

rappor



Land at Berrow Green Road, Martley

Hayfield Homes

Statement of Common Ground

July 2024



Hayfield Homes

Land at Berrow Green Road, Martley,
Worcestershire

LPA Planning Ref: M/23/01711/OUT

rappor



Statement of Common Ground on Transport Matters

Job No.	23-0520
Date	August 2024
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1 Introduction

- 1.1 This document is a Statement of Common Ground (SoCG) in relation to transport matters between Worcestershire County Council (WCC), acting in their role as the Local Highway Authority (LHA), and Rappor, acting on behalf of the Appellant, Hayfield Homes, in relation to the outline planning application (Local Planning Authority (LPA) Planning Ref: M/23/01711/OUT) for up to 55 dwellings with all matters reserved except for access (heron referred to as the Appeal Site).
- 1.2 The outline planning application (LPA Planning Ref: M/23/01711/OUT) was submitted to Malvern Hills District Council (MHDC) in January 2024 and planning permission was subsequently refused by MHDC by the Decision Notice dated 11th April 2024. The Decision Notice, provided at **Appendix A** included a reason for refusal which relates to highways matters, this is re-produced below for ease of reference:
- “3. In its present form, the proposal fails to demonstrate that a safe access to the site could be achieved. As such the proposal is contrary to policies SWDP 4 and 21.”*
- 1.3 This SoCG deals with transport matters only.
- 1.4 WCC, acting in their role as the LHA, recommended that the application be deferred, in their consultation response dated 14th March 2024, pending further information on the access arrangements, traffic surveys, culverting requirements, footway arrangements, Road Safety Audit (RSA) brief, internal road adoption, modal shift targets and measures. The consultation response is contained in **Appendix B**.
- 1.5 Following the consultation response Rappor liaised with WCC to provide the further information required. The further information requested by WCC were not matters which materially altered the planning application and only sought the following clarifications:

- a) The access arrangements on Rappor Drawing No. 230520-RAPXX-XX-DR-TP-3201/P01 submitted with the Transport Statement showed a footway and crossing arrangement only to the south of the junction. Link Engineering proposed site plan BGM-LW-GEN-XX-DR-CE-001 submitted with the planning application showed footways and crossings on both sides. Rappor provided drawing No. 230520-RAPXX-XX-DR-TP-3201/P02 to demonstrate footways and crossings on both sides of the access in accordance with the Link Engineering proposed site plan. WCC also requested that alterations to the hedgerow was demonstrated, this was confirmed on Rappor Drawing No. 230520-RAPXX-XX-DR-TP-3201/P02, with hedgerows set behind the visibility splays and the visibility splays kept clear of vegetation to a maximum height of 600mm.
- b) Clarification regarding the timing of the traffic survey. It was confirmed that the traffic survey was undertaken to understand existing traffic speeds on Berrow Green Road. It is not considered that traffic speeds vary based on time of year, and therefore the survey was considered suitable to assess traffic speeds and determine the commensurate visibility splays.
- c) Clarification of the need to culvert the existing drainage ditch on the western side of Berrow Green Road which will serve the site. It was confirmed that it is likely the ditch will require culverting and will require a full structural design and check at the detailed design stage.
- d) It is desirable to widen the footway to the east / south of Berrow Green Road to 2m wide, noting it may not be feasible due to existing boundary hedge and provision of a pedestrian crossing prior to Mortlake Drive. Drawing 230520-RAP-XX-XX-DR-TP-6000/P02 demonstrates the proposed pedestrian crossing prior to Mortlake Drive and proposed widening of the footway to between 1.2m and 1.5m, the feasibility of this without resulting in damage to the existing boundary hedgerow shall be confirmed at detailed design. Should this demonstrate that the proposed widths are not achievable without damaging the hedgerow the footway shall be widened as much as feasible.
- e) WCC stated 'it is not clear how PRoW 698(C) on the Berrow Green Road west verge would be diverted to the proposed site access' and requested clarity over this. Drawing 230520-RAP-XX-XX-DR-TP-3201/P02 demonstrates the proposed footway to the north of the site access shall extend to the existing PRoW 698(C) access enabling diversion into the site, this shall be supported by the new uncontrolled pedestrian crossing from the eastern footway.



- f) WCC have noted an error in the Stage 1 RSA brief. An updated brief was provided including the highway improvement works.
 - g) WCC has set out the opinion that the indicative layout as currently suggested is not suitable for adoption. The internal layout at this stage is indicative. Matters of adoption will be considered at the reserved matter stage.
 - h) WCC have set out that the modal split targets set out in Table 4.1 of the Travel Plan (TP) were reviewed and recalculated for all modes. The calculated modal shift previously provided a 10% modal shift target, however the revised TP updated this to a 15% reduction in car (driver) trips over a 5 year period. These targets are indicative at this stage and will be updated to reflect the baseline travel survey and monitored accordingly. WCC set out suggested some additional measures for the TP which have been included in the revised TP. The monitoring of the TP was updated in accordance with the WCC guidance.
- 1.6 The initial WCC consultation response was dated 14th March 2024. Rappor submitted the clarification information requested on 21st March 2024. WCC confirmed via email on the 21st March 2024 that the information was acceptable and addressed all points in the deferral consultation response, and further advised that a final formal response to the application would be prepared. The final WCC response, which recommended no objection subject to conditions and financial obligations was issued on 11th April 2024.
- 1.7 The discussions with WCC are provided in **Appendix C**. The updated drawings provided to WCC are contained in **Appendix D** with the updated TP contained in **Appendix E**. The final WCC consultation response is contained in **Appendix F**.
- 1.8 This SoCG addresses the following matters:
- a) Matters that are agreed between WCC and the Appellant (Section 2);
 - b) Matters that are agreed between WCC and the Appellant relating to the planning conditions and planning obligations (Section 3); and
 - c) Matters not agreed (Section 4).

2 Matters Agreed

2.1 The following matters are agreed between WCC and the Appellant.

Relevant Planning Policy and Guidance

2.2 It is agreed that the following were the relevant transport planning policy and guidance at the time when WCC issued their final consultation response dated 11th April 2024:

Policy

- a) National Planning Policy Framework (December 2023);
- b) South Worcestershire Development Plan (2016); and
- c) South Worcestershire Development Plan Review (Emerging).

Guidance

- a) Planning Practice Guidance Travel Plans, Transport Assessment and Statements in Decision Taking (2014);
- b) Manual for Streets (2007) and Manual for Streets 2 (2010); and
- c) WCC Streetscape Design Guide (July 2022).

Site Accessibility and Opportunities for Sustainable Development

2.3 The appeal 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.

2.4 Since the planning application was submitted in January 2024, there has been changes to the bus services, serving The Crown Inn bus stops. The Astons of Kempsey services are no longer operating, with First Worcestershire now operating new services, which include new routes and a combination of the previous routes. The updated bus timetable information is summarised in **Table 2.1** with the full timetable information contained in **Appendix F**.

Route No.	Operator	Route	Days	First Service	Approximate Frequency	Last Service
310	First Worcestershire	Hanley Broadheath – Martley – Wichenford – Broadheath - Worcester	Mon – Fri	07:22	Every 2 hours (with 2 / 3 peak hour services)	18:31
			Sat	08:08	Four Services a Day	18:31
		Worcester - Broadheath - Wichenford - Hanley Broadheath	Mon – Fri	07:07	Every 1-3 hours (with 2 AM peak hour services)	18:13
			Sat	09:04	Four Services a Day	17:13
311	First Worcestershire	Worcester – Rushwick – Broadheath – Martley – Clifton upon Teme	Sat	13:29	One Service	N/A
		Clifton upon Teme - Martley - Broadheath - Rushwick - Worcester	Mon – Fri	08:57	Two Services	12:32
			Sat	09:27		13:49
313	First Worcestershire	Worcester – Hallow – Sinton Green – Martley – Clifton	Mon – Sat	14:59	One Service	N/A
		Clifton – Martley – Sinton Green – Hallow – Worcester	Mon – Fri	10:02	One Service	N/A
			Sat	10:52		
314	First Worcestershire	Worcester – Hallow – Grimley – Sinton Green – Martley – Clifton	Mon – Fri	08:40	One Service	N/A
		Clifton – Martley – Sinton Green – Grimley – Hallow – Worcester	Mon – Fri	15:21	One Service	N/A
420	DRM Bus	Bromyard – Hereford	Mon – Fri	07:15	Single service	N/A
		Hereford – Bromyard	Mon – Fri	17:15	Single service	N/A

Table 2.1 Bus Route Timetables at The Crown Inn

Source: www.travelinesw.com July 2024

- 2.5 The bus services outlined in **Table 2.1** demonstrate the services that will be available to future residents of the site. The services are not materially different in terms of times of operation, although they provide faster services to Worcester, which is of benefit.
- 2.6 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. There is opportunity for commuting to Worcester utilising the 310 service with four services departing Martley before 9am and three services arriving in Martley after 5pm.

2.7 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 developments to the north, and south, which has a similar number of dwellings and similar accessibility credentials as the Appeal Site.

2.8 A comparison has been undertaken of the accessibility of the Appeal Site with the two approved residential developments:

- a) The Jessup Development (Planning Reference: 21/02245/OUT; Appeal Reference: APP/J1860/W/22/3306186); and
- b) The Lioncourt Development (Planning Reference: M23/00863/FUL)

2.9 The accessibility has been assessed based on the distance to local services, amenities and facilities from the centre of the Appeal Site as set out in the Transport Statement and for each of the approved sites, which is set out in **Table 2.2**.

Service/Amenity	Appeal Site Approx. Distance	Lioncourt Site Approx. Distance	Jessup Site Approx. Distance	Approx. Range
Within 2km walking distance				
Martley Playing Fields	290m	330m	180m	50m
Martley Memorial Hall	290m	330m	180m	50m
Edgar Estate Industrial Park	570m	230m	730m	500m
Maylite Trading Estate	670m	320m	830m	500m
Martley Surgery	620m	500m	550m	120m
Convenience Store – Central Stores and Post Office	620m	665m	500m	120m
The Chantry School	1.1km	1.2km	930m	270m
Martley CofE Primary School	1.1km	1.2km	1.0km	200m
Martley Leisure Centre and Aztec Adventure rock climbing	1.1km	1.2km	1.0km	200m
St Peter’s Church	1.2km	1.1km	1.0km	200m
Within 8km cycling distance				
The Masons Arms Pub	2.6km	2.9km	2.5km	400m
Chim Doo Thai Restaurant	3.0km	3.3km	2.8km	500m
Cob House Countryside Park	3.9km	4km	3.8km	200m
The Apple Tree Kitchen Restaurant	4.1km	4.4km	4.0km	400m
The New Inn Pub	4.3km	4.6km	4.2km	400m

Table 2.2 Accessibility Comparison of Appeal Site and approved Lioncourt Site and Jessup Site

- 2.10 **Table 2.2** demonstrates that there is a maximum range of 500m in the accessibility of each of the sites. The Appeal Site generally falls within the range, with the only exception being to Martley Surgery where it is the upper walking distance in the 120m range. On this basis, the Appeal Site has a comparable level of accessibility to the approved Lioncourt and Jessup developments.
- 2.11 It has been agreed between the Appellant and WCC that the principal of the development in this location is acceptable with suitable opportunities to access services and amenities by non-car modes.

Development Proposals

Access Arrangements

- 2.12 The proposed appeal site access arrangements comprise a priority junction which will serve a development of up to 55 dwellings.
- 2.13 The form and geometry of the access is in line with Manual for Streets and the WCC Streetscapes Design Guide, therefore the access is suitable to serve the proposed development. A detailed design check will be undertaken by WCC as part of the Technical Approval process under the Sc278 Highways Agreement Process.
- 2.14 The appeal site can be suitably and safely accessed and egressed via the priority junction.
- 2.15 WCC stated in their consultation response dated 14th March 2024 that:

“The submitted Transport Statement (TS), prepared by Rappor and dated November 2023, states the site will be served by a new vehicular access, in the form of a simple priority junction. The TS states the new access would have a 5.5m carriageway, 6.0m radius kerbs and a 2.0m wide footway on the south sides of the road. Within the TS appendices, Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 shows the proposed site access junction, as described above. The drawing also shows a short new section of footway to be provided on the west side of Berrow Green Road, running south from the new junction, with an uncontrolled dropped kerb pedestrian crossing, with tactile paving, to assist pedestrians cross the main highway at this location.

The Highway Authority notes the above vehicle access strategy and has no objection to the principle of a new vehicle access at this location, subject to an acceptable layout being provided, with the junction meeting minimum visibility splay and stopping sight distance provision.

*However, the Highway Authority notes the proposed junction layout, as shown on Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 is not the same layout as shown on the submitted Link Engineering Drg. No. BGM-LE-GEN-XX-DR-CE-001 'Proposed Site Plan' which shows the north side of the access road provided with a short section of 2.0m wide footway at its mouth, running a short distance into the site and a short distance northward on the west side of Berrow Green Road. A second uncontrolled pedestrian crossing over the main highway is also proposed. **The two drawings provide conflicting layouts and clarification is required from the Applicant as to which is being proposed for the access strategy.***

2.16 Rappor provided drawing No. 230520-RAPXX-XX-DR-TP-3201/P02 to demonstrate footways and crossings on both sides of the access in accordance with the Link Engineering proposed site plan.

2.17 In regard to visibility splays, WCC stated in their consultation response dated 14th March 2024 that:

*"These splays appear to include sections of the existing boundary hedge to either side of the proposed access. The Applicant is requested to clarify if the affected sections of hedging will be removed or reduced in height, in order to provide the safe intervisibility splays. **Alterations to the hedge shall be shown on a revised site access arrangement drawing.**"*

2.18 Rappor Drawing No. 230520-RAPXX-XX-DR-TP-3201/P02, with hedgerows set behind the visibility splays and the visibility splays kept clear of vegetation to a maximum height of 600mm.

2.19 In addition, WCC set out in their consultation response dated 14th March 2024 that:

"it is not clear how PRoW 698(C) on the Berrow Green Road west verge would be diverted to the proposed site access."

2.20 Drawing 230520-RAP-XX-XX-DR-TP-3201/P02 demonstrates the proposed footway to the north of the site access shall extend to the existing PRoW 698(C) access enabling diversion into the site, this shall be supported by the proposed uncontrolled pedestrian crossing from the eastern footway.

2.21 These matters constituted minor amendments and points of clarification with the provision of a footway and crossing, as shown on the Link Engineering Drg. No. BGM-LE-GEN-XX-DR-CE-001 'Proposed Site Plan', being confirmed. It is noted that this did not materially alter the principal of the access or the access design.

2.22 WCC stated in their consultation response dated 11th April 2024 that

“The Applicant, via Rappor, has now submitted Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P02, which shows a revised site access arrangement. This is acceptable to the Highway Authority and its provision can be covered by an appropriate condition if planning consent were subsequently granted.

Drawing No. 230520-RAP-XX-XX-DR-TP-3202/P02 shows the same proposed visibility splays of 2.4m x 57.8m to the north and 2.4m by 81.4m to the south, as previously proposed within the TS. As these are based on the 85th percentile speeds, which are used to calculate appropriate visibility splays, they are acceptable to the Highway Authority.”

2.23 It has been agreed between the Appellant and WCC that the appeal site access arrangements are safe and suitable to serve the proposed development.

Off-Site Mitigation Measures

2.24 WCC set out in their consultation response dated 14th March 2024 that:

“It is desirable to provide a 2.0m footway but this may not be possible due to the existing boundary hedge.”

2.25 In addition, it was requested that a pedestrian crossing across Berrow Green Road was provided prior to the junction with Mortlake Drive.

2.26 Drawing 230520-RAP-XX-XX-DR-TP-6000/P02 demonstrates the proposed pedestrian crossing prior to Mortlake Drive and proposed widening of the footway to between 1.2m and 1.5m.

2.27 It was proposed as part of the Transport Statement that the existing change in speed limit would be relocated south of the proposed application site access along with a new village gateway feature.

2.28 WCC set out in their consultation response dated 11th April 2024 that:



“With regard to the village gateway feature, the Highway Authority agrees that this shall be relocated to the south, away from the proposed new junction. However, the Highway Authority is not convinced that there is a need for the speed limit to be altered. As noted within the TS, the 30/40mph change was previously at the existing gateway location but the 30mph location was subsequently changed some years ago, being moved closer into the village. Whilst there might be some benefit in changing the location again, it is not clear if that would result in any significant reduction in vehicle speeds to comply with the speed limit. Hence, it is not considered necessary to move the 30mph to where the TS suggests.”

- 2.29 It has been agreed between the Appellant and WCC that a new village gateway feature shall be provided with the existing change in speed limit retained. The footway to the east / south of Berrow Green Road shall be widened to between 1.2m and 1.5m where feasible without resulting in damage to the existing hedgerow boundary. A crossing shall also be provided across Berrow Green Road prior to the Mortlake Drive junction.

Internal Layout

- 2.30 The internal highway layout is a matter reserved for future consideration, WCC have set out that cycle and car parking will need to comply with their adopted standards and include details of refuse and servicing strategy at the reserved matters stage.
- 2.31 It is agreed between the Appellant and WCC that the internal layout is a matter for future consideration.

Road Safety Audit

- 2.32 An RSA brief was submitted to WCC for the site access and highway improvement scheme. WCC stated in their initial consultation response that there was an error in the Stage 1 RSA brief. An updated brief was provided including the updated highway improvement works.
- 2.33 Following the submission of the updated Stage 1 RSA brief WCC set out in their consultation response dated 11th April 2024 that:

“All works associated with the S278 Agreement will be subject to the Road Safety Audit (RSA) process. The Applicant has amended the Stage 1 RSA Brief, which is now acceptable. The Applicant is also liable for all reasonable fees associated with processing the S278 Agreement.”

- 2.34 It is agreed between the Appellant and WCC that the S278 Agreement will be subject to an RSA based upon the agreed Stage 1 RSA brief.

Trip Generation and Impact of Development Traffic on the Local Highway Network

2.35 WCC set out in their consultation response dated 11th April 2024 that:

“The TS states that, given the low volume of vehicles generated by the development and distribution of trips onto the local highway network, the development proposals will not result in a significant impact on any particular link. On this basis, no further junction assessments are required. The Highway Authority agrees with this conclusion.”

