



# Channel View, Cardiff

## Travel Plan

**Client:** Cardiff City Council

**Project Ref:** CC2083

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# CAMBRIA

**Report Control Sheet**

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## 1 Introduction

1.1.1 Cambria Consulting Ltd have been appointed by Powell Dobson Architects on behalf of Cardiff City Council to prepare a Travel Plan in support of a planning application for the redevelopment of the Channel View area in Grangetown, Cardiff. The site location is shown in Figure 1 below.

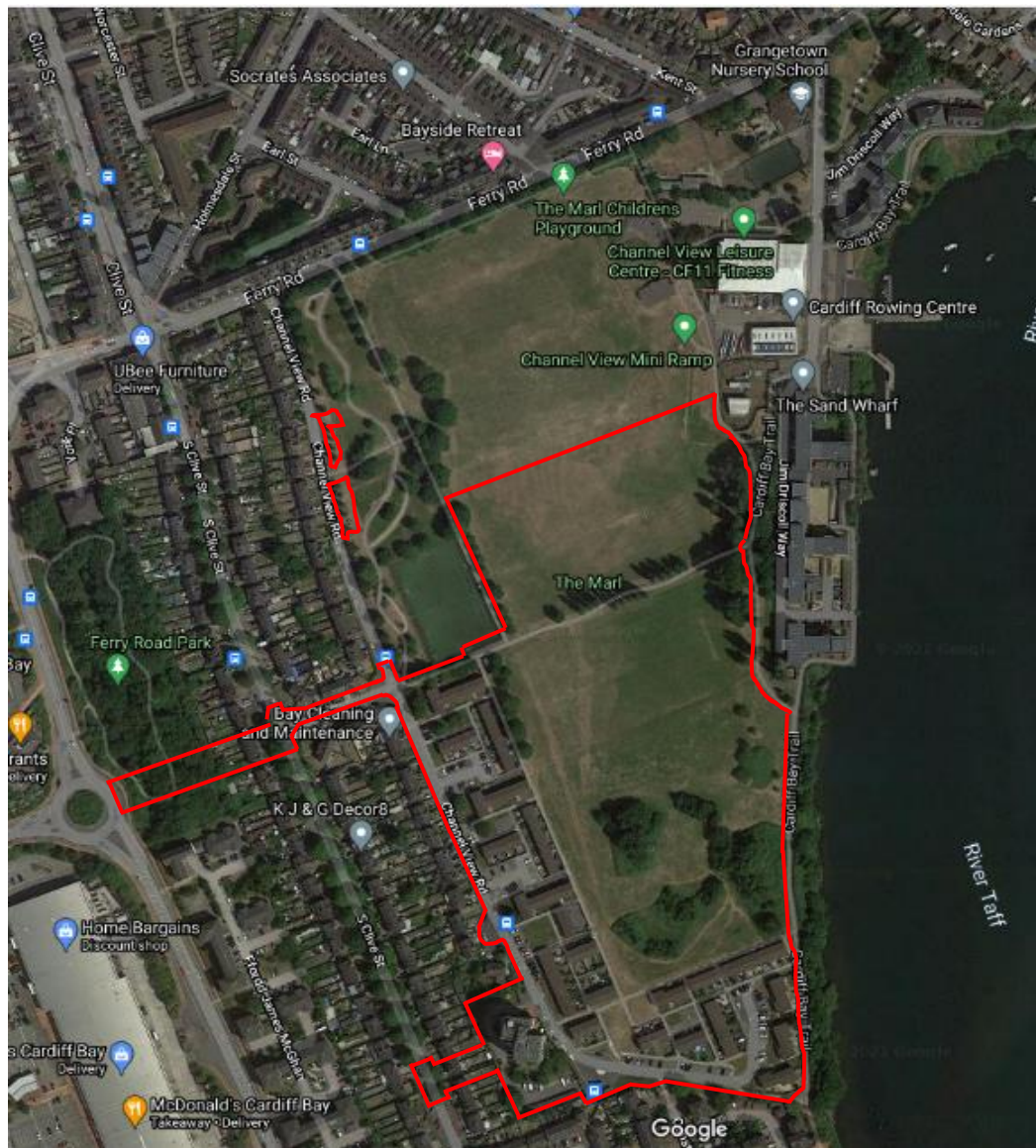


Figure 1 - Site location map (Google Earth)

