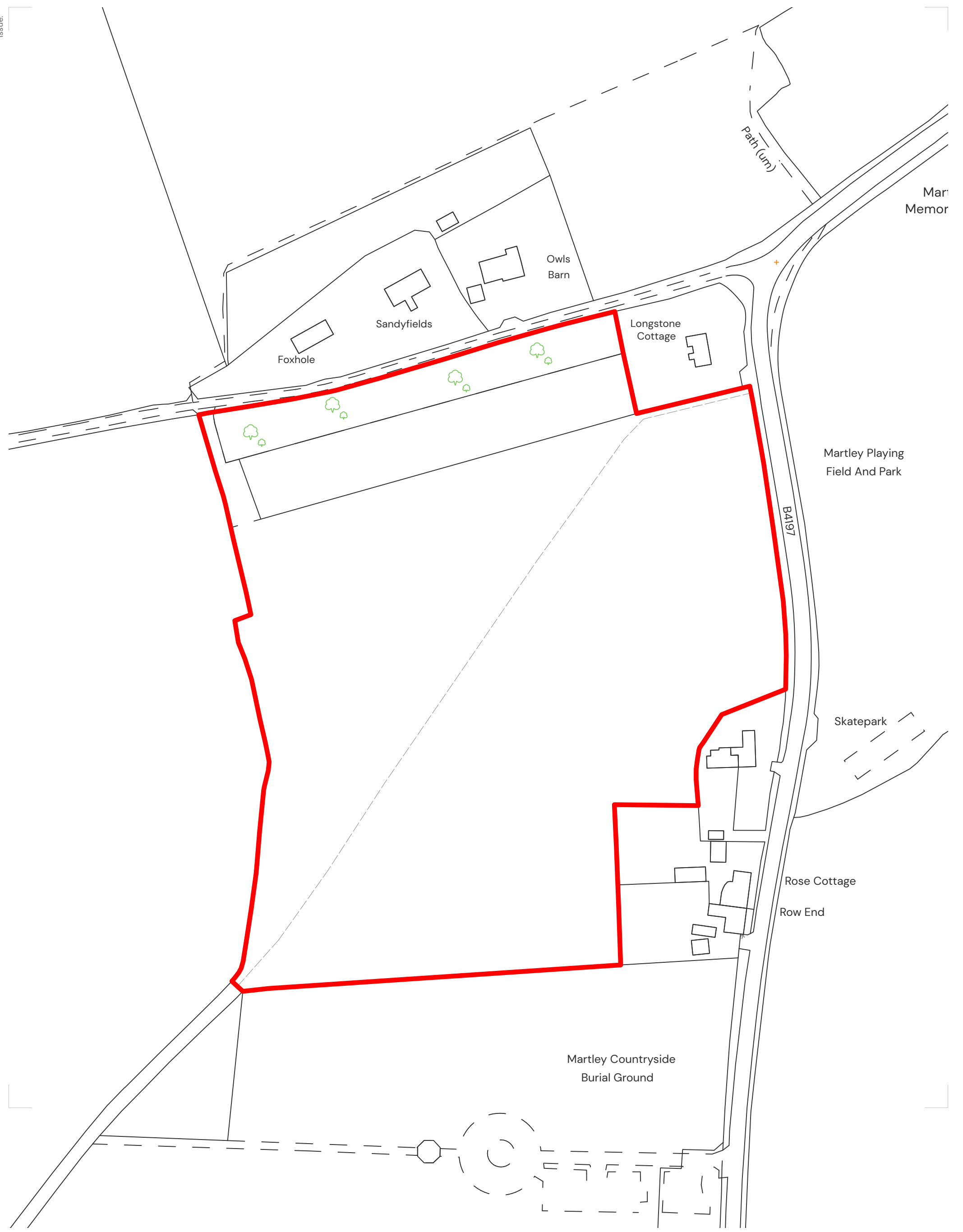


8 Funding

- 8.1 Infrastructure for the proposed development, including the on-site pedestrian and cycle facilities, will be secured through appropriate mechanisms within the planning process.
- 8.2 The funding of all aspects of the RTP, including the introduction of measures, employing the TPC, monitoring and reporting will be the responsibility of the developer. This responsibility will be maintained for the full life of the RTP.