2.36 It has been agreed between the Appellant and WCC that the forecast vehicle trips are low and the distribution of the trips on the local highway network will not result in a significant impact on any particular link (highway).

2.37 A cumulative impact assessment for the Appeal Site along with the approved Lioncourt and Jessup Developments was undertaken as part of the Transport Statement. It was undertaken based on the trip generation for each site and 2011 Census Travel to Work distribution and assignment. **Table 2.3** demonstrates the cumulative impact of the sites at each of the links in the vicinity of the site as shown in **Figure 2.1**.



Figure 2.1 Local Highway Network and Links

Link	Time Period	Two-Way Trips			
		Application Site	Lioncourt Development	Jessup Development	Cumulative
B4197 south of application site access (1)	AM Peak (08:00-09:00)	4	38	3	45
	PM Peak (17:00-18:00)	3	33	3	39
B4197 north of application site access (2)	AM Peak (08:00-09:00)	25	38	3	66
	PM Peak (17:00-18:00)	21	33	3	57
B4197 south of B4204 junction (3)	AM Peak (08:00-09:00)	24	38	21	83
	PM Peak (17:00-18:00)	23	33	21	77
B4197 north of B4204 junction (4)	AM Peak (08:00-09:00)	10	16	9	35
	PM Peak (17:00-18:00)	10	14	9	33
B4204 (5)	AM Peak (08:00-09:00)	14	22	12	48
	PM Peak (17:00-18:00)	13	19	12	44

Table 2.3 Cumulative Two-Way Trips

2.38 **Table 2.3** demonstrates the maximum cumulative number of trips as a result of the application site, the Lioncourt Development and the Jessup Development is 83 two-way trips during the AM peak hour on the B4197 highway link to the south of the B4204 junction. In real terms this equates to just over one trip per minute during the AM peak hour.

2.39 In the context of Paragraph 111 of the NPPF the residual cumulative impact of the application site, the Lioncourt Development and the Jessup Development on the road network would not be severe.

2.40 In regard to the cumulative impact on the local highway network with the approved Lioncourt and Jessup Developments, WCC set out in their consultation response dated 11th April 2024 that:

“the Highway Authority is of the opinion the cumulative impact can still be accommodated onto the local highway network without causing any significant detrimental impact on highway operation or congestion.”

“This means that, whilst impact of development traffic is high in terms of percentage increases, the cumulative trips can still be accommodated on to the local highway links and junctions without causing any significant detrimental impact to the capacity or operation of the local highway network.”



2.41 It has been agreed between the Appellant and WCC that the cumulative vehicle trip impact of the permitted developments and the Appeal Site will not result in significant detrimental impact to the capacity or operation of the local highway network.



3 Matters Agreed Relating to Planning Conditions

3.1 It is agreed between the Appellant and WCC that the following should be secured as part of any planning permission via planning condition, as set out in WCC's consultation response dated 11th April 2024.

3.2 The agreed planning conditions are as follows:

- a) **Conformity with submitted details** - The Development hereby approved shall not be brought into use until the vehicular access has been provided as generally shown on the Rappor Drawing No. 230520-RAPXX-XX-DR-TP-3201/P02 'Proposed Site Access Arrangements'.
- b) **Vehicular visibility splays** - Development shall not begin until visibility splays are provided from a vertical point 1.05m above carriageway level at the centre of the application main site access and 2.4m back from the nearside edge of the adjoining carriageway, (measured perpendicularly), for 57.8m northwards and 81.4m southwards (it is noted that there is an error in the WCC consultation response which states that the visibility to the south should be 181.4mm, this should be 81.4m as per Rappor Drawing No. 230520-RAPXX-XX-DR-TP-3201/P02 'Proposed Site Access Arrangements'), respectively, measured along the nearside edge of the adjoining carriageway (vertical off set of 0.6m). Nothing shall be planted, erected and/or allowed to grow on the triangular areas of land so formed which would obstruct the visibility described above.
- c) **Cycle Parking** - The Development hereby approved shall not be brought into use until sheltered and secure cycle parking to comply with the Council's adopted cycle parking standards has been provided in accordance with details which shall first be submitted to and approved in writing by the Local Planning Authority and thereafter the approved cycle parking shall be kept available for the parking of bicycles only.
- d) **Car Parking** - The Development hereby approved shall not be brought into use until details of car parking to comply with the Council's adopted car parking standards has been provided in accordance with details which shall first be submitted to and approved in writing by the Local Planning Authority.
- e) **Off Site Highway Improvements** - The Development hereby approved shall not be brought into use until the highway improvements works comprising:
 - Alterations to Berrow Green Road to accommodate the new site access road;



- Two sections of new 2.0m wide footway is to be provided on the west side of Berrow Green Road, running north and south, respectively, from the new site access;
 - Two new uncontrolled dropped kerb pedestrian crossings, with tactile paving provided across Berrow Green Road, located at the end of both new sections of footway. The crossings connect to the existing footway on the east side of the carriageway, a section of which is to be widened to 2.0m towards Martley Memorial Hall;
 - Relocation of the existing gateway feature, south of the proposed site access, further to the south to a new position agreed with the Highway Authority; and
 - Installation of tactile paving at the existing uncontrolled pedestrian crossing on the B4197, west of Mortlake Drive, have been completed to the satisfaction of the Local Planning Authority and approved in writing (in discussion with the Local Highway Authority) and open to traffic.
- f) **Residential Travel Plan** - The Development hereby approved shall not be occupied until the Applicant has submitted a Travel Plan in accordance with the County Council guidelines in writing to the Local Planning Authority that promotes sustainable forms of access to the development site and has been approved in writing by the Local Planning Authority. This plan will thereafter be implemented, monitored for a minimum of five years and shall be updated in agreement with Worcestershire County Council's Travel Plan Officer and hereafter implemented as updated.
- g) **Travel Welcome Pack** - The Development hereby approved shall not be occupied until the Applicant has submitted to and had approval in writing from the Local Planning Authority a residential Travel Welcome Pack promoting sustainable forms of access to the development. The pack shall be provided to each resident at the point of occupation.
- h) **Refuse and Servicing Strategy** - Reserved matters to include the details of a refuse and servicing strategy for the development which shall be submitted to and approved by the Local Planning Authority.
- i) **Construction Traffic Management Plan** – The Development hereby approved shall not commence until a Construction Traffic Management Plan has been submitted to and approved in writing by the Local Planning Authority. This shall include but not be limited to the following:-
- Measures to ensure that vehicles leaving the site do not deposit mud or other detritus on the public highway.

- Details of site operative parking areas, material storage areas and the location of site operatives' facilities (offices, toilets etc).
- The hours that delivery vehicles will be permitted to arrive and depart, and arrangements for unloading and manoeuvring.
- Details of any temporary construction accesses and their reinstatement.
- A highway condition survey, timescale for re-inspections, and details of any reinstatement.

The measures set out in the approved Plan shall be carried out and complied with in full during the construction of the development hereby approved. Site operatives' parking, material storage and the positioning of operatives' facilities shall only take place on the site in locations approved by in writing by the local planning authority.

3.3 In addition, the following financial planning obligations are agreed to be delivered through a suitable legal mechanism (S106):

Community Transport - Specific Purpose: There is a need for a Community Transport service to meet the transport needs of the elderly and disabled. The County Council has specific duties, under the 1985 Transport Act, to take account of the transport needs of elderly and disabled residents and further duties to residents' protected characteristics that include the elderly and disabled, under the Equalities Act 2010. There will be residents with mobility impairments who are unable to access conventional public transport, it is this group that will require access to a door-to-door transport service such as that provided by Community Transport. Contribution: £12,474.00; Trigger: Prior to first occupation.



4 Matters Not Agreed

4.1 There are no highway matters not agreed.

Signatures

Signed:



Name: Mike Glaze

Transport Planning Director of Rappor

on behalf of Hayfield Homes

Date: 12th August 2024

Signed:



Name: Karen Hanchett

Transport Planning and Development Management Team Leader

on behalf of Worcestershire County Council

Date: 12th August 2024



Appendix A – Malvern Hills District Council Decision Notice
11th April 2024

Malvern Hills District Council

Planning & Infrastructure



Planning Ref: M/23/01711/OUT
Telephone: 01684 862314

Please ask for : Lee Walton
e-mail: lee.walton@malvern hills.gov.uk

11 April 2024

Mrs T Almeida
Hayfield Homes
Hayfield House
Arleston Way
Shirley
Solihull
B90 4LH

Dear Mrs Almeida

Applicant Name: Mrs T Almeida
Proposal: Outline planning permission for up to 55 dwellings (with means of access to the site be considered at this stage and all other matters reserved)

Location: Land At (Os 7500 5952), Berrow Green Road, Martley

I am writing to let you know the outcome of your Planning application, under the Town and Country Planning Act 1990 for the proposal detailed above at Land At (Os 7500 5952), Berrow Green Road, Martley

Unfortunately we have **Refused** your application, for the reason set out in the attached **Refusal Notice**.

If you have any questions about our decision, or reasons for refusal please contact Lee Walton Principal Planning Officer on 01684 862314 or by email to lee.walton@malvern hills.gov.uk

If you are unhappy with the refusal in this case, you can appeal to the relevant Secretary of State. Information on how to do this can be found on the Refusal Notice.

If you decide not to appeal you may find it useful before submitting a new application to contact **Lee Walton** for **pre-application advice**, please note there maybe a charge for this service.

Yours sincerely

Lee Walton

Lee Walton
Principal Planning Officer
lee.walton@malvern hills.gov.uk

PLANNING REFUSAL NOTICE

TOWN AND COUNTRY PLANNING ACT 1990

Refusal - Outline Application

Application No: M/23/017111/OUT

Parish: Martley CP

Agents Address:

Mrs T Almeida
Hayfield Homes
Hayfield House
Arleston Way
Shirley
Solihull
B90 4LH

Applicants Address:

Mrs T Almeida
Hayfield Homes
Hayfield House
Arleston Way
Shirley
Solihull
B90 4LH

Part I – PARTICULARS OF APPLICATION

Statutory Start Date: 15 January 2024

Location: Land At (Os 7500 5952), Berrow Green Road, Martley

Proposal: Outline planning permission for up to 55 dwellings (with means of access to the site be considered at this stage and all other matters reserved)

Part II - PARTICULARS OF DECISION

Malvern Hills District Council hereby gives notice that in pursuance of the provisions of the Town and Country Planning Act 1990 that **PERMISSION HAS BEEN REFUSED** for the carrying out of the development referred to in Part 1 hereof for the following reasons:-

REASONS

1. The residential development of this site would, by reason of its location, scale and prominence constitute an incongruous and visually intrusive feature when viewed from a number of publicly accessible locations, and have an unacceptably urbanising and consequently adverse impact upon the character and appearance of the area, resulting in demonstrable harm to the open and undeveloped character and appearance of the land, rather than integrating as discrete infill or 'rounding off' of the existing village.

Furthermore, the proposal would overwhelm the Grade II listed Longstone Cottage by surrounding it with built development which would encroach upon and adversely impact its setting.

As such, the proposal would be contrary to Policy SWDP21, SWDP25, SWDP6, SWDP24, SWDP2 and SWDP5 of the South Worcestershire Development Plan, and policy MKD1, MKD3, MKD4 and MKD6 of the Martley, Knightwick, and Doddenham Neighbourhood Plan, and guidance contained within the National Planning Policy Framework that amongst others aim to safeguard the intrinsic character and beauty of the countryside and improve the character and quality of an area.

2. In addition to the other harms identified, the proposed development would result in the loss of Grade 1 Agricultural Land that has been used for arable production, remains suitable for that purpose, and that is considered worthy of protection. The development is therefore contrary to Policy SWDP 13 of the South Worcestershire Development Plan and Paragraph 180 of the National Planning Policy Framework.
3. In its present form, the proposal fails to demonstrate that a safe access to the site could be achieved. As such the proposal is contrary to policies SWDP 4 and 21
4. In its present form, the proposal fails to demonstrate that the development would cause or compound local flood issues. As such the proposal is contrary to policy SWDP 28 and 29.
5. No mechanism (section 106 agreement) has been entered into to secure a legal obligation to provide for a policy compliant scheme for the provision of Highways, Education, Community Infrastructure, and Health contributions, and to secure the provision of affordable housing and the management and maintenance of the public open space. Accordingly, the proposed development is contrary to Policies SWDP 7, 15, 3, 39 and 62 of the South Worcestershire Development Plan and the National Planning Policy Framework, as well as the guidance contained within the South Worcestershire Developer Contributions SPD (July 2018).

NOTES TO APPLICANT

1. Positive and Proactive Statement. In dealing with this application, the Council has worked with the applicant in the following ways: providing opportunities for pre-application advice; considering the imposition of conditions and or the completion of a s.106 legal agreement. In such ways the Council has demonstrated a positive and proactive manner in seeking solutions to problems arising in relation to the planning application. This is in accordance with paragraph 38 of the NPPF. Despite these efforts, the Council considers that planning permission should be refused for the reasons set out above.

Signed:

A handwritten signature in black ink, appearing to be a stylized 'G' followed by a horizontal line.

Head of Development Management

Date: 11 April 2024

REFUSAL NOTICE

- Note 1.** Refusal of Approval Reserved Matters
Refusal of Outline Planning Permission
Refusal of Planning Permission
Refusal of Listed Building Consent
Refusal of Non-material Amendment following grant of planning permission
Refusal of Notification of Prior Approval applications
Refusal of Permission in Principle
- Note 2.** Refusal of Consent to Display Advertisements
- Note 3.** Refusal of Householder
Refusal of Householder - Non-material Amendment following a grant of planning permission
- Note 4.** Refusal of Prior Approval for single storey rear extension

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. The relevant template and [further details are on GOV.UK](#).

Note 1. If you are aggrieved by the decision of the local planning authority to refuse permission for the proposed development or to grant permission or approval subject to conditions, then he can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990. If you want to appeal against your local authority's decision then you must do so within 6 months of the date of this notice.

Note 2. If this a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Note 3. If this is a decision to refuse planning permission for a householder application if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

Note 4. If this is a decision to refuse planning permission for a minor commercial application, if you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.

If this is a decision on a planning application relation to the same or substantially the same land development as is already the subject of an enforcement notice, if you want to appeal against your local planning authority's decision on your application, then you must do so within 28 days of the date of this notice.

If an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within 28 days of the date of service of the enforcement notice, or within 6 months (12 weeks in the case of a householder appeal) of the date of this notice, whichever period expires earlier.

The Secretary of State can allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State can not consider an appeal if it seems to the Secretary of State by the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory instruments requirements, to the provisions of any development order and to any directions given under a development order.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol. BS1 6PN. Tel: 0303 444 5000 or online at www.gov.uk/appeal-planning-decision or for Householder Applications www.gov.uk/appeal-householder-planning-decision



Appendix B – Worcestershire County Council Consultation Response 14th March 2024

Lee Walton
Malvern Hills District Council
The Council House
Avenue Road
Malvern
WR14 3AF

**Economy and
Infrastructure**
Development Control
Engineer
County Hall
Spetchley Road
Worcester
WR5 2NP

Date: 14th March 2024
Your ref: 23/01711/OUT

Dear Lee

**TOWN AND COUNTRY PLANNING ACT 1990
(DEVELOPMENT MANAGEMENT PROCEDURE) (ENGLAND) ORDER 2015
ARTICLE 18 CONSULTATION WITH HIGHWAY AUTHORITY**

PROPOSAL: Outline planning permission for up to 55 dwellings (with means of access to the site be considered at this stage and all other matters reserved)
LOCATION: Land At (OS 7500 5952), Berrow Green Road, Martley
APPLICANT: Hayfield Homes

Worcestershire County Council (WCC), acting in its role as Highway Authority, has undertaken a full assessment of this planning application. Based on the appraisal of the development proposals and the additional information that has been submitted, the Transport Planning and Development Management Team Leader, on behalf of the County Council, under Article 18 of the Town and Country Planning (Development Management Procedure) (England) Order, 2015 recommends this application be **deferred**.

The justification for this decision is provided below. Items highlighted in **bold text** are matters that need further evidence and justification before the Highway Authority will be able to make a definitive response to the application.

Context

The application site, with a developable area of 3.86 hectares, 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 north-west of Worcester and 15km west of Droitwich Spa. The application site is bound to the east by the B4197 Berrow Green Road, to the south-east 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 highway. The application site benefits from an existing access, in the form of a vehicle crossover from the B4197 Berrow Green Road, in the north-eastern corner of the site.

The Applicant seeks outline planning consent for a residential development of up to 55 dwellings. Only the principle of development and access are to be considered, with all other aspects reserved for future consideration.

www.worcestershire.gov.uk

Vehicular Access Strategy

The vehicle access to the proposed residential development would be from the B4197 Berrow Green Road. An existing vehicle access from the unnamed highway running along the site's northern boundary would be retained and improved with a bound surface to serve the existing allotments.

The B4197 Berrow Green Road is a two-way single carriageway, approximately 5.5m – 6m wide, that runs in a broadly north to south alignment, along the eastern boundary of the site. Approximately 50m north of the application site's northern boundary, Berrow Green Road briefly aligns east to west. At its northern extent, it forms the southern major arm of a priority junction, with the B4204 as the north-west major arm and the B4197 as the north minor arm. The B4197 continues north for approximately 5.7km to the A443 Worcester Road in Great Witley. To the south, the B4197 forms the minor arm of a priority junction with the A413, approximately 4.7km south of the application site.

The submitted Transport Statement (TS), prepared by Rappor and dated November 2023, states the site will be served by a new vehicular access, in the form of a simple priority junction. The TS states the new access would have a 5.5m carriageway, 6.0m radius kerbs and a 2.0m wide footway on the south sides of the road. Within the TS appendices, Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 shows the proposed site access junction, as described above. The drawing also shows a short new section of footway to be provided on the west side of Berrow Green Road, running south from the new junction, with an uncontrolled dropped kerb pedestrian crossing, with tactile paving, to assist pedestrians cross the main highway at this location.

The Highway Authority notes the above vehicle access strategy and has no objection to the principle of a new vehicle access at this location, subject to an acceptable layout being provided, with the junction meeting minimum visibility splay and stopping sight distance provision.