1.1.2 Hybrid planning application for mixed-use development. Outline planning permission is sought for: The redevelopment and extension of part of the existing Channel View Estate to provide up to 321 residential apartments and houses (Use Class C3), up to 285 sq.m of retail floorspace (Use Class A1), communal gardens incorporating allotments and picnic areas, formal and informal children's play space, landscaping, cyclepaths/footpaths, drainage infrastructure, roads and parking; The regeneration of the Marl public open space to include new/improved sports pitches, children's play space, a new 'beach', water features, landscaping, and cyclepaths/footpaths; The provision of a new bus/cycle/pedestrian link between Channel View Road and South Clive Street and a new cycle/pedestrian link between South Clive Street and Ferry Road; The provision of a new parking area; Together with associated works (all matters reserved for future consideration).

## Travel Plan

- 1.1.3 Full planning permission is sought for a first phase of development comprising of a tower block (8-12 storeys) providing 79 elderly-persons (over 55s) accommodation units, a 115sq.m community cafe, communal gardens incorporating allotments and picnic areas, landscaping, drainage infrastructure, footpaths, roads, parking, and associated works.
- 1.1.4 The ultimate aim of any Travel Plan should be to influence long-term changes in travel behaviour by providing the right package of measures that promote and value sustainable transport initiatives. It is crucial to the success of a Travel Plan that the measures are site specific and tailored to the needs of the existing and future users of the site.
- 1.1.5 A Travel Plan is a dynamic process that will grow and develop with time, and with the changing circumstances of the site and the environment in which it works. It should be stressed that the Travel Plan will be flexible in which measures are implemented, and allow for changes to be made in line with Travel Plan performance.
- 1.1.6 This document sets out the framework and timescale for the delivery of a detailed Travel Plan that will be taken forward by a Travel Plan Coordinator (TPC) who will be appointed at least three months prior to the first occupation of the development.
- 1.1.7 The TPC will be responsible for all TP based tasks, some or many of which may be delegated to another suitable person or consultancy. Upon occupation of the sites, the TPC responsibilities will be transferred to a management company, or another responsible person, as appropriate.
- 1.1.8 This TP has been prepared to ensure that sustainable modes of transport are available to all residents from first occupation of the sites. It is supportive of reducing the need for single occupancy car journeys to and from both sites, which should be achievable given the range of sustainable options which should be available to residents once the development is complete.
- 1.1.9 Travel Plans support planning policy in their objective to deliver sustainable development. Travel Plans reduce the number of single occupancy car trips and promote greater use of sustainable modes of transport such as public transport, cycling or walking.
- 1.1.10 A reduction in the number of private vehicle journeys has the potential to reduce the type and volume of pollutants released into the atmosphere, which are contributing to climate change and having a detrimental effect on health.
- 1.1.11 A reduction in single occupancy car trips can result in a reduction in peak period traffic congestion, fewer road traffic accidents, reduced stress, healthier lifestyles, better productivity, environmental protection, improved access for residents, visitors, and deliveries, and genuine reduction in social exclusion through the provision of choice between modes of transport.



## **2 Planning Policy Framework**

### **2.1 Planning Policy Wales**

- 2.1.1 Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government.
- 2.1.2 In terms of transport related policies, it places the sustainability of development at the heart of the decision making process (pp 4.7.4) and requires that new development proposals minimize the need to travel and increase accessibility by modes other than the private car. It requires that major generators of travel demand be located within existing urban areas that are well served by public transport, or can be reached by walking or cycling.
- 2.1.3 The principles discussed above are repeated again in PPW's Chapter 8, which deals specifically with Transport issues. In 8.1.4 it reinforces the Welsh Government's objectives for transport through:
- ▶ reducing the need to travel, especially by private car, by locating development where there is good access by public transport, walking and cycling;
  - ▶ locating development near other related uses to encourage multi-purpose trips and reduce the length of journeys;
  - ▶ improving accessibility by walking, cycling and public transport;
  - ▶ ensuring that transport is accessible to all, taking into account the needs of disabled and other less mobile people;
  - ▶ promoting walking and cycling;
  - ▶ supporting the provision of high quality public transport;
  - ▶ supporting traffic management measures;
  - ▶ promoting sustainable transport options for freight and commerce;
  - ▶ supporting sustainable travel options in rural areas;
  - ▶ supporting necessary infrastructure improvements; and
  - ▶ ensuring that, as far as possible, transport infrastructure does not contribute to land take, urban sprawl or neighbourhood severance.
- 2.1.4 In terms of plan making and development control it advises (8.7.1) that the following issues should be taken into account:
- ▶ the impacts of the proposed development on travel demand;
  - ▶ the level and nature of public transport provision;
  - ▶ accessibility by a range of different transport modes;
  - ▶ the willingness of a developer to promote travel by public transport, walking or cycling, or to provide infrastructure or measures to manage traffic
  - ▶ the environmental impact of both transport infrastructure and the traffic generated; and
  - ▶ the effects on the safety and convenience of other users.
- 2.1.5 PPW also requires that the proposed access to a development should reflect the likely travel patterns involved. It should ensure that people can reach the development, as far as practicable, by walking, cycling and public transport, as well as by car (pp 8.7.3).