Appendix A – Site Location Plan

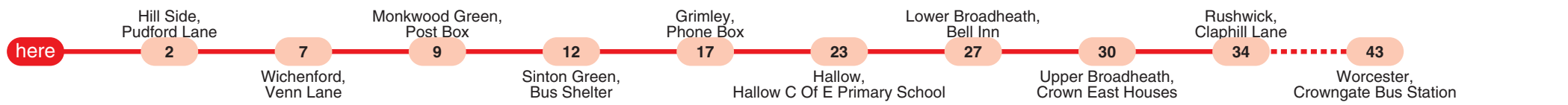




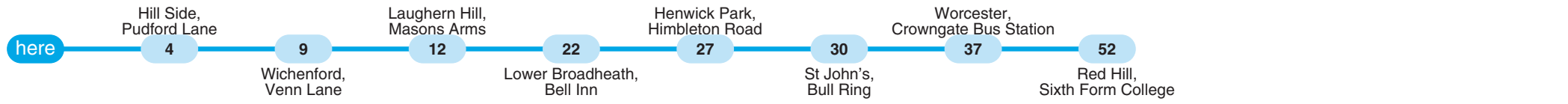
Appendix B – Bus Timetable Information

Bus departures from this stop Martley adj The Crown Inn

308 Clifton On Teme - Martley - Worcester Astons of Kempsey



309 Hanley Broadheath - Worcester 6th Form College Astons of Kempsey



309 Worcester 6th Form College - Hanley Broadheath Astons of Kempsey



310 Worcester - Martley - Clifton on Teme Astons of Kempsey



420 Hereford - Bromyard DRM Coaches



S310 Worcester - Martley - Clifton on Teme Astons of Kempsey



The numbers circled indicate approximate timings in minutes from Martley, The Crown Inn

Mondays to Fridays Bus times as at 20th November 2023

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0710	308		0840	310		0859	308	CP	1025	308	
0748	309	R	0840	S310		1005	310		1105	310	
									1225	308	
									1305	310	
									1425	308	
									1505	310	
									1715	420	Sch,s
									1715	310	
									1720	309	B
									1813	310	

Saturdays Bus times as at 25th November 2023

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0840	310		1005	310		1105	310		1305	310	
0859	308	CP	1025	308		1225	308		1425	308	
									1505	310	
									1715	310	
									1715	420	Sch,s
									1813	310	

Sundays
No Service

Notes: Sch - Operates only on school days s - Sets down only CP - This journey will accept Concessionary Passes before 0930 B - towards Broad Heath R - towards Red Hill Times shown in italics are approximate times



Next bus times on your phone

the code for this stop is **wocgtatj**

Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi

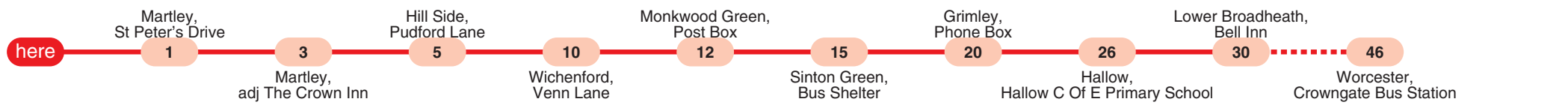
By SMS: text the stop code to 84268. Add a space and service number for just that service.

Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).

Bus departures from this stop Martley opp The Crown Inn

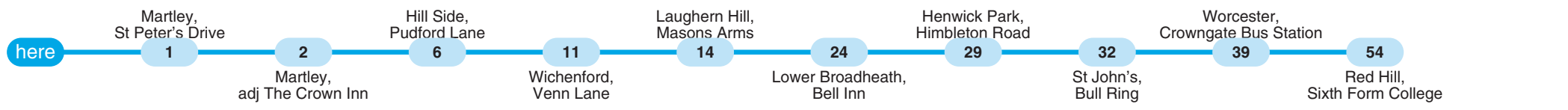
308 Clifton On Teme - Martley - Worcester Astons of Kempsey



308 Worcester - Martley Astons of Kempsey



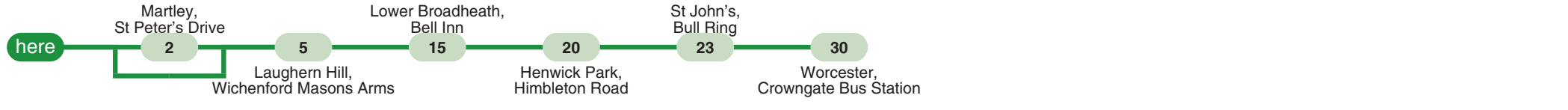
309 Hanley Broadheath - Worcester 6th Form College Astons of Kempsey



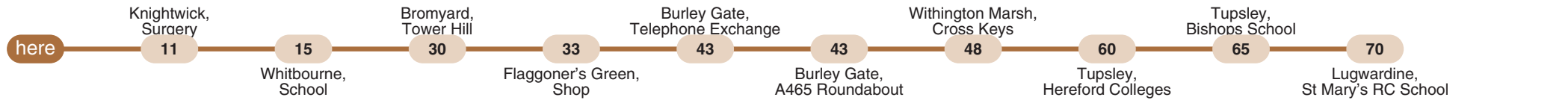
309 Worcester 6th Form College - Hanley Broadheath Astons of Kempsey