However, the Highway Authority notes the proposed junction layout, as shown on Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 is not the same layout as shown on the submitted Link Engineering Drg. No. BGM-LE-GEN-XX-DR-CE-001 'Proposed Site Plan', which shows the north side of the access road provided with a short section of 2.0m wide footway at its mouth, running a short distance into the site and a short distance northward on the west side of Berrow Green Road. A second uncontrolled pedestrian crossing over the main highway is also proposed. ***The two drawings provide conflicting layouts and clarification is required from the Applicant as to which is being proposed for the access strategy.***

Notwithstanding the above, given most pedestrians generated by the development would walk to and from the north into the centre of Martley, the Highway Authority is of the opinion the Link Engineering layout is the more appropriate one. It is sensible to have two crossing points, as pedestrians may walk to the north or south. In addition, the north footway shall be extended into the site to provide pedestrian access to those dwellings on the west side of the access road, thereby avoiding the need for pedestrians to cross the carriageway if just the south footway were provided. ***The access arrangement drawing needs to be amended to show these changes.***

The TS notes that, in the vicinity of the proposed site access, Berrow Green Road is subject to a 40mph speed limit., Adjacent to the proposed site access location, there is an existing gateway feature with road markings indicating a change in speed limit from 40mph to 30mph. However, accompanying signage indicates a 40mph speed limit in both

directions. As part of the development proposals, it is proposed the 40mph speed limit would be relocated south of the proposed site access, with the speed limit to the north into Martley being reduced to 30mph. It is proposed that the existing speed limit signage, as well as the existing gateway feature will be removed. A new gateway feature is proposed at the relocated change in speed limit.

With regard to the village gateway feature, the Highway Authority agrees this shall be relocated to the south, away from the proposed new junction. However, the Highway Authority is not convinced there is a need for the speed limit to be altered. As noted within the TS, the 30/40mph change was previously at the existing gateway location but the 30mph location was subsequently changed some years ago, being moved closer into the village. Whilst there might be some benefit in changing the location again, it is not clear if that would result in any significant reduction in vehicle speeds to comply with the speed limit. Hence, it is not considered necessary to move the 30mph to where the TS suggests. It should be noted the Highway Authority did not request such a relocation for the Lioncourt residential development.

The TS advises an Automatic Traffic Count (ATC) survey was undertaken at the gateway adjacent to the proposed site access, between Saturday 19 and Friday 25 August 2023. Based on this ATC survey, the TS reports Berrow Green Road had an average weekday speed of 35.4mph northbound and 31.4mph southbound, respectively, with an 85th percentile speed of 40.7mph northbound and 35.4mph southbound, respectively. The Highway Authority notes the results of the ATC, in relation to the 85th percentile speeds, which are used to calculate appropriate visibility splays for the new access. The TS states these values require visibility splays of 2.4m x 57.8m to the north and 2.4m by 81.4m to the south, which are shown on Drawing No. 230520-RAP-XX-XX-DR-TP-3202/P01 within the TS. The Highway Authority notes the proposed visibility splay dimensions and agrees that they are appropriate for the new site access.

The TS discusses swept path analysis for the proposed site access junction, with a number of drawings included within the TS showing the analysis for different vehicle types. Whilst the analysis is generally acceptable, the Highway Authority does have a concern with the shown intervisibility splays with different vehicles. These splays appear to include sections of the existing boundary hedge to either side of the proposed access. The Applicant is requested to clarify if the affected sections of hedging will be removed or reduced in height, in order to provide the safe intervisibility splays. ***Alterations to the hedge shall be shown on a revised site access arrangement drawing.***

The ATC also recorded traffic flows on Berrow Green Road. The Highway Authority would comment that August is usually not considered a suitable neutral month for such traffic surveys, given it is during summer school holidays. ***Depending on the purpose of the recorded data, the Highway Authority requires clarification if the recorded traffic flows can be deemed acceptable for any technical analysis.***

The west side verge of Berrow Green Road has an existing drainage ditch and the development drainage strategy advises highway surface water would outfall into this ditch. As the proposed access road will cross over the existing drainage ditch, the Applicant is required to clarify if it will need to be culverted. If so, as the access is prospectively adoptable as a public highway, such a culvert would be considered to be a structure and, therefore, require a full structural design and check. ***The Applicant is requested to clarify if a culvert is required.***

Pedestrian Access Strategy

In terms of pedestrian access, the TS advises there are three links proposed as part of the scheme:-

- A new 2m wide footway will be incorporated onto the southern side of the vehicular access from Berrow Green Road. It is also proposed that PRow 698(C) will be diverted to this access point;
- A shared surface connection to the north-west 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
- A pedestrian connection in the south-west corner of the site on the existing alignment of PRow 698(C).

As mentioned, as part of the vehicle access strategy, the Highway Authority is of the opinion the main internal access road should also have a 2.0m footway on its north side, from the junction to the proposed housing on the west side of this access road. It is also desirable to have two pedestrian crossing points on Berrow Green Road, either side of the new access. These crossing points take pedestrians onto the existing east footway on Berrow Green Road. Given the potential increase in pedestrian movements, the Highway Authority considers it desirable and appropriate for this existing footway to be widened from the south crossing point to the Memorial Hall. It is desirable to provide a 2.0m footway but this may not be possible due to the existing boundary hedge. ***The Applicant shall submit a suitable drawing that shows this improvement.***

It is not clear how PRow 698(C) on the Berrow Green Road west verge would be diverted to the proposed site access. Is it intended to provide a new section of 2.0m footway on the west side of Berrow Green Road, from the existing site access to the new development site access? ***The Applicant shall clarify this point and provide a suitable drawing to show the proposal.***

The Highway Authority supports the proposal to provide a pedestrian access to the north-west corner of the site. The Highway Authority also supports a pedestrian connection in the south-west corner of the site on the existing alignment of PRow 698(C).

With regard to PRow 698(C), this currently runs in a diagonal direction from east to west through the proposed site. Various supporting documents state it will be diverted in places, to suit the proposed housing layout, but also surfaced. The Highway Authority notes this aspect will be covered by an appropriate Reserved Matters application. However, the Highway Authority would suggest it is better if the diverted PRow were to follow the alignment of new footpaths to the north and west of the site, with a shared 3.0m wide facility provided. This would mean users of the PRow would generally avoid having to interact with motorised vehicles within the site.

S278 Agreement

As delivery of the development would require some off-site changes to the public highway network, the Applicant would be required to enter into a separate S278 Agreement with the Highway Authority, if planning consent were subsequently granted. For the S278 Agreement, detailed designs of improvements would need to be agreed, with the Applicant paying the processing and checking fees.

All improvements to the public highway are subject to the Road Safety Audit (RSA) process with a Stage 1 RSA required to be undertaken and approved during the planning

stage. ***The TS includes a Stage 1 RSA Brief, which is generally acceptable to the Highway Authority, but it is noted Section 2 text relates to another scheme, which needs to be amended. Drawings will need to be updated for the Auditors to include all highway improvement measures deemed appropriate for the proposal.***

Principle of Development

In terms of considering if the principle of development is acceptable to the Highway Authority, consideration needs to be given to (i) if the site is deemed to be a sustainable location, (ii) what impact it would have on the local highway network, in terms of capacity and (iii) what impact it would have, in terms of highway safety.

Road Collision Data

The Applicant obtained Personal Injury Collision (PIC) data from WCC for the five-year period up to July 2023 and focused on the study area comprising Berrow Green Road along the site frontage to its junction with Mortlake Drive to the north and its junction with the Maylite Trading Estate access to the south. The data shows there were no recorded PICs during the period. The TS concludes the analysis has demonstrated that the PIC record does not give rise to any significant concerns nor demonstrate any discernible pattern or trends which could require further study or mitigation.

The Highway Authority accepts this conclusion. Whilst the introduction of a new priority junction would result in the risk of potential collisions occurring, a junction designed to standard helps minimise such risk. The Highway Authority is of the opinion the proposed development would be unlikely to result in any significant detrimental impact on highway safety. Hence, there is no reason to justify any recommendation of refusal on highway safety grounds alone.

Traffic Generation

The TS notes there have recently been two planning applications within the vicinity of the site that have been granted planning consent and that the Highway Authority agreed trip generation for both sites. The most recent application was the Lioncourt development to the south-east of the application site. Given its trip generation assessment was undertaken recently, has been approved by the Highway Authority and granted planning consent at Planning Committee, the TS considers it suitable to utilise the same trip rates to forecast trip generation for the application site.

The Lioncourt development undertook a TRICS assessment based on Privately Owned Houses, this is a robust assessment for the proposed development, given that a proportion of the dwellings will be affordable. Using the Lioncourt data, the TS estimates the 55 units would generate 29 two-way vehicle trips in the AM peak hour and 25 two-way vehicle trips in the PM peak hour.

The TS then discusses trip distribution, stating the forecast residential development traffic has been distributed across the highway network based on 2011 Census Origin/Destination Travel to Work data, using MSOA area – Malvern Hills 002. It is estimated 87% of traffic will head north along Berrow Green Road, with 13% heading south. For the northbound traffic, 37% is estimated to continue north on the B4197, with 50% turning east on to the B4202.

The TS states that, given the low volume of vehicles generated by the development and distribution of trips onto the local highway network, the development proposals will not result in a significant impact on any particular link. On this basis, no further junction assessments are required. The Highway Authority agrees with this conclusion.

Cumulative Impact

The TS advises a cumulative trip impact assessment has been undertaken at the key local highway links to take account of the cumulative impact of the proposed development and the approved Lioncourt Development and Jessup Development. The TS concludes the three developments could generate 97 two-way vehicle trips in the AM peak hour and 87 two-way vehicle trips in the PM peak hour.

The TS also considers trip distribution of the cumulative impact of all three developments, estimating AM and PM peak hour trips on the local network. The Highway Authority notes the suggested cumulative trip distribution but would question if the values shown in Table 7.4 are correct, as some values seem on the high side and do not match the suggested trip generation values. Whilst it would be desirable for the Applicant to clarify or correct the values, the Highway Authority is of the opinion the cumulative impact can still be accommodated onto the local highway network without causing any significant detrimental impact on highway operation or congestion. Whilst it is unclear if the network baseline traffic flows are reflective of most neutral months, as a result of the ATC being undertaken in August during the school holidays, thereby missing some school-related trips, the Highway Authority is generally satisfied the local highway network has relatively low existing baseline flows. This means that, whilst impact of development traffic is high in terms of percentage increases, the cumulative trips can still be accommodated on to the local highway links and junctions without causing any significant detrimental impact to the capacity or operation of the local highway network.

The Highway Authority accepts the TS conclusion that no computer junction modelling is required and there is no justification to consider recommending refusal of the application on the grounds of highway operation or capacity.

Sustainable Travel

Martley is classed as a Category 1 settlement by the Local Planning Authority and the application site benefits from being in proximity to some services, amenities and facilities that are predominantly located to the east of the site generally within the centre of the village. The TS sets out distances to a number of local facilities. There is a convenience store and post office within approximately 620m of the middle of the site, which is well within the recommended 800m value. Both a primary school and a secondary school are within 1.1km of the site, with generally acceptable walking routes available. There is a part-time GP surgery, two employment estates, a pub and other leisure facilities. Hence, residents will be able to viably access a range of local facilities from the development site on foot.

In the vicinity of the development site, there is an existing footway on the east side of Berrow Green Road, which is approximately 1.0-1.2m wide. The footway runs north into the middle of Martley, connecting to other footways in the village, which does not have street lighting. The existing Berrow Green Road footway also connects to the existing footway provision on Ryecroft Way, providing an alternative pedestrian route into the rest of Martley. There is also a network of public rights of way in the surrounding area, providing walking routes to the village, surrounding rural areas and leisure routes throughout the countryside.

As mentioned previously, the Highway Authority is of the opinion residents of the proposed development would benefit from a section of existing footway, on the east side of Berrow Green Road, being widened.

The surrounding highway network within Martley is subject to a 30mph speed limit and does not carry high traffic volumes, making it suitable for use by cyclists with a range of abilities and experience. Hence, it is possible some residents might choose to cycle to local facilities. Some residents may opt to cycle further but such trips are likely to be more for leisure.

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 whilst 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. Whilst the Highway Authority notes the walking distance is more than the desirable maximum 400m distance, it is accepted many users are prepared to walk longer distances to bus stops in rural locations, up to 800m being deemed acceptable. The Highway Authority is of the opinion the available bus service provision is reasonable for a village location and that residents would have the opportunity to use buses, rather than the private car, for some trips.

Under the 1985 Transport Act, WCC has a duty to consider the transport needs of elderly and disabled residents. A service must be provided for all elderly and disabled residents where no suitable bus service exists for those unable to access a bus due to disability. WCC analyses this using historic trip need, DfT mileage rates and census data (for population per dwelling, disabled population statistics and age data) based on five years calculated cost. The service provides access to vital services, particularly acute health where it is no longer policy to offer appointments at the nearest facility to the resident's home address. On this basis, if planning consent were subsequently granted for the development, WCC would request a contribution of £12,474.00 towards community transport for this site.

In terms of School Transport, the site is in the Primary School catchment for Martley CofE Primary, located 0.6 miles away. The route is acceptable so no contributions will be sought. The site is also in the Secondary School catchment for The Chantry, located within a suitable walking distance and route. Hence, no contributions will be sought for home to school transport for the site.

Whilst the overall range of local facilities might be considered limited, particularly in relation to local employment opportunities and healthcare provision, the Highway Authority accepts some daily services can be accessed by sustainable modes of transport. Although the development is still likely to be predominantly car-based, it is accepted residents do have the choice of realistic travel options for some trips. On this basis, it would be difficult to justify a recommendation of refusal on sustainability grounds alone. It is also the case, the Highway Authority accepted both the approved Lioncourt development and Jessup development could be considered as being sufficiently sustainable locations, hence a precedent has already been set for the village.

Considering the above comments, the Highway Authority is minded to accept the principle of development.

Site Layout

Whilst the application form suggests the intention is for the majority of the internal access roads to be put forward for adoption as prospective public highways, this has not been clearly stated. Whilst the application is for outline consent only at this time, with all

matters, except access, to be reserved, an indicative Masterplan layout has been submitted (Drawing No. P22-1974_DE_001_C_02), together with a proposed site.

The TS states the illustrative Masterplan demonstrates a layout consisting of 'primary residential streets' or 'shared surface streets, courtyards and mews' in line with the WCC Streetscape Design Guide (SDG) document, which might suggest an intention to put internal roads forward for adoption. However, the Highway Authority is of the opinion the indicative layout, as currently suggested, would not be suitable for adoption. ***The Applicant is requested to clarify adoption intentions.***

The Highway Authority notes the submitted drainage strategy suggests the internal access roads surface water drainage would be collected via piped system that flows into an attenuation pond and then discharges into the existing drainage ditch on the west side of Berrow Green Road. This would imply the road surface water system would be private, as the Highway Authority would not adopt such a system and it is unclear if the Water Company would also be prepared to adopt such a system. The Applicant is advised the Highway Authority would be unlikely to adopt any roads that have private apparatus within them.

Travel Plan

The Applicant has submitted a draft Residential Travel Plan (TP), prepared by Rappor and dated November 2023. The TP has been reviewed with reference to the WCC Guidelines for producing Residential Travel Plans and the WCC SDG. The Highway Authority would make the following comments.

Modal Shift Targets

The objectives and targets set out in the TP are welcomed by the Highway Authority. Section 4.14 of the TP states that the *"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"*.

This target is in line with the 'Guidelines for producing Residential Travel Plans' document, which states, *"DfT guidance such as Making Residential Travel Plans work advocate that a good travel plan can reduce commuter car usage between 11% and 21%. The single occupancy vehicle target within this travel plan must aim to match this figure."*

However, Table 4.1 of the TP provides the percentage modal split interim targets stating a reduction in Car (Driver) mode usage from 85.9% (census split) to 77.3% in Year 5, resulting in a reduction of 8.6%. This is not in line with Section 4.14 and does not meet the criteria set out in the WCC Guidelines. It should also be ensured that the reduction in percentage of single occupancy car users is balanced by proportionate increases in use of other feasible sustainable modes. ***Hence, it is suggested that the modal split targets in Table 4.1 are reviewed and recalculated for all modes.***

Additionally, the site location and accessibility to nearby facilities should be considered when deciding upon the targets to ensure targets are realistic and the appropriate travel planning measures are in place and are aligned with the increases in sustainable modes.

Travel Plan Measures

The measures proposed in the TP are welcomed by the Highway Authority. However, as mentioned above, travel planning measures should be clearly thought out and in line with

the modal shift targets to ensure these can be achieved within the set timeframe. **Further measures should be included within the TP and some suggestions are provided:-**

- Bus taster tickets in addition to seasonal tickets would give residents the opportunity to try the bus service in the area;
- Promotion of cycle user groups and bicycle maintenance training/workshops; and
- Promotion of a car sharer club within the development and the facilitation of trip matching by the Travel Plan Coordinator, in addition to promotion of Liftshare.

Implementation Plan

Section 7.10 of the TP states the implementation plan covers the lifetime of the Plan, which is stated as five years. While it is generally expected that all TP targets will be achieved in the five years, it should be noted that the 'Guidelines for producing Residential Travel Plans' document state "*Travel Plan surveys need to be undertaken at regular, agreed intervals from first occupation until it is agreed by the Local Authority that monitoring is no longer required.*" **Hence, this should be noted in the TP.**

Should planning consent subsequently be granted, an updated TP would be a recommended planning condition. In addition, the Applicant would be required to prepare Travel Welcome Packs for potential residents, with the Pack being approved by the Highway Authority prior to issue.

Conclusion

The Highway Authority has undertaken a robust assessment of the planning application. Based on the analysis of the information submitted, the Highway Authority concludes that there remain a number of access design concerns that require further consideration. The Highway Authority, therefore, submits a response recommending **deferral** until further supporting information is provided.

Yours sincerely

Karen Hanchett

Transport Planning and Development Management Team Leader



Appendix C – Correspondence with Worcestershire County Council

From: Bourne, Richard <Richard.Bourne@jacobs.com>
Sent: 25 March 2024 07:12
To: Mike Glaze
Cc: Hodgson, Miles; Martin Whitelow
Subject: RE: M/23/01711/OUT Berrow Green Road, Martley_Highway issues

Hi Mike

Given what off-site highway works are proposed, I am content with the Stage 1 RSA forming part of the S278 Agreement.

Best wishes.

Richard

From: Mike Glaze <mike.glaze@rappor.co.uk>
Sent: Thursday, March 21, 2024 4:23 PM
To: Bourne, Richard <Richard.Bourne@jacobs.com>
Cc: Hodgson, Miles <Miles.Hodgson@jacobs.com>; Martin Whitelow <Martin.Whitelow@Rappor.co.uk>
Subject: [EXTERNAL] RE: M/23/01711/OUT Berrow Green Road, Martley_Highway issues

Richard,

Sorry, just to confirm, do you still require the RSA1, or are you happy this waits until S278?

Kind regards,

Mike Glaze

LLB (Hons) EngTech FIHE

Transport Planning Director

m 07469 230796

rappor

Infrastructure / civil engineering • Landscape planning and design
Transport planning • Water and environmental management

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a CTP House, Knapp Road, Cheltenham, Gloucestershire, GL50 3QQ

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From: Bourne, Richard <Richard.Bourne@jacobs.com>
Sent: Thursday, March 21, 2024 4:04 PM

To: Mike Glaze <mike.glaze@rappor.co.uk>

Cc: Hodgson, Miles <Miles.Hodgson@jacobs.com>; Martin Whitelow <Martin.Whitelow@Rappor.co.uk>

Subject: RE: M/23/01711/OUT Berrow Green Road, Martley_Highway issues

Hi Mike

Thanks for your email and the various attachments. I have briefly reviewed these and they appear to address the points raised in the Deferral. Hence, I should now be able to prepare a final formal Highways response to the application.

Best wishes.

Richard

From: Mike Glaze <mike.glaze@rappor.co.uk>

Sent: Thursday, March 21, 2024 9:21 AM

To: Bourne, Richard <Richard.Bourne@jacobs.com>

Cc: Hodgson, Miles <Miles.Hodgson@jacobs.com>; Martin Whitelow <Martin.Whitelow@Rappor.co.uk>

Subject: [EXTERNAL] RE: M/23/01711/OUT Berrow Green Road, Martley_Highway issues

Hi Richard,

Following the WCC's highway response recommending deferral of Land at Berrow Green Road, Martley (Planning Ref 23/01711/OUT) I have set out below our responses to each of the matters, along with updated drawings and Travel Plan (TP) attached.

Vehicle Access Strategy

It was raised that there were discrepancies between the site access arrangements in the TS (230520-RAP-XX-XX-DR-TP-3201/P01) and the Link Engineering proposed site plan (BGM-LE-GEN-XX-DR-CE- 001). Notwithstanding this WCC requested that footways are provided on both sides of the site access with a second uncontrolled pedestrian crossing provided to the north of the proposed junction. Drawing 230520-RAP-XX-XX-DR-TP-3201/P02 demonstrates the revised access arrangements with footways on both sides of the access and an uncontrolled pedestrian crossing to the north of the junction, which supersedes the previously shown Rappor access drawing and the Link Engineering drawing showing the access.

WCC have requested to ensure that intervisibility is achievable that '*Alterations to the hedge shall be shown on a revised site access arrangement drawing*'. Drawing 230520-RAP-XX-XX-DR-TP-3201/P02 and 230520-RAP-XX-XX-DR-TP-4101/P02 sets out that hedgerows will be set behind the visibility splays and that visibility splays shall be kept clear of vegetation which shall not exceed a maximum height of 600mm.

WCC requested clarification over the purpose of the recorded ATC's due to being undertaken in August. The ATC has been used for the purpose of understanding existing traffic speeds on the Berrow Green Road. It is not considered that traffic speeds vary based on the time of year, therefore the survey is suitable to assess traffic speeds and suitable visibility splays.

WCC have set out that the existing drainage ditch on the western side of Berrow Green Road which will serve the site requires clarity over whether it will require culverting. We believe that it is likely that the ditch will require culverting as such it will require full structural design and check at the detailed design stage. This detail can be conditioned.

Pedestrian Access Strategy

WCC have requested that it is desirable to widen the footway to the east /south of Berrow Green Road to 2m wide, noting it may not be feasible due to existing boundary hedge. Drawing 230520-RAP-XX-XX-DR-TP-6000/P02 demonstrates the proposed widening of the footway to between 1.2m and 1.5m, the feasibility of this without resulting in damage to the existing boundary hedgerow shall be confirmed at detailed design. Should this

demonstrate that the proposed widths are not achievable without damaging the hedgerow the footway shall be widened as much as feasible.

WCC have stated 'it is not clear how PRoW 698(C) on the Berrow Green Road west verge would be diverted to the proposed site access.' and have requested clarity over this. Drawing 230520-RAP-XX-XX-DR-TP-3201/P02 demonstrates the proposed footway to the north of the site access shall extend to the existing PRoW 698(C) access enabling diversion into the site, this shall be supported by the new uncontrolled pedestrian crossing from the eastern footway.

S278 Agreement

WCC have noted an error in the Stage 1 RSA brief. An updated brief is attached including the highway improvement works as set out above.

Site Layout

WCC has set out the opinion that the indicative layout as currently suggested is not suitable for adoption. The internal layout at this stage is indicative. Matters of adoption will be considered by the end user at the reserved matter stage.

Travel Plan

WCC have set out that the modal split targets set out in Table 4.1 are reviewed and recalculated for all modes. The calculated modal shift previously provided a 10% modal shift the revised Travel Plan attached has updated this to a 15% reduction in car (driver) trips over a 5 year period (it should be noted this a 15% reduction rather than a 15 percentage point reduction). These targets are indicative at this stage and will be updated to reflect the baseline travel survey and monitored accordingly.

The further measures suggested by WCC for the TP have been included in the revised TP attached.

The monitoring of the travel plan has been updated in accordance with the guidance to state "until it is agreed by the local authority that monitoring is no longer agreed."

Please let me know if you have any queries.

Kind regards,

Mike Glaze

LLB (Hons) EngTech FIHE

Transport Planning Director

m 07469 230796

The logo for Rappor, featuring the word "rappor" in a lowercase, rounded, sans-serif font. The letters are black and have a slightly irregular, hand-drawn feel.

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From: Bourne, Richard <Richard.Bourne@jacobs.com>
Sent: Thursday, March 7, 2024 3:43 PM
To: Mike Glaze <mike.glaze@rappor.co.uk>
Cc: Hodgson, Miles <Miles.Hodgson@jacobs.com>
Subject: M/23/01711/OUT Berrow Green Road, Martley_Highway issues

Hi Mike

M/23/01711/OUT Berrow Green Road, Martley_Highway issues

I am the Lead Reviewer on the above application, which I only recently received. However, I have undertaken a review and had internal feedback on the proposals and am about to prepare a recommendation of Deferral. But I thought it would be helpful to give you a heads-up of the identified highway issues, so you can consider them.

Access Strategy

There is no problem with a new priority junction with the B4197. 5.5m c/way and 6m radii kerbs are appropriate. I note the rappor Drg. No. 230520-RAP-XX-XX-DR-TP-3201 'Proposed Site Access Arrangements' shows a 2.0m footway just on the south side of the access road, serving the internal layout. This footway is continued into Berrow Green Road, running south, with an uncontrolled pedestrian crossing over the main highway to take pedestrians to the existing footway on the east side of Berrow Green Road. It is proposed to have a 2.0m service strip on the north side of the access road carriageway.

However, this is not the same layout as shown on the submitted Link Engineering Drg. No. BGM-LE-GEN-XX-DR-CE-001 'Proposed Site Plan', which shows the north side of the access road provided with a short section of 2.0m wide footway at its mouth, running a short distance into the site and a short distance northward on the west side of Berrow Green Road. A second an uncontrolled pedestrian crossing over the main highway is proposed.

The two drawings provide conflicting layouts and clarification is required as to which is being proposed for the access strategy.

However, notwithstanding the above, given most pedestrians generated by the development will walk to and from the north into the centre of Martley, I am of the opinion the Link Engineering layout is the more appropriate one. It is sensible to have two crossing points. In addition, the north footway shall be extended into the site to provide pedestrian access to those dwellings on the west side of the access road, thereby avoiding the need for pedestrians to cross the carriageway if just the south footway were provided. The access arrangement drawing needs to be amended to show these changes.

The SPA drawings show the intervisibility splays at the site access junction appear to cut through the existing hedge on either side of the access. Hence, these sections should be removed or reduced in height with a corresponding note shown on the site access drawing.

Off-Site Highway Works

In addition, it is considered reasonable for the Applicant to widen the existing east footway on Berrow Green Road, from the pedestrian crossing points towards the Memorial Hall. Ideally, the footway shall be widened to 2.0m but the existing hedge may reduce this, so the maximum achievable width shall be provided.

I have not been out to site and Google Streetview is old, showing 2016 images. But I think there may no dropped kerb pedestrian crossing over the mouth of Mortlake Drive, at its junction with Berrow Green Road. I think such a crossing, with tactile paving, should be provided here to help pedestrians walk safely to the village centre and the schools. I also am not sure if the existing dropped kerb crossing point on Berrow Green Road, just to west off Mortlake Drive, has subsequently had tactile paving installed. If not, then I think it should be. Can you check please.

With regard to the village gateway feature, yes, this shall be relocated to the south. However, WCC is split on the need for the speed limit to be altered. The 30/40 change was previously at the existing gateway location but the 30mph location was subsequently changed some years ago, moved closer into the village. I have no idea why but there must have been a good reason. Overall, it is not considered necessary to move the 30mph back to where you suggest. It was certainly not requested for the Lioncourt development.

A drawing is required to show the above off-site highway improvement measures.

Stage 1 RSA Brief – generally acceptable but I note Section 2 text relates to another scheme! Please arrange for it to be corrected. Obviously, the drawings will need to be updated for the Auditors. Perhaps you might want to run drawing(s) past me.

I trust the above is clear and sets out current concerns and the recommended way to address them. Happy to clarify any point.

Best wishes.

Richard

Richard Bourne

Jacobs

Associate - Transport Planning

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Bristol, BS2 0EL

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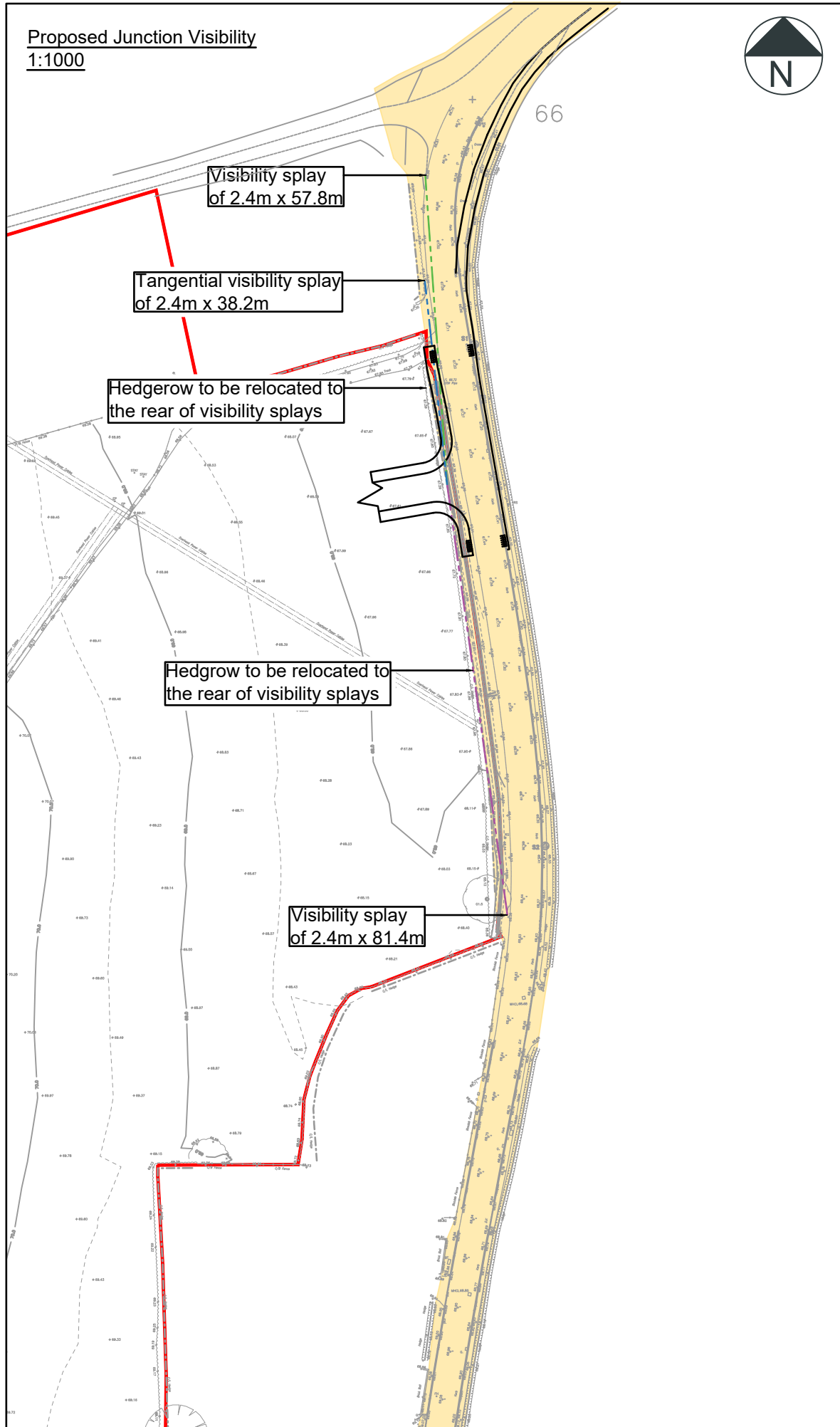
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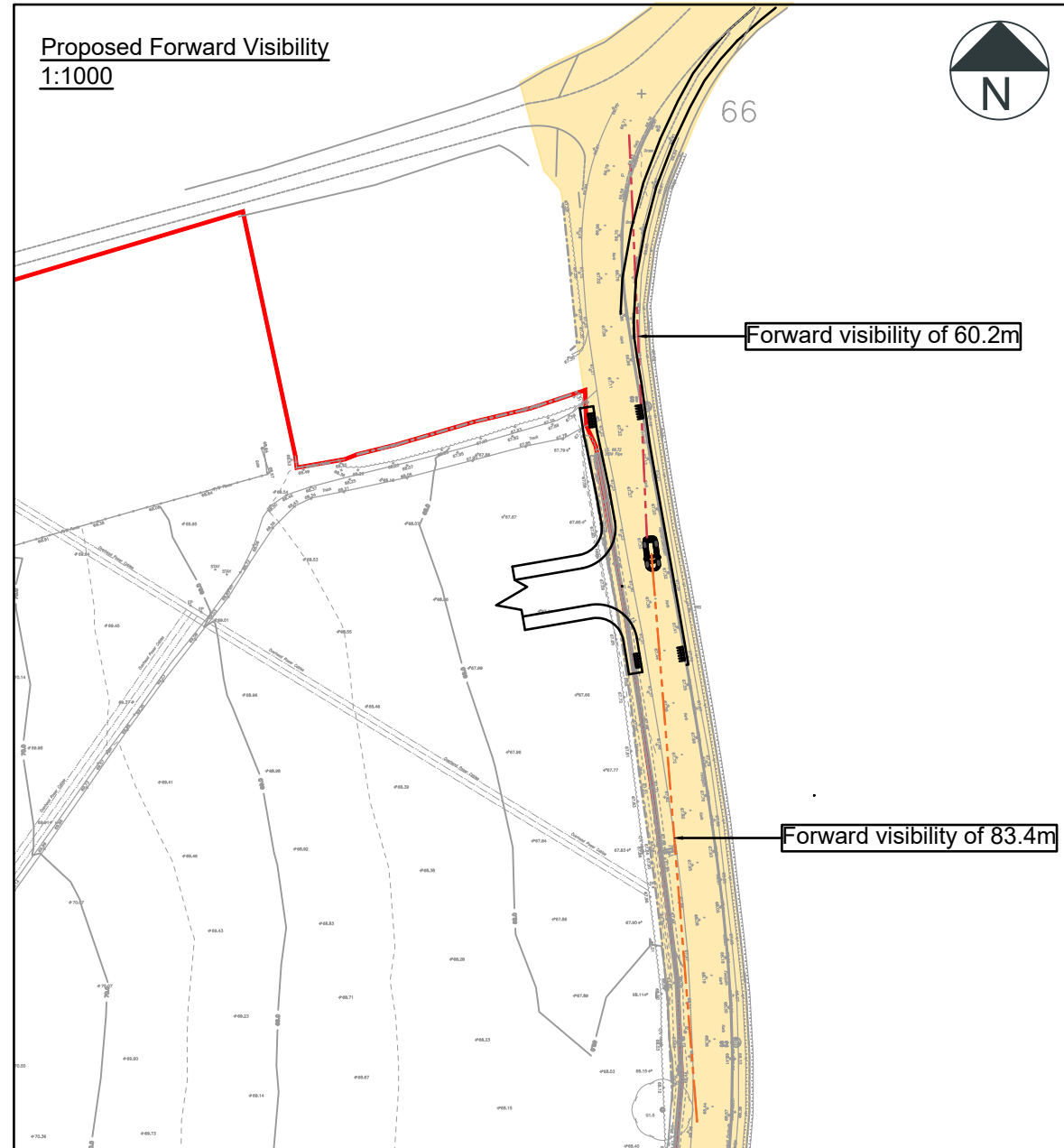


Appendix D – Updated Drawings

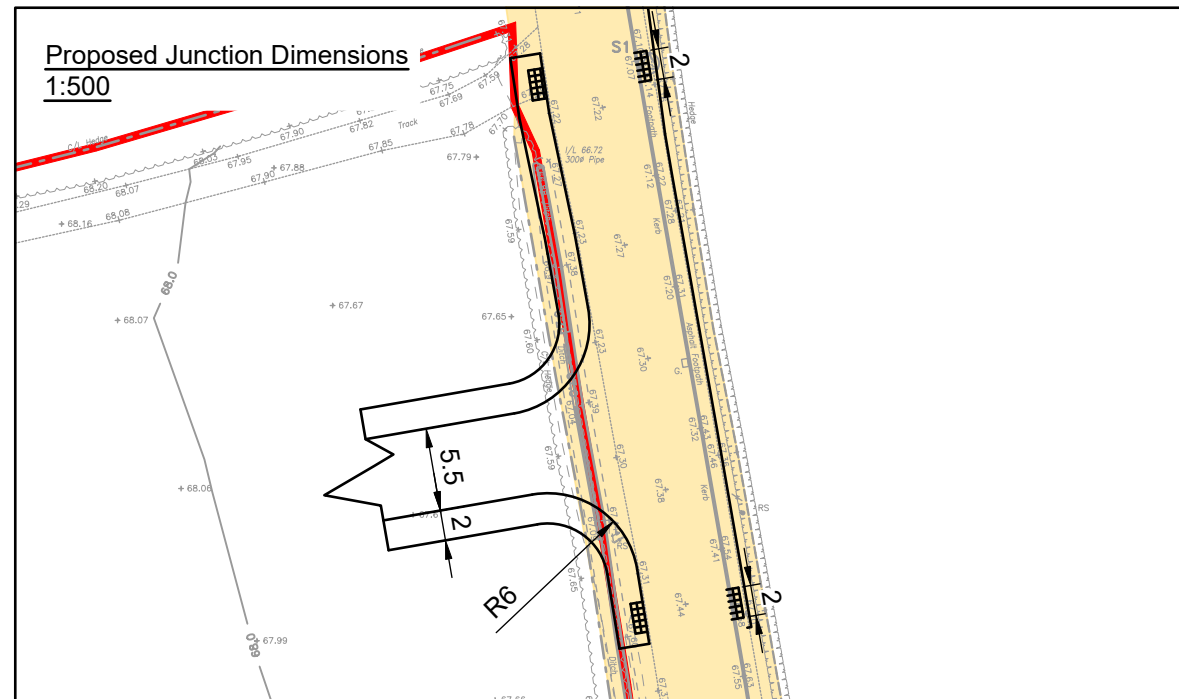
Proposed Junction Visibility
1:1000



Proposed Forward Visibility
1:1000



Proposed Junction Dimensions
1:500



Notes:

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. This drawing is based on the Topographical Survey undertaken by Healer Surveys in November 2022.
3. Adopted Highway has been plotted 'best fit' from OS Mapping to Topographical Survey.
4. Visibility splays to be kept clear of vegetation, which shall not exceed a maximum height of 600mm
5. Drawing to be read in conjunction with all other drawings. Any discrepancies are to be reported to the engineer 5 working days in advance of undertaking any work.