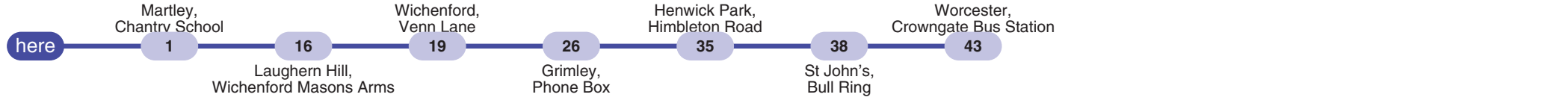
310 Clifton on Teme - Martley - Worcester Astons of Kempsey



420 Bromyard - Hereford DRM Coaches



S310 Clifton on Teme - Martley - Worcester Astons of Kempsey



The numbers circled indicate approximate timings in minutes from Martley, The Crown Inn

Mondays to Fridays Bus times as at 20th November 2023

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0715	420	Sch	0755	310		1022	308	W	1223	308	M	1423	308	M
0746	309	R	0856	308	CP,W	1120	310		1320	310		1520	310	
												1521	S310	
												1719	309	B
												1730	310	1
												1830	310	1

Saturdays Bus times as at 25th November 2023

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0715	420	Sch	0856	308	CP,W	1120	310		1320	310		1520	310	
0755	310		1022	308	W	1223	308	M	1423	308	M	1730	310	1

Sundays

No Service

Notes: Sch - Operates only on school days
 CP - This journey will accept Concessionary Passes before 0930
 Times shown in italics are approximate times
 1 - does not serve Martley, St Peter's Drive
 B - towards Broad Heath
 M - towards Martley
 R - towards Red Hill
 W - towards Worcester



Next bus times on your phone the code for this stop is **wocgataw**
Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi
By SMS: text the stop code to 84268. Add a space and service number for just that service.
 Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.
 Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).



Appendix C – Example Travel Plan Survey

Example Residents Survey - Worcestershire

We are currently researching existing travel behaviour within your area to establish travel patterns and encourage more sustainable travel choices.

This survey should take around five minutes to complete.

1. If you are in employment, please choose your main mode of travel to work (i.e. the mode of travel you use for most of the week)

- | | |
|--|---|
| <input type="radio"/> Car | <input type="radio"/> Bus |
| <input type="radio"/> Car Share | <input type="radio"/> Train |
| <input type="radio"/> On foot | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike | <input type="radio"/> N/A |
| <input type="radio"/> E-Bike | |
| <input type="radio"/> Other (please specify) | |

2. If you have school age children, how do they travel to school?

- | | |
|--|---|
| <input type="radio"/> Car, with you | <input type="radio"/> E-Bike |
| <input type="radio"/> Car, with peers | <input type="radio"/> Bus |
| <input type="radio"/> Car, on their own | <input type="radio"/> Train |
| <input type="radio"/> On foot | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike | <input type="radio"/> N/A |
| <input type="radio"/> Other (please specify) | |

3. How do you typically travel around Fernhill Heath? (i.e. for leisure purposes etc.)

- | | |
|--|---|
| <input type="radio"/> Car | <input type="radio"/> Bus |
| <input type="radio"/> Car share | <input type="radio"/> Train |
| <input type="radio"/> On foot | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike | <input type="radio"/> N/A |
| <input type="radio"/> E-Bike | |
| <input type="radio"/> Other (please specify) | |

4. How do you typically travel to Worcester? (i.e. for leisure purposes etc.)

- | | |
|--|---|
| <input type="radio"/> Car | <input type="radio"/> Bus |
| <input type="radio"/> Car share | <input type="radio"/> Train |
| <input type="radio"/> On foot | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike | <input type="radio"/> N/A |
| <input type="radio"/> E-Bike | |
| <input type="radio"/> Other (please specify) | |

5. How many cars are owned by your household?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 0 | <input type="radio"/> 3 |
| <input type="radio"/> 1 | <input type="radio"/> 4+ |
| <input type="radio"/> 2 | |

6. Roughly, how far do you travel to work? (One-way)

- | | |
|--|-------------------------------------|
| <input type="radio"/> Less than 1 mile | <input type="radio"/> Over 20 miles |
| <input type="radio"/> 1 to 5 miles | <input type="radio"/> N/A |
| <input type="radio"/> 6 to 20 miles | |

7. Are there any obstacles that prevent you from travelling sustainably? e.g. lack of cycle lanes, no direct bus routes where you need to go, you do not own a bike etc.

8. Is there anything that would encourage you to travel more sustainably? e.g. better lit routes, cheaper public transport, bicycle training etc.

9. Do you have any further transport related comments or concerns you would like to raise? For example are there any issues you would like to raise regarding a journey you regularly make, or are there any issues relevant to the development you would like to raise?

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