Key :

- Indicative Site Boundary
- Adopted Highway Boundary
- 2.4m x 57.8m Visibility splay commensurate with an 85th percentile speed of 35.4mph southbound (Calculated based on MFS)
- 2.4m x 81.4m Visibility splay commensurate with an 85th percentile speed of 40.7mph southbound (Calculated based on MFS)
- 2.4 x 38.2m Tangential visibility splay
- 83.8m Forward visibility splay commensurate with an 85th percentile speed of 40.7mph northbound (Calculated based on MFS)
- 60.2m Forward visibility commensurate with an 85th percentile speed of 35.4mph southbound (Calculated based on MFS)

Rev	Date	Details	By	Chkd
P02	20.03.24	Updated with additional pedestrian crossing following highway comments	MW	MG
P01	10.10.23	Issue for Planning	MW	MG

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CLIENT:
Hayfield Homes Construction Limited

PROJECT:
Land at Berrow Green Road, Martley

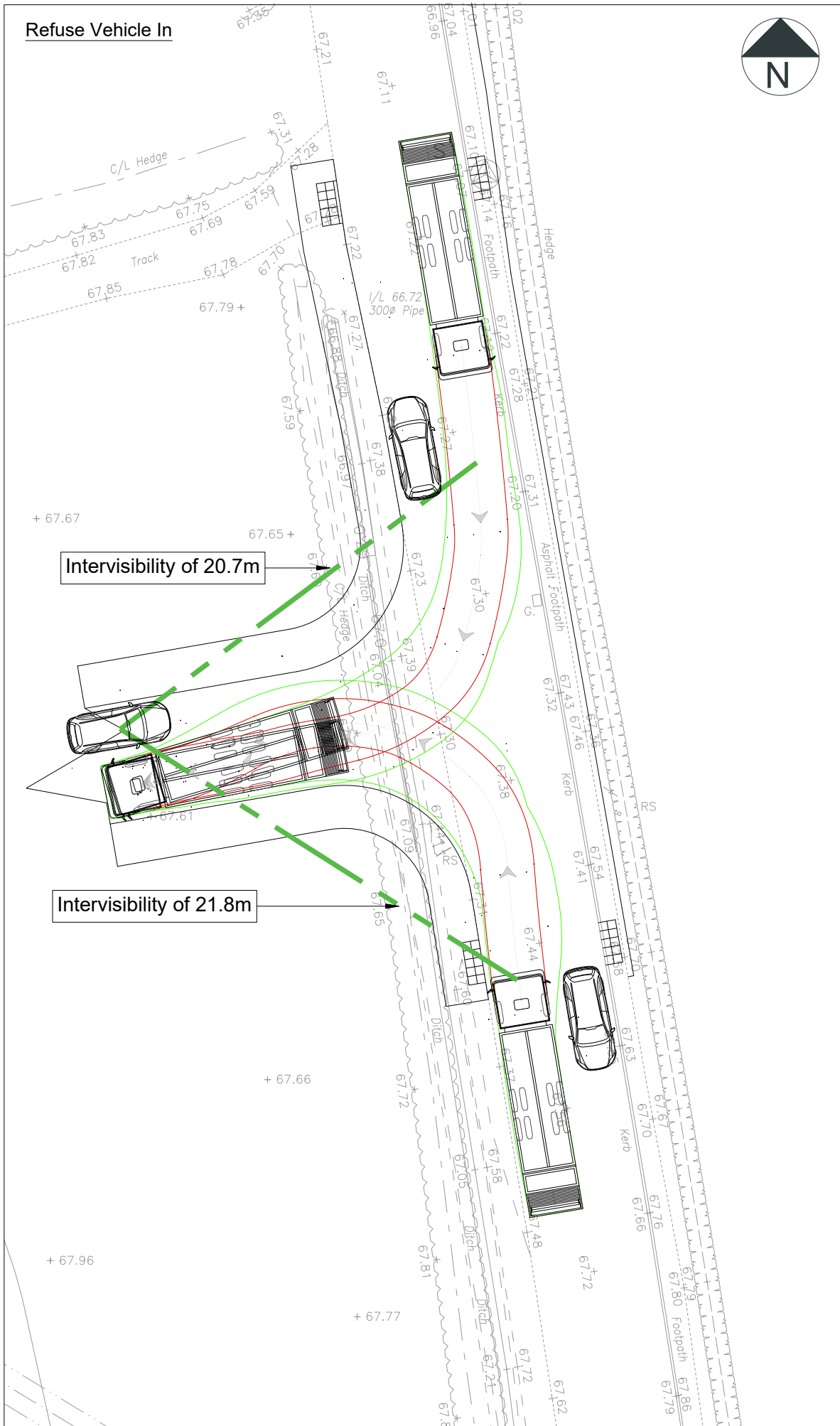
TITLE:
Proposed Site Access Arrangements

SCALE @ A3:	DATE:	DRAWN:	CHECKED:	APPROVED:
As Stated	26.07.23	MW	MG	MG

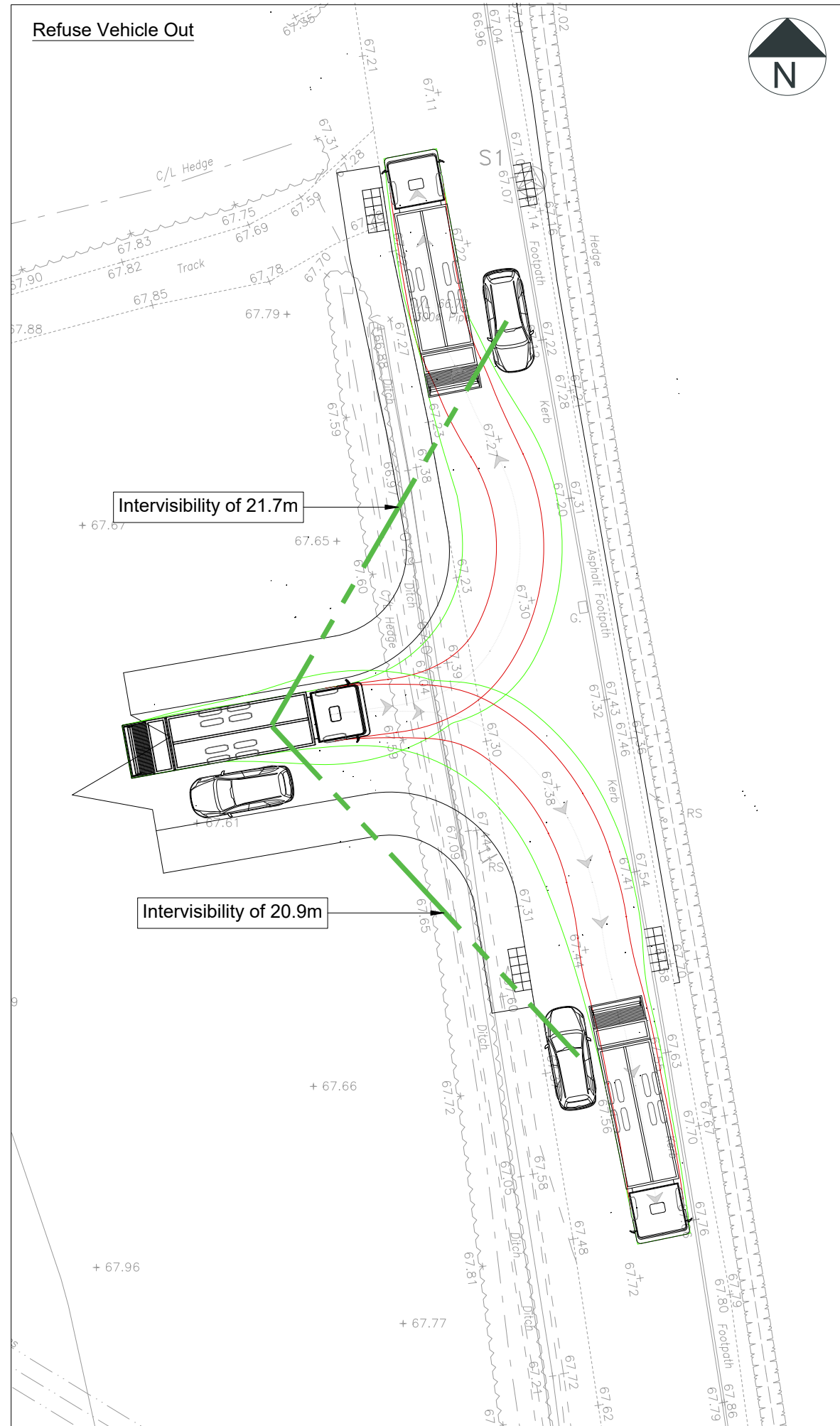
STATUS: PLANNING

DRAWING NO:	REVISION:
230520-RAP-XX-XX-DR-TP-3201	P02

Refuse Vehicle In



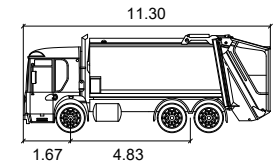
Refuse Vehicle Out



Notes:

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. This drawing is based on the Topographical Survey undertaken by Healer Surveys in November 2022.
3. Ordnance Survey, (c) Crown Copyright 2023. All rights reserved. Licence number 100022432.
4. Intervisibility splays to be kept clear of vegetation, which shall not exceed a maximum height of 600mm.
5. Drawing to be read in conjunction with all other drawings. Any discrepancies are to be reported to the engineer 5 working days in advance of undertaking any work.

Vehicle Profile:



Dennis Eagle 6X4 RHS 2013
 meters
 Width : 2.50
 Track : 2.50
 Lock to Lock Time : 6.0
 Steering Angle : 32.1

Rev	Date	Details	By	Chkd
P02	20.03.24	Updated following Highway comments regarding vegetation in visibility splays	MW	MG
P01	10.10.23	Issue for Planning	MW	MG

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CLIENT:
Hayfield Homes Construction Limited

PROJECT:
Land at Berrow Green Road, Martley

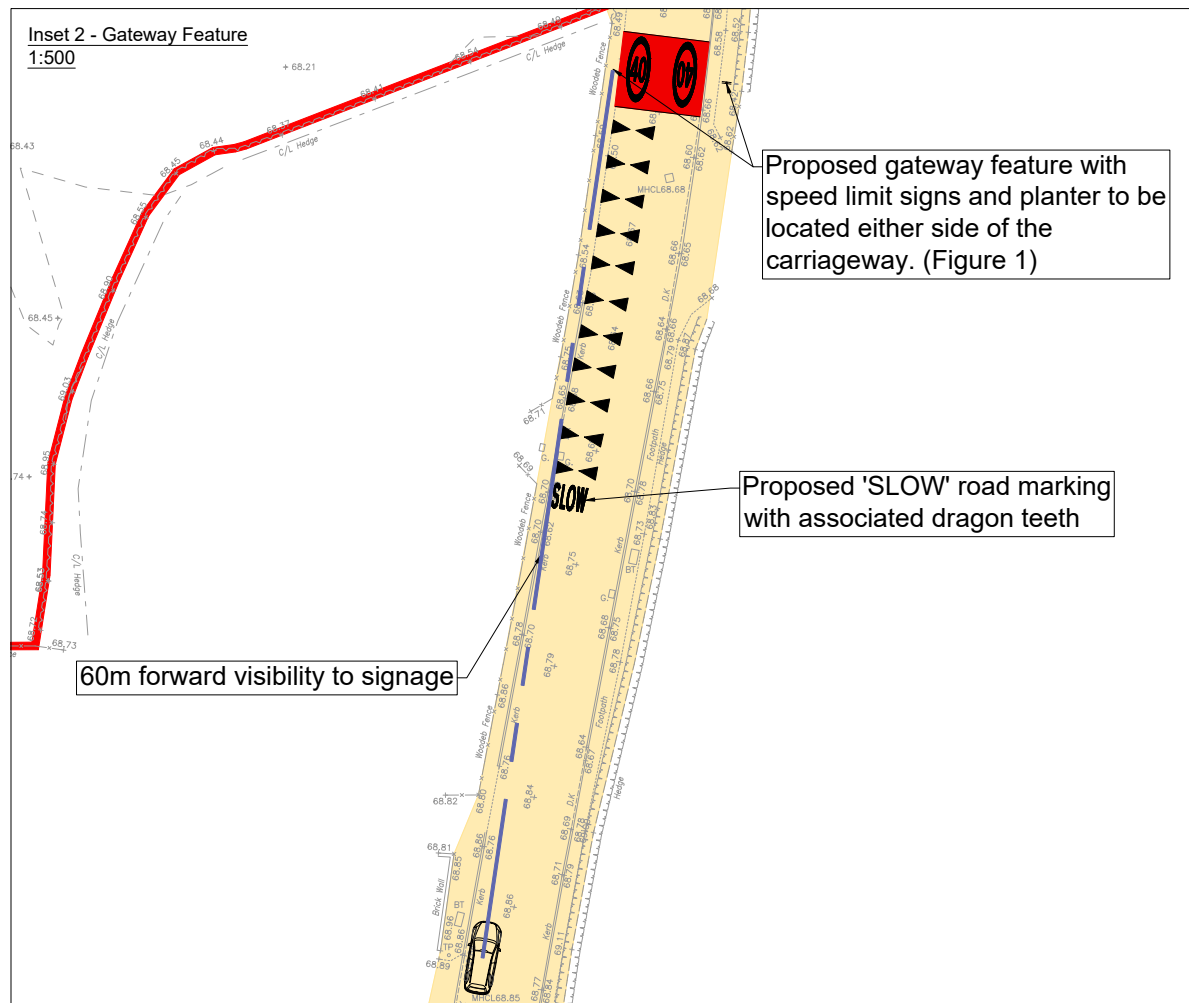
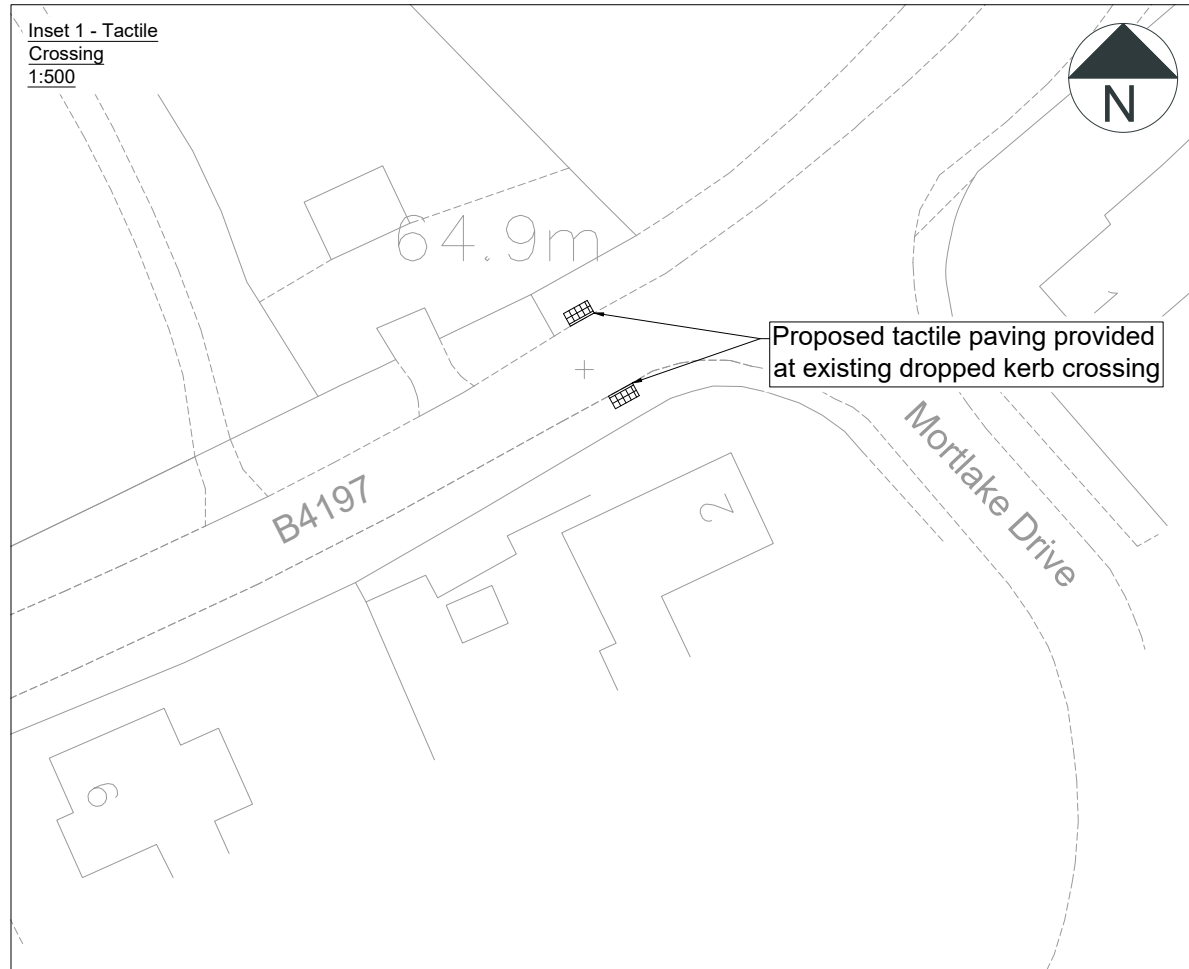
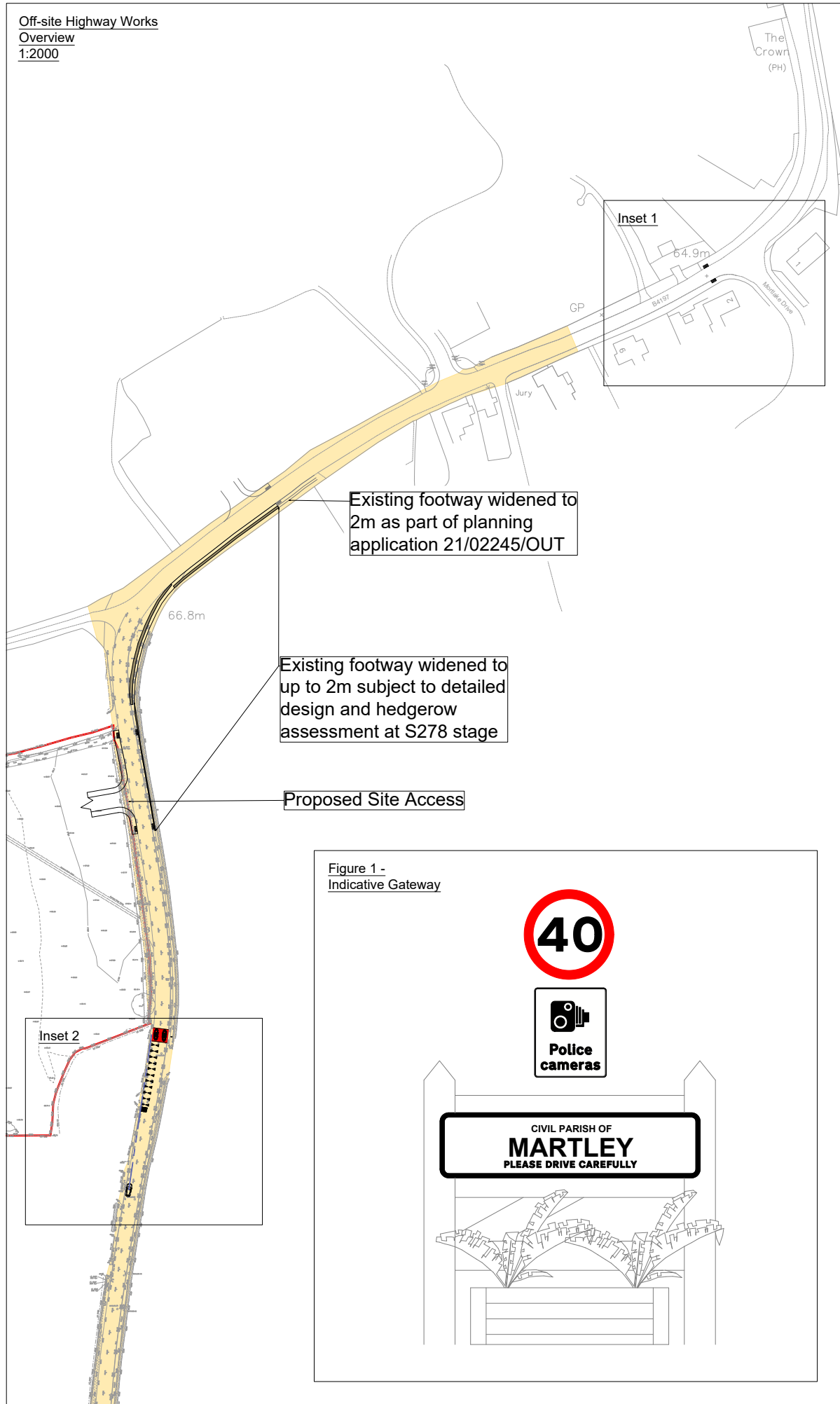
TITLE:
**Proposed Access Swept Path Analysis
Refuse Vehicle**

SCALE @ A3:	DATE:	DRAWN:	CHECKED:	APPROVED:
1:250	10.10.23	MW	MG	MG

STATUS: **PLANNING**

DRAWING NO:	REVISION:
230520-RAP-XX-XX-DR-TP-4101	P02

Off-site Highway Works
Overview
1:2000



Notes:

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. This drawing is based on the Topographical Survey undertaken by Healer Surveys in November 2022.
3. Ordnance Survey, (c) Crown Copyright 2023. All rights reserved. Licence number 100022432.
4. Adopted Highway obtained from Worcestershire County Council (WCC) on OS mapping and plotted 'best fit' on combined OS Mapping / Topographical Survey. The existing fence line along the frontage of Longstone Cottage has been considered to be the extent of the adopted highway based on the OS mapping plan provided by WCC. This is subject to confirmation from WCC.
5. The existing speed limit signage and roundals and gateway will be removed.
6. B4197 Berrow Green Road eastern footway to be widened to up to 2m wide subject to detailed design and hedgerow assessment at S278 Stage, to avoid impacting upon existing Martley Playing Fields Hedgerow.
7. Proposed tactile paving at existing dropped kerb crossing to be provided across full length of existing dropped kerb subject to detailed design.
8. Drawing to be read in conjunction with all other drawings. Any discrepancies are to be reported to the engineer 5 working days in advance of undertaking any work.

Key :

- Indicative Site Boundary
- Adopted Highway Boundary
- Proposed Footway widened up to 2m subject to detailed design and hedgerow assessment at S278 Stage

P02	20.03.24	Updated Off-site Highway Works following comments from Highways Issue for Planning	MW	MG
P01	10.10.23		MW	MG
Rev	Date	Details	By	Chkd

rappor



CLIENT:
Hayfield Homes Construction Limited

PROJECT:
Land at Berrow Green Road, Martley

TITLE:
Off-site Highway Works

SCALE @ A3:	DATE:	DRAWN:	CHECKED:	APPROVED:
As Stated	13.09.23	MW	MG	MG

STATUS: PLANNING

DRAWING NO:	REVISION:
230520-RAP-XX-XX-DR-TP-6000	P02



Appendix E – Updated Travel Plan

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Land at Berrow Green Road, Martley, Worcestershire

Hayfield Homes

Residential Travel Plan

November 2023





Document Control

Job No.	23-0520
Project Name	Land at Berrow Green Road, Martley
Document Title	Residential Travel Plan
Status	Issue 01
Client	Hayfield Homes

Prepared By	Martin Whitelow	November 2023
Checked By	Martin Whitelow	November 2023
Approved By	Mike Glaze	November 2023

Record of Issue

Revision	Date	Details	Made By
Issue 01	November 2023	Issue for Planning	MW
Issue 02	March 2024	Issue for Planning following WCC Comments	MG

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Appendices

Appendix A	Site Location Plan
Appendix B	Bus Timetables
Appendix C	Example Travel Survey



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%	83.4%	78.2%	73.0%
Car (Passenger)	4.5%	5.3%	6.9%	8.5%
Train	1.6%	1.9%	2.5%	3.1%
Bus	0.9%	1.0%	1.3%	1.6%
On Foot	4.4%	5.2%	6.9%	8.5%
Bicycle	1.2%	1.4%	1.8%	2.2%
Taxi	0.0%	0.0%	0.1%	0.1%
Metro / Underground / Tram	0.2%	0.2%	0.3%	0.4%
Moped / Motorbike	1.1%	1.3%	1.6%	2.0%
Other	0.2%	0.2%	0.3%	0.4%
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 Promotion of cycle user groups and bicycle maintenance training/workshops;
- 5.21 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 5.22 Secure and covered cycle parking will be provided at the development for each dwelling.

Public Transport Measures

- 5.23 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.
- 5.24 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.25 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:
- a) Bus taster tickets for the first occupants of a household to give residents the opportunity to try local bus services;
 - b) Provision of current information on bus routes, bus times and location of bus stops to residents;
 - c) Provision of information on tickets;
 - d) Details of current promotions and discounted tickets from local bus operators;
 - e) Promotion of local bus services as attractive access options;
 - f) Dedicated space on the noticeboard within the sales suite for bus maps, timetables and fare information; and
 - g) Regular review of any changes to timetables, routes or fares.

Car Sharing

- 5.26 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.



5.27 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.

5.28 Promotion of a car sharer club within the development and the facilitation of trip matching shall be undertaken by the TPC, in addition to the promotion of Liftshare.

5.29 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

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

5.31 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

5.32 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

- 5.33 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

- 5.34 Single occupancy car travel can also be reduced by removing the need to travel in the first place.
- 5.35 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
WC6	Promotion of Cycle User Groups and Bicycle Maintenance	Promote cycle user groups within the local area or consider the creation of a group. Along with considering maintenance training and workshops.	✓		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
PT3	Bus Taster Tickets	Provide bus taster tickets to allow the first occupants of a dwelling to try local bus services	✓		Included in TIP Prior to occupation	TPC / Developer	TPC's Time / Taster Ticket Cost (to be discussed with local bus operators)



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	Promotion of Car Share Club	Promote car sharer clubs within the development and the facilitation of trip matching by the TPC	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
CU3	Electric Vehicle Charging	Electrical vehicle charging to be provided	✓		During construction phase	Developer	Construction costs
CU4	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
CU5	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. In accordance with WCC Guidelines for Producing Residential Travel Plans' The monitoring the TP will be *“undertaken at regular, agreed intervals from first occupation until it is agreed by the Local Authority that monitoring is no longer required.”*. It is anticipated that this will be a period of six-years but is subject to agreement from the Local Authority.

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

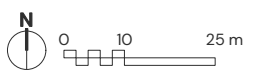
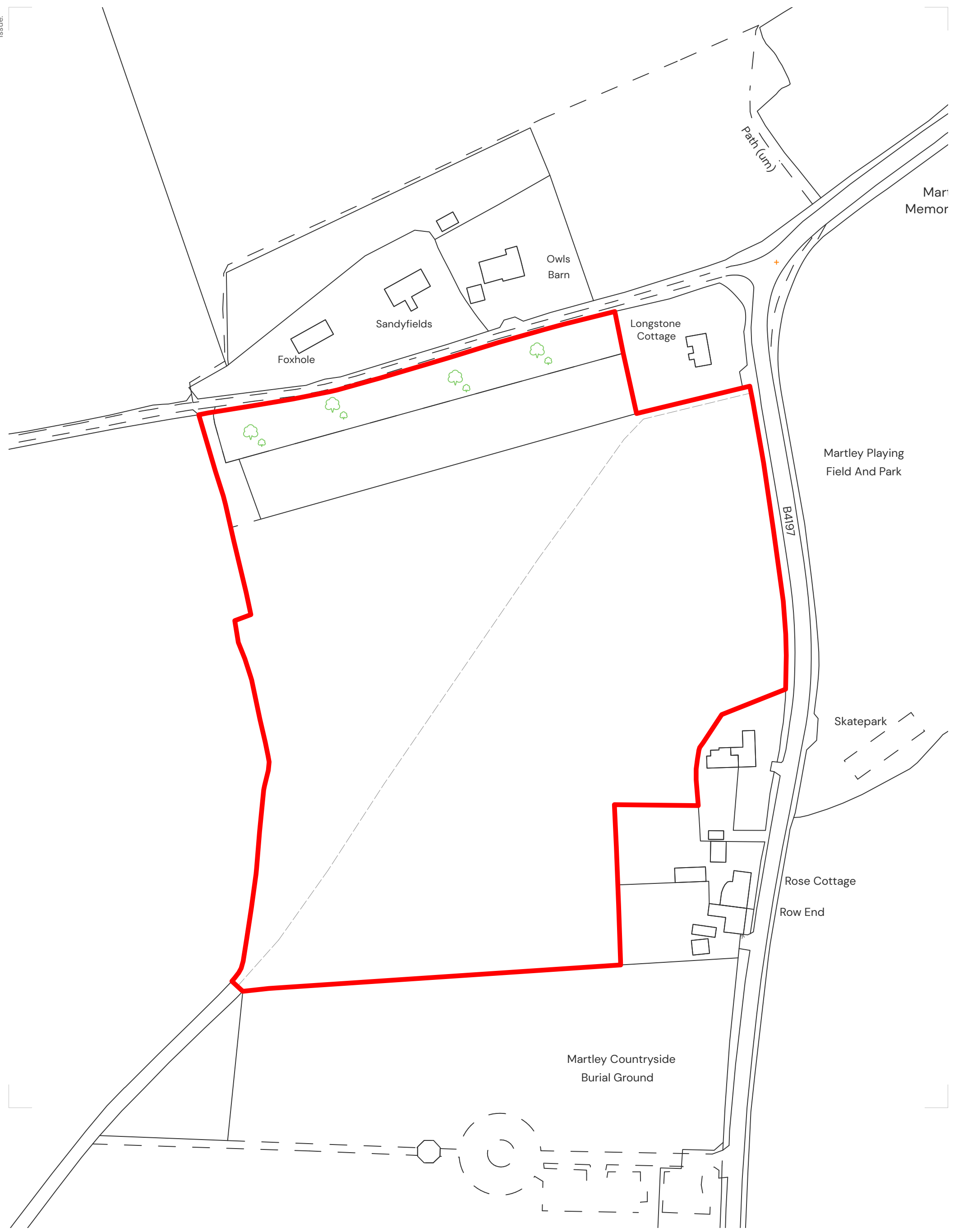


8 Funding

- 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.



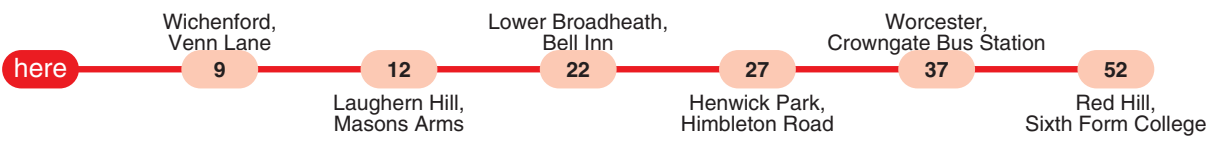
Appendix A – Site Location Plan



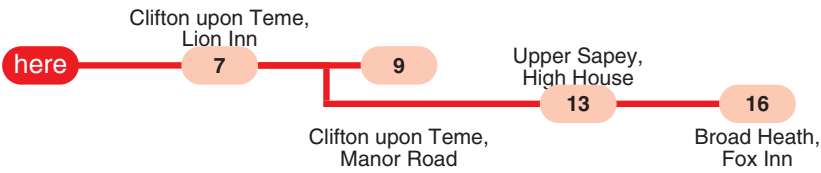


Appendix B – Bus Timetable Information

310 Hanley Broadheath - Martley - Wichenford - Broadheath- Worcester First Worcestershire



310 Worcester - Broadheath - Wichenford - Martley - Hanley Broadheath First Worcestershire



311 Worcester - Rushwick - Broadheath - Martley - Clifton upon Teme First Worcestershire



313 Worcester - Hallow - Sinton Green - Martley - Clifton First Worcestershire



314 Worcester - Hallow - Grimley - Sinton Green - Martley - Clifton First Worcestershire



420 Hereford - Bromyard DRM Coaches



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

Mondays to Fridays Bus times as at 15th July 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0707	310	1,B	0748	310	R	0840	314		1105	310	B	1459	313	
0733	310	B	0838	310	B	0943	310	B	1305	310	B	1713	310	B
												1715	420	Sch,s
												1813	310	B

Saturdays Bus times as at 20th July 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0904	310	B	1034	310	B	1329	311		1459	313		1625	310	B
												1713	310	B

Sundays

No Service

Notes: Sch - Operates only on school days s - Sets down only 1 - terminates at Broad Heath, Fox Inn B - towards Broad Heath R - towards Red Hill



Next bus times on your phone

the code for this stop is **wocgtatj**

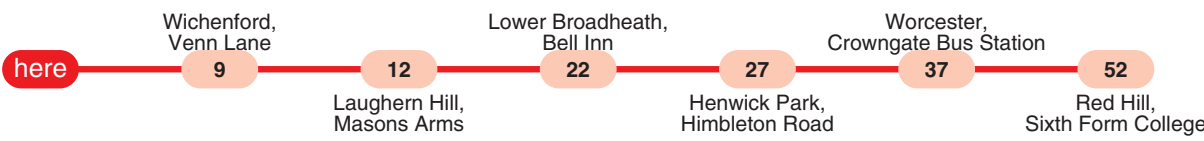
Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi

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

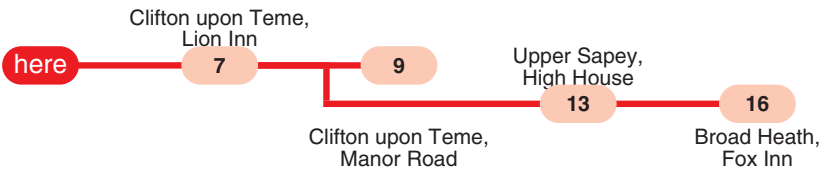
Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

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

310 Hanley Broadheath - Martley - Wichenford - Broadheath- Worcester First Worcestershire



310 Worcester - Broadheath - Wichenford - Martley - Hanley Broadheath First Worcestershire



311 Worcester - Rushwick - Broadheath - Martley - Clifton upon Teme First Worcestershire



313 Worcester - Hallow - Sinton Green - Martley - Clifton First Worcestershire



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												1713	310	B

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No Service

Notes: Sch - Operates only on school days s - Sets down only 1 - terminates at Broad Heath, Fox Inn B - towards Broad Heath R - towards Red Hill



Next bus times on your phone

the code for this stop is **wocgtatj**

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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?

rappor



Rappor Consultants Ltd

rappor.co.uk

Cheltenham
Bristol
London
Bedford
Exeter
Cirencester





Appendix F – Worcestershire County Council Consultation Response 11th April 2024

Lee Walton
Malvern Hills District Council
The Council House
Avenue Road
Malvern
WR14 3AF

**Economy and
Infrastructure**
Development Control
Engineer
County Hall
Spetchley Road
Worcester
WR5 2NP

Date: 11th April 2024
Your ref: 23/01711/OUT
Our ref: RJB

Dear Lee,

**TOWN AND COUNTRY PLANNING ACT 1990
(DEVELOPMENT MANAGEMENT PROCEDURE) (ENGLAND) ORDER 2015
ARTICLE 18 CONSULTATION WITH HIGHWAY AUTHORITY**

PROPOSAL: Outline planning permission for up to 55 dwellings (with means of access to the site be considered at this stage and all other matters reserved)
LOCATION: Land At (OS 7500 5952), Berrow Green Road, Martley
APPLICANT: Hayfield Homes

Worcestershire County Council (WCC), in its role as the Highway Authority, has undertaken a full assessment of this application. Based on the appraisal of the development proposals and the additional information that has been submitted, the Transport Planning and Development Management Team Leader, on behalf of the County Council under Article 18 of the Town and Country Planning (Development Management Procedure) (England) Order, 2015 recommends **no highway objection subject to conditions and financial obligations.**

The justification for this decision is provided below.

Context

The application site, with a developable area of 3.86 hectares, 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 north-west of Worcester and 15km west of Droitwich Spa. The application site benefits from an existing access, in the form of a vehicle crossover from the B4197 Berrow Green Road, in the north-eastern corner of the site.

The Applicant seeks outline planning consent for a residential development of up to 55 dwellings. Only the principle of development and access are to be considered, with all other aspects reserved for future consideration.

The Highway Authority previously reviewed the submitted Transport Statement (TS), proposed site access arrangements and indicative Masterplan drawing and identified concerns with the scheme, subsequently requesting a deferral, dated 14 March 2024, seeking further clarification, supporting evidence and revised drawings. The Applicant's transport planning consultant has subsequently submitted a revised site access drawing,

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together with written confirmation with regard to off-site highway works. This additional information provides the basis of this response.

Vehicular Access Strategy

The vehicle access to the proposed residential development would be from the B4197 Berrow Green Road. An existing vehicle access from the unnamed highway running along the site's northern boundary would be retained and improved with a bound surface to serve the existing allotments.

The submitted T, prepared by Rappor and dated November 2023, states the site will be served by a new vehicular access, in the form of a simple priority junction. The TS states the new access would have a 5.5m carriageway and 6.0m radius kerbs. Within the TS appendices, Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 shows the proposed site access junction, as described above.

The Highway Authority noted the above vehicle access strategy and had no objection to the principle of a new vehicle access at this location, subject to an acceptable layout being provided, with the junction meeting minimum visibility splay and stopping sight distance provision. However, the Highway Authority previously noted the proposed junction layout, as shown on Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P01 was not the same layout as shown on the submitted Link Engineering Drg. No. BGM-LE-GEN-XX-DR-CE-001 'Proposed Site Plan'. As the two drawings provided conflicting layouts, clarification was requested.

The Applicant, via Rappor, has now submitted Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P02, which shows a revised site access arrangement. This is acceptable to the Highway Authority and its provision can be covered by an appropriate condition if planning consent were subsequently granted.

Drawing No. 230520-RAP-XX-XX-DR-TP-3202/P02 shows the same proposed visibility splays of 2.4m x 57.8m to the north and 2.4m by 81.4m to the south, as previously proposed within the TS. As these are based on the 85th percentile speeds, which are used to calculate appropriate visibility splays, they are acceptable to the Highway Authority.

Gateway Feature

The TS notes that, in the vicinity of the proposed site access, Berrow Green Road is subject to a 40mph speed limit., Adjacent to the proposed site access location, there is an existing gateway feature with road markings indicating a change in speed limit from 40mph to 30mph. However, accompanying signage indicates a 40mph speed limit in both directions. As part of the development proposals, it is proposed that the 40mph speed limit would be relocated south of the proposed site access, with the speed limit to the north into Martley being reduced to 30mph. It is proposed that the existing speed limit signage, as well as the existing gateway feature will be removed. A new gateway feature is proposed at the relocated change in speed limit.

With regard to the village gateway feature, the Highway Authority agrees that this shall be relocated to the south, away from the proposed new junction. However, the Highway Authority is not convinced that there is a need for the speed limit to be altered. As noted within the TS, the 30/40mph change was previously at the existing gateway location but the 30mph location was subsequently changed some years ago, being moved closer into the village. Whilst there might be some benefit in changing the location again, it is not clear if that would result in any significant reduction in vehicle speeds to comply with the

speed limit. Hence, it is not considered necessary to move the 30mph to where the TS suggests.

S278 Agreement

As part of the access strategy, the proposed site access junction includes alterations to the existing public highway, which will require the Applicant to enter into a separate S278 Agreement with the Highway Authority. Two sections of new 2.0m wide footway are to be provided on the west side of Berrow Green Road, running north and south, respectively, from the site access. Two new uncontrolled dropped kerb pedestrian crossings, with tactile paving, are to be provided across Berrow Green Road, located at the end of each new section of footway. The crossings connects to the existing footway on the east side of the carriageway, a section of which is to be widened to 2.0m, where feasible, towards Martley Memorial Hall. Proposed tactile paving is to be installed at the existing Berrow Green Road uncontrolled pedestrian crossing point, located to the east of the Mortlake Drive junction.

In addition, the new site access will require the existing verge ditch to be culverted. This will form a new structure within the existing highway boundary so will need to be included within the S278 Agreement. The culvert would also need to be subject to a full structural design check.

As mentioned previously, the existing gateway feature is proposed to be moved southwards away from the position of the proposed site access. The physical works, associated with moving the signs, poles and carriageway markings, shall be included within the S278 Agreement.

The Applicant has submitted Drawing No. 230520-RAP-XX-XX-DR-TP-6000/P02, which shows the proposed off-site highway works to be undertaken, in order to accommodate the proposal. The Highway Authority is of the opinion the extent of works are appropriate. All works associated with the S278 Agreement will be subject to the Road Safety Audit (RSA) process. The Applicant has amended the Stage 1 RSA Brief, which is now acceptable. The Applicant is also liable for all reasonable fees associated with processing the S278 Agreement.

Principle of Development

In terms of considering if the principle of development is acceptable to the Highway Authority, consideration needs to be given to (i) if the site is deemed to be a sustainable location, (ii) what impact it would have on the local highway network, in terms of capacity and (iii) what impact it would have, in terms of highway safety.

Road Collision Data

The Applicant obtained Personal Injury Collision (PIC) data from WCC for the five-year period up to July 2023 and focused on the study area comprising Berrow Green Road along the site frontage to its junction with Mortlake Drive to the north and its junction with the Maylite Trading Estate access to the south. The data shows there were no recorded PICs during the period. The TS concludes the analysis has demonstrated that the PIC record does not give rise to any significant concerns nor demonstrate any discernible pattern or trends which could require further study or mitigation.

The Highway Authority accepts this conclusion. Whilst the introduction of a new priority junction would result in the risk of potential collisions occurring, a junction designed to standard helps minimise such risk. The Highway Authority is of the opinion the proposed development would be unlikely to result in any significant detrimental impact on highway

safety. Hence, there is no reason to justify any recommendation of refusal on highway safety grounds alone.

Traffic Generation

The TS notes there have recently been two planning applications within the vicinity of the site that have been granted planning consent and that the Highway Authority agreed trip generation for both sites. The most recent application was the Lioncourt development to the south-east of the application site. Given its trip generation assessment was undertaken recently, has been approved by the Highway Authority and granted planning consent at Planning Committee, the TS considers it suitable to utilise the same trip rates to forecast trip generation for the application site.

The Lioncourt development undertook a TRICS assessment based on Privately Owned Houses, this is a robust assessment for the proposed development, given that a proportion of the dwellings will be affordable. Using the Lioncourt data, the TS estimates the 55 units would generate 29 two-way vehicle trips in the AM peak hour and 25 two-way vehicle trips in the PM peak hour.

The TS then discusses trip distribution, stating the forecast residential development traffic has been distributed across the highway network based on 2011 Census Origin/Destination Travel to Work data, using MSOA area – Malvern Hills 002. It is estimated 87% of traffic will head north along Berrow Green Road, with 13% heading south. For the northbound traffic, 37% is estimated to continue north on the B4197, with 50% turning east on to the B4202.

The TS states that, given the low volume of vehicles generated by the development and distribution of trips onto the local highway network, the development proposals will not result in a significant impact on any particular link. On this basis, no further junction assessments are required. The Highway Authority agrees with this conclusion.

Cumulative Impact

The TS advises a cumulative trip impact assessment has been undertaken at the key local highway links to take account of the cumulative impact of the proposed development and the approved Lioncourt Development and Jessup Development. The TS concludes the three developments could generate 97 two-way vehicle trips in the AM peak hour and 87 two-way vehicle trips in the PM peak hour.

The TS also considers trip distribution of the cumulative impact of all three developments, estimating AM and PM peak hour trips on the local network. The Highway Authority notes the suggested cumulative trip distribution but would question if the values shown in Table 7.4 are correct, as some values seem on the high side and do not match the suggested trip generation values. Whilst it would be desirable for the Applicant to clarify or correct the values, the Highway Authority is of the opinion the cumulative impact can still be accommodated onto the local highway network without causing any significant detrimental impact on highway operation or congestion. Whilst it is unclear if the network baseline traffic flows are reflective of most neutral months, as a result of the ATC being undertaken in August during the school holidays, thereby missing some school-related trips, the Highway Authority is generally satisfied the local highway network has relatively low existing baseline flows. This means that, whilst impact of development traffic is high in terms of percentage increases, the cumulative trips can still be accommodated on to the local highway links and junctions without causing any significant detrimental impact to the capacity or operation of the local highway network.

The Highway Authority accepts the TS conclusion that no computer junction modelling is required and there is no justification to consider recommending refusal of the application on the grounds of highway operation or capacity.

Sustainable Travel

Martley is classed as a Category 1 settlement by the Local Planning Authority and the application site benefits from being in proximity to some services, amenities and facilities that are predominantly located to the east of the site generally within the centre of the village. The TS sets out distances to a number of local facilities. There is a convenience store and post office within approximately 620m of the middle of the site, which is well within the recommended 800m value. Both a primary school and a secondary school are within 1.1km of the site, with generally acceptable walking routes available. There is a part-time GP surgery, two employment estates, a pub and other leisure facilities. Hence, residents will be able to viably access a range of local facilities from the development site on foot.

In the vicinity of the development site, there is an existing footway on the east side of Berrow Green Road, which is approximately 1.0-1.2m wide. The footway runs north into the middle of Martley, connecting to other footways in the village, which does not have street lighting. The existing Berrow Green Road footway also connects to the existing footway provision on Ryecroft Way, providing an alternative pedestrian route into the rest of Martley. There is also a network of public rights of way in the surrounding area, providing walking routes to the village, surrounding rural areas and leisure routes throughout the countryside.

As mentioned previously, the Highway Authority is of the opinion residents of the proposed development would benefit from a section of existing footway, on the east side of Berrow Green Road, being widened.

The surrounding highway network within Martley is subject to a 30mph speed limit and does not carry high traffic volumes, making it suitable for use by cyclists with a range of abilities and experience. Hence, it is possible some residents might choose to cycle to local facilities. Some residents may opt to cycle further but such trips are likely to be more for leisure.

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 whilst 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. Whilst the Highway Authority notes the walking distance is more than the desirable maximum 400m distance, it is accepted many users are prepared to walk longer distances to bus stops in rural locations, with up to 800m being deemed acceptable. The Highway Authority is of the opinion the available bus service provision is reasonable for a village location and that residents would have the opportunity to use buses, rather than the private car, for some trips.

Under the 1985 Transport Act, WCC has a duty to consider the transport needs of elderly and disabled residents. A service must be provided for all elderly and disabled residents where no suitable bus service exists for those unable to access a bus due to disability. WCC analyses this using historic trip need, DfT mileage rates and census data (for population per dwelling, disabled population statistics and age data) based on five years

calculated cost. The service provides access to vital services, particularly acute health where it is no longer policy to offer appointments at the nearest facility to the resident's home address. On this basis, if planning consent were subsequently granted for the development, WCC would request a contribution of £12,474.00 towards community transport for this site. This would be a financial obligation within a suitable legal agreement.

In terms of School Transport, the site is in the Primary School catchment for Martley CofE Primary, located 0.6 miles away. The route is acceptable so no contributions will be sought. The site is also in the Secondary School catchment for The Chantry, located within a suitable walking distance and route. Hence, no contributions will be sought for home to school transport for the site.

Whilst the overall range of local facilities might be considered limited, particularly in relation to local employment opportunities and healthcare provision, the Highway Authority accepts some daily services can be accessed by sustainable modes of transport. Although the development is still likely to be predominantly car-based, it is accepted residents do have the choice of realistic travel options for some trips. On this basis, it would be difficult to justify a recommendation of refusal on sustainability grounds alone. It is also the case, the Highway Authority accepted both the approved Lioncourt development and Jessup development could be considered as being sufficiently sustainable locations, hence a precedent has already been set for the village.

Considering the above comments, the Highway Authority has no objection to the principle of development on this site.

Site Layout

Whilst the application form suggests the intention is for the majority of the internal access roads to be put forward for adoption as prospective public highways, this has not been clearly stated within other documents. Whilst the application is for outline consent only at this time, an indicative Masterplan layout has been submitted, Drawing No. P22-1974_DE_001_C_02, together with a proposed site layout drawing.

The TS states the illustrative Masterplan demonstrates a layout consisting of 'primary residential streets' or 'shared surface streets, courtyards and mews' in line with the WCC Streetscape Design Guide (SDG) document, which might suggest an intention to put internal roads forward for adoption. However, the Highway Authority is of the opinion the indicative layout, as currently suggested, would not be suitable for adoption. The Applicant's transport planning consultant has advised adoption would be considered when the site layout is submitted as a reserved matter.

The Highway Authority notes the submitted drainage strategy suggests the internal access roads surface water drainage would be collected via piped system that flows into an attenuation pond and then discharges into the existing drainage ditch on the west side of Berrow Green Road. This would imply the road surface water system would be private, as the Highway Authority would be unlikely to adopt such a system and it is unclear if the Water Company would also be prepared to adopt it. The Applicant is advised the Highway Authority would be unlikely to adopt any roads that have private apparatus within them.

S38 Agreement

If it is the Applicant's intention for any of the internal access roads to be put forward for adoption, the subsequent finalised layout will need to conform to WCC SDG standards and the Applicant will be required to enter into a S38 Agreement with the Highway

Authority. Appropriate drawings and details will need to be submitted and a suitable layout agreed.

Parking

Residential car parking shall comply with the WCC Streetscape Design Guide (SDG) standards and this can be covered by condition. No details of cycle parking have been provided at this time. However, this can be covered by a suitable condition. All cycle parking must confirm to WCC SDG standards and be covered and secure.

Travel Plan

As part of the original application, the Applicant had submitted a draft Residential Travel Plan (TP). As part of its deferral response, the Highway Authority made some specific comments. An updated draft TP has recently been submitted and the Highway Authority has reviewed the amended version, which is welcomed, but does have comments.

It is appreciated the suggested targets are only considered to be indicative and will be updated once a baseline travel survey were undertaken. However, whilst the reduction in percentage of single occupancy car users is now 12.9% over the five-year period and, therefore, in line with the WCC guidelines, this does not match the information in Paragraph 4.14 of the Travel Plan. Hence, either the text within Paragraph 4.14 or the percentages in Table 4.1 should be updated.

It has also been noted that the total percentage for the Year 5 Target in Table 4.1 does not sum to 100%. Whilst there is an asterix next to the 100% no further information has been provided. Further, the percentage reduction of single occupancy vehicles is 12.9%, however the increase in other sustainable modes only totals 12.7%. It is also noted that Paragraph 4.15 of the Travel Plan states that 'travel by train, metro/underground and other has not been increased due to the site location and the unknown nature of other uses.' However, Table 4.1 states an increase in these modes over the five-year period. Hence, the modal split targets displayed in Table 4.1 and any text referring to the targets should be reviewed and recalculated for all modes, in line with the WCC guidelines.

Submission of a further revised and approved TP would be a recommended condition if planning consent were granted.

A Travel Welcome Pack must be prepared and provided to all residents when they move into their properties. The Travel Welcome Pack should be sent to travelpans@worcestershire.gov.uk for approval, before being provided to each dwelling.

Construction

The Highway Authority usually requires a Construction Environmental Management Plan (CEMP) to be submitted for approval. The CEMP needs to include a Construction Traffic Management Plan section that discusses the impact of construction traffic and how this will be managed to reduce the temporary detrimental impact to the satisfaction of the Highway Authority. Submission of a suitable CEMP would be a recommended condition of part of any successful planning consent.

Conclusion

The Highway Authority has undertaken a robust assessment of the planning application. Based on the analysis of the information submitted, the Highway Authority concludes that there would not be a severe detrimental impact on the local highway network and, therefore, there is **no highway objection subject to conditions**.

Yours sincerely

Karen Hanchett

Transport Planning and Development Management Team Leader

Conditions

Conformity with Submitted Details

The Development hereby approved shall not be brought into use until the vehicular access has been provided as generally shown on the Rappor Drawing No. 230520-RAP-XX-XX-DR-TP-3201/P02 'Proposed Site Access Arrangements'.

REASON: To ensure conformity with submitted details.

Vehicular visibility splays

Development shall not begin until visibility splays are provided from a vertical point 1.05m above carriageway level at the centre of the application main site access and 2.4m back from the near side edge of the adjoining carriageway, (measured perpendicularly), for 57.8m northwards and 181.4mm southwards, respectively, measured along the nearside edge of the adjoining carriageway (vertical off set of 0.6m). Nothing shall be planted, erected and/or allowed to grow on the triangular areas of land so formed which would obstruct the visibility described above.

REASON: In the interests of highway safety.

Cycle Parking

The Development hereby approved shall not be brought into use until sheltered and secure cycle parking to comply with the Council's adopted cycle parking standards has been provided in accordance with details which shall first be submitted to and approved in writing by the Local Planning Authority and thereafter the approved cycle parking shall be kept available for the parking of bicycles only.

REASON: To comply with the Council's parking standards.

Car Parking

The Development hereby approved shall not be brought into use until details of car parking to comply with the Council's adopted car parking standards has been provided in accordance with details which shall first be submitted to and approved in writing by the Local Planning Authority.

REASON: To comply with the Council's parking standards.

Off-site Highway Improvements

The Development hereby approved shall not be brought into use until the following highway improvements works comprising:-

- Alterations to Berrow Green Road to accommodate the new site access road;

- Two sections of new 2.0m wide footway is to be provided on the west side of Berrow Green Road, running north and south, respectively, from the new site access;
- Two new uncontrolled dropped kerb pedestrian crossings, with tactile paving provided across Berrow Green Road, located at the end of both new sections of footway. The crossings connect to the existing footway on the east side of the carriageway, a section of which is to be widened to 2.0m towards Martley Memorial Hall;
- Relocation of the existing gateway feature, south of the proposed site access, further to the south to a new position agreed with the Highway Authority; and
- Installation of tactile paving at the existing uncontrolled pedestrian crossing on the B4197, west of Mortlake Drive.

have been completed to the satisfaction of the Local Planning Authority and approved in writing (in discussion with the Local Highway Authority) and open to traffic.

REASON: To ensure the safe and free flow of traffic onto the highway.

Residential Travel Plan (Plan Absent or Not Approved)

The Development hereby approved shall not be occupied until the Applicant has submitted a Travel Plan in accordance with the County Council guidelines in writing to the Local Planning Authority that promotes sustainable forms of access to the development site and has been approved in writing by the Local Planning Authority. This plan will thereafter be implemented, monitored for a minimum of five years and shall be updated in agreement with Worcestershire County Council's Travel Plan Officer and thereafter implemented as updated.

REASON: To reduce vehicle movements and promote sustainable access.

Travel Welcome Pack

The Development hereby approved shall not be occupied until the Applicant has submitted to and had approval in writing from the Local Planning Authority a residential Travel Welcome Pack promoting sustainable forms of access to the development. The pack shall be provided to each resident at the point of occupation.

REASON: To reduce vehicle movements and promote sustainable access.

Refuse and Servicing Strategy

Reserved matters to include the details of a refuse and servicing strategy for the development which shall be submitted to and approved by the Local Planning Authority.

Reason: To ensure an appropriate layout is provided for refuse and servicing requirements.

Construction Environmental Management Plan

The Development hereby approved shall not commence until a Construction Environmental Management Plan has been submitted to and approved in writing by the Local Planning Authority. This shall include a Construction Traffic Management Plan section but not be limited to the following:-

- Measures to ensure that vehicles leaving the site do not deposit mud or other detritus on the public highway.

- Details of site operative parking areas, material storage areas and the location of site operatives' facilities (offices, toilets etc).
- The hours that delivery vehicles will be permitted to arrive and depart, and arrangements for unloading and manoeuvring.
- Details of any temporary construction accesses and their reinstatement.
- A highway condition survey, timescale for re-inspections, and details of any reinstatement.

The measures set out in the approved Plan shall be carried out and complied with in full during the construction of the development hereby approved. Site operatives' parking, material storage and the positioning of operatives' facilities shall only take place on the site in locations approved by in writing by the local planning authority.

REASON: To ensure the provision of adequate on-site facilities and in the interests of highway safety.

Planning Obligations

As part of this consented planning application or in association with any subsequent Reserved Matters Consent, the Applicant shall provide the following planning obligations through a suitable legal mechanism (S106).

Community Transport

Specific Purpose – There is a need for a Community Transport service to meet the transport needs of the elderly and disabled. The County Council has specific duties, under the 1985 Transport Act, to take account of the transport needs of elderly and disabled residents and further duties to residents' protected characteristics that include the elderly and disabled, under the Equalities Act 2010. There will be residents with mobility impairments who are unable to access conventional public transport, it is this group that will require access to a door-to-door transport service such as that provided by Community Transport.

Contribution - £12474.00

Trigger – Prior to first occupation.

Informatives

Section 278 Agreement

The granting of this planning permission does not remove any obligations on the Applicant to undertake a technical design check of the proposed highway works with the Highway Authority, nor does it confirm acceptance of the proposal by the Highway Authority until that design check process has been concluded. Upon the satisfactory completion of the technical check, the design would be suitable to allow conditions imposed under this permission to be discharged but works to the public highway cannot take place until a legal agreement, under Section 278 of the Highways Act 1980, has been entered into and the Applicant has complied with the requirements of the Traffic Management Act 2004.

The Applicant is urged to engage with the Highway Authority as early as possible to ensure that the approval process is started in a timely manner to achieve delivery of the highway works in accordance with the above-mentioned conditions.

The Applicant should be aware of the term “highway works” being inclusive of, but not limited to, the proposed junction arrangement, street lighting, structures, and any necessary traffic regulation orders.

Section 38 Agreement Details

If it is the Applicant's intention to request the County Council, as Highway Authority, to adopt the proposed roadworks as maintainable at the public expense, then details of the layout and alignment, widths and levels of the proposed roadworks, which shall comply with any plans approved under this planning consent unless otherwise agreed in writing, together with all necessary drainage arrangements and run off calculations shall be submitted to the County Council's Network Control Manager, Worcestershire County Council, County Hall, Spetchley Road, Worcester, WR5 2NP. No works on the site of the development shall be commenced until these details have been approved by the County Council as Highway Authority and an Agreement under Section 38 of the Highways Act, 1980, entered into.

Drainage Details for Section 38

It is not known if the proposed roadworks can be satisfactorily drained to an adequate outfall. Unless adequate storm water disposal arrangements can be provided, the County Council, as Highway Authority, will be unable to adopt the proposed roadworks as public highways.

No Drainage to Discharge to Highway

Drainage arrangements shall be provided to ensure that surface water from any private driveway and/or vehicular turning area does not discharge onto the public highway. No drainage or effluent from the proposed development shall be allowed to discharge into any highway drain or over any part of the public highway.

Construction Environmental Management Plan (CEMP)

It is expected that contractors are registered with the Considerate Constructors scheme and comply with the code of conduct in full, but reference is made to "respecting the community" this says:-

Constructors should give utmost consideration to their impact on neighbours and the public

- Informing, respecting, and showing courtesy to those affected by the work.
- Minimising the impact of deliveries, parking, and work on the public highway.
- Contributing to and supporting the local community and economy.
- Working to create a positive and enduring impression and promoting the Code.

The CEMP should clearly identify how the principal contractor will engage with the local community; this should be tailored to local circumstances. Contractors should also confirm how they will manage any local concerns and complaints and provide an agreed Service Level Agreement for responding to said issues.

Contractors should ensure that courtesy boards are provided and information shared with the local community relating to the timing of operations and contact details for a site coordinator in the event of any difficulties.

This does not offer any relief to obligations under existing Legislation.

Travel Plan Requirements

Worcestershire County Council has published guidance on how it expects travel plans to be prepared, this guidance is freely available from the County Councils Travel Plans Officer. As part of this process the applicant must register for Modeshift STARS Business and ensure that their targets have been uploaded so that progress on the implementation of the Travel Plan can be monitored. Worcestershire County Council can assist applicants with this process should they need.

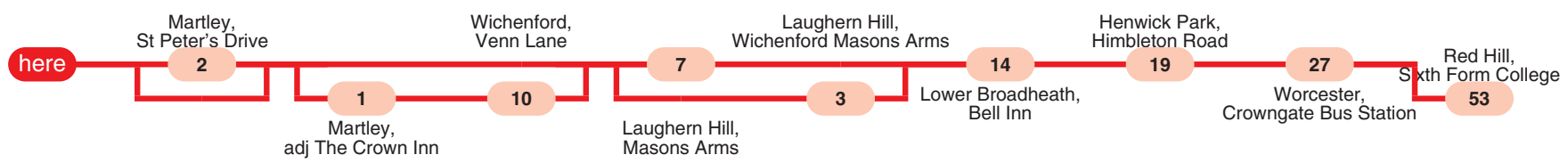
Modeshift STARS Business is a nationally accredited scheme which assists in the effective delivery of travel plans, applicant can register at www.modeshiftstars.org



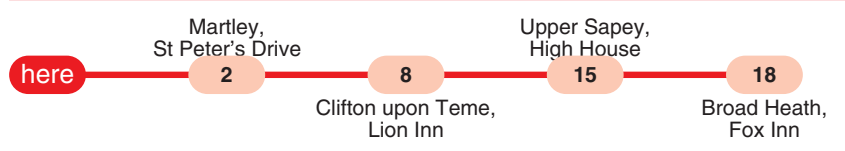
Appendix G – Updated Bus Timetable Information

Bus departures from this stop Martley opp The Crown Inn

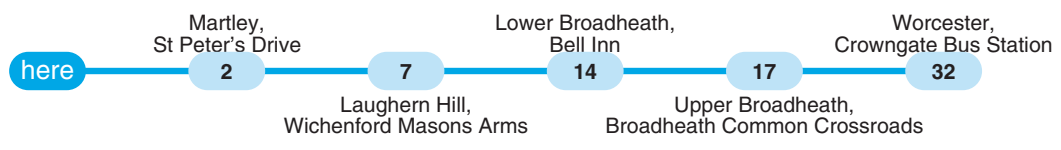
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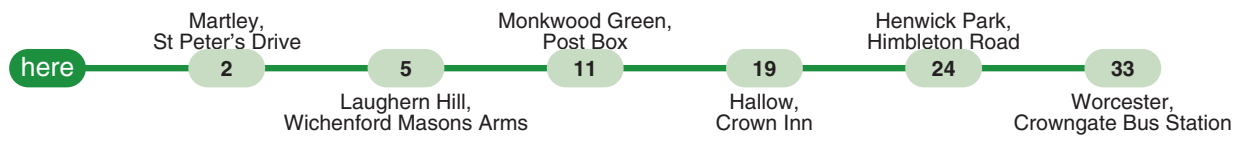
310 Worcester - Broadheath - Wichenford - Martley - Hanley Broadheath First Worcestershire



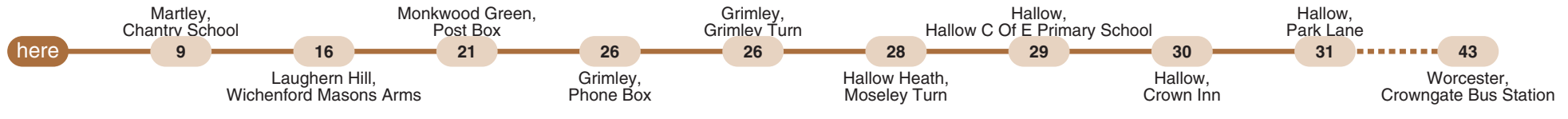
311 Clifton upon Teme - Martley - Broadheath - Rushwick - Worcester First Worcestershire



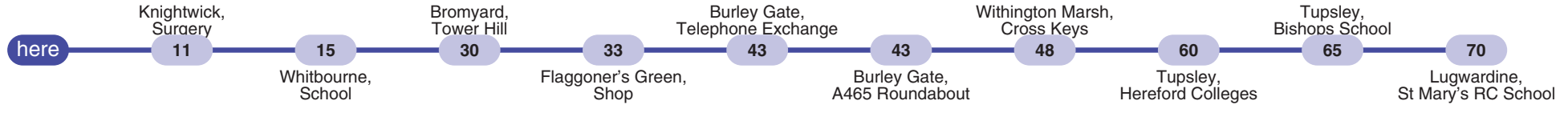
313 Clifton - Martley - Sinton Green - Hallow - Worcester First Worcestershire



314 Clifton - Martley - Sinton Green -Grimley - Hallow - Worcester First Worcestershire



420 Bromyard - Hereford DRM Coaches



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

Mondays to Fridays Bus times as at 15th July 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note							
0715	420	Sch	0746	310	3,4,R	0857	311		1122	310	R	1322	310	R	1522	310	R	1732	310	1,R	1831	310	1,R	
0722	310	1,R	0752	310	R	1002	313		1232	311		1521	314		1720	310	B	1757	310	1,2,R				

Saturdays Bus times as at 20th July 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note							
0808	310	R	0927	311		1052	313		1349	311		1517	310	1,R	1642	310	1,R	1830	310	1,R				

Sundays

No Service

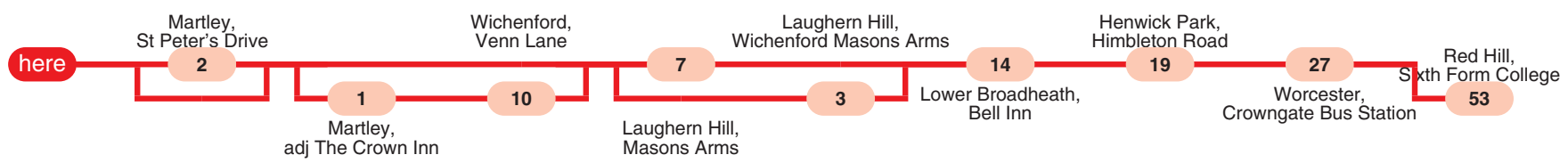
- Notes:** Sch - Operates only on school days
 1 - does not serve Martley, St Peter's Drive
 2 - serves Laughern Hill, Wichenford Masons Arms
 3 - serves also from Martley, adj The Crown Inn to Wichenford, Venn Lane
 4 - terminates at Red Hill, Sixth Form College
 B - towards Broad Heath
 R - towards Red Hill



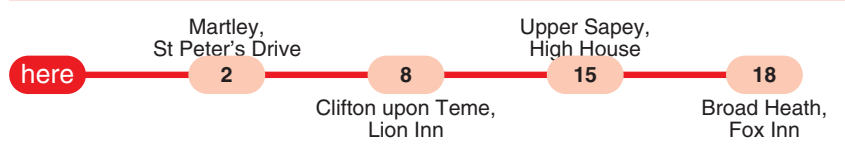
Next bus times on your phone the code for this stop is **wocgataw**
Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi
By SMS: text the stop code to 84268. Add a space and service number for just that service.
 Internet enquiries incur normal mobile internet 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).

Bus departures from this stop Martley opp The Crown Inn

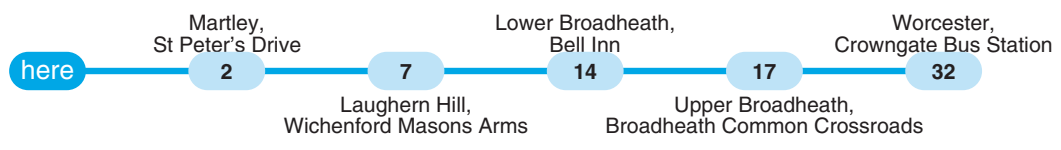
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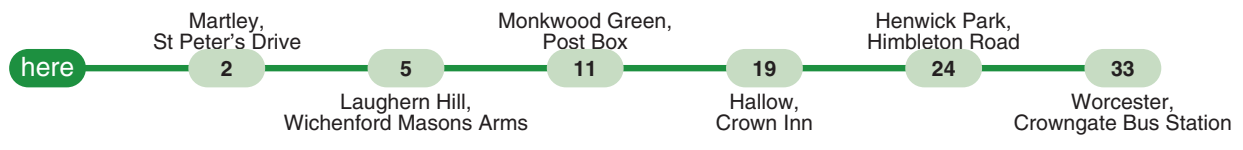
310 Worcester - Broadheath - Wichenford - Martley - Hanley Broadheath First Worcestershire



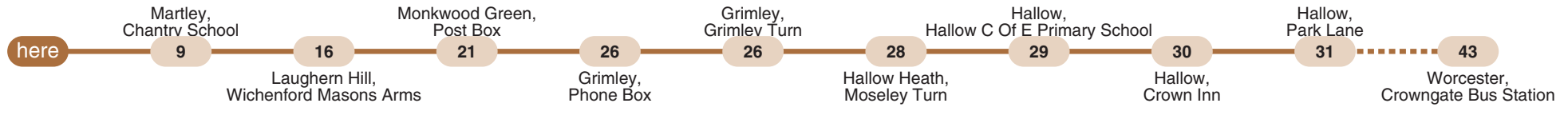
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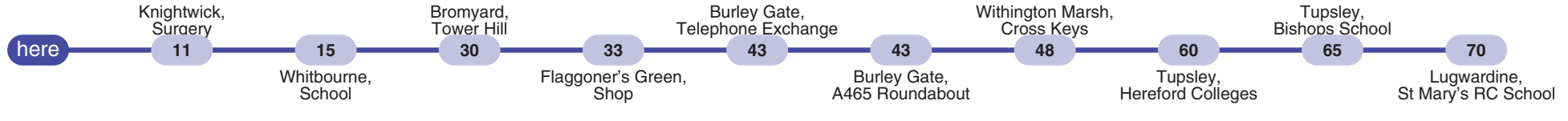
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