## 2.2 TAN18 Transportation

2.2.1 Planning Policy Wales Technical Advice Note 18 (TAN18) details the Welsh Government Government's policies in terms of transportation and repeats the general principles advocated in PPW i.e. that development is encouraged in sustainable, accessible, locations that will reduce the need to travel by car. Its aim is to promote an efficient and sustainable transport system and to counter the negative impacts associated with road traffic growth, for example increased air pollution, green house gases and congestion (2.1). It sees the integration of transport and land use planning as key (2.3) in achieving the Welsh Government Governments' sustainable development policy objectives by:

- ▶ promoting travel efficient settlement patterns;
- ▶ ensuring new development is located where there is good access by public transport, walking and cycling thereby minimizing the need for travel and fostering social inclusion;
- ▶ managing parking provision;
- ▶ ensuring that new development includes appropriate provision for pedestrians, cycling, public transport, and traffic management and parking/servicing;
- ▶ encouraging the location of development near other related uses to encourage multi-purpose trips; and
- ▶ ensuring that transport infrastructure necessary to serve new development allows existing transport networks to continue to perform their identified functions.

2.2.2 The needs of walkers and cyclists must be taken into consideration and the use of these most sustainable forms of transport encouraged in all developments (TAN18 Chapter 6). Similarly, all development should be accessible by public transport (Chapter 7).

## 2.3 The Active Travel (Wales) Act 2013

2.3.1 The Active Travel (Wales) Act 2013 is Welsh Government legislation aimed to support an increase in the level of walking and cycling in Wales; to encourage a shift in travel behaviour to active travel modes, and to facilitate the building of walking and cycling infrastructure.

2.3.2 The Active Travel (Wales) Act 2013 makes it a legal requirement for local authorities in Wales to map and plan for suitable routes for active travel, and to build and improve infrastructure for walking and cycling every year. It creates new duties to consider the needs of walkers and cyclists and make better provision for them. It also requires the consideration of walking and cycling as a mode of transport and the Act focuses on the promotion of walking and cycling for purposeful journeys, rather than as a purely recreational activity.

2.3.3 The Act is supported by the Active Travel Action Plan Wales (2014), and many of the actions of the Active Travel Action Plan Wales document also benefit recreational or competitive walking and cycling. 'Walking' in the Active Travel Action Plan for Wales includes the use of wheelchairs and mobility scooters and 'cycling' includes the use of electric bikes, but not motorcycles.

## 2.4 Cardiff Local Development Plan 2006 – 2026

- 2.4.1 In terms of transport related policies, KP4 (Masterplanning Approach) and KP5 (Good Quality and Sustainable Design) require that developments are in locations that are accessible by walking, cycling and public transport and where residents can easily access services by these sustainable modes of travel.
- 2.4.2 Policy KP6 (New Infrastructure) requires that new development makes appropriate provision for, or contributes towards, essential, enabling infrastructure that includes infrastructure relating to transportation and highways including access, circulation, parking, public transport provision, walking and cycling.
- 2.4.3 Policy KP8 (Sustainable Transport) requires that “Development in Cardiff will be integrated with transport infrastructure and services in order to:
- ▶ Achieve the target of a 50:50 modal split between journeys by car and journeys by walking, cycling and public transport.
  - ▶ Reduce travel demand and dependence on the car;
  - ▶ Enable and maximise use of sustainable and active modes of transport;
  - ▶ Integrate travel modes;
  - ▶ Provide for people with particular access and mobility requirements;
  - ▶ Improve safety for all travellers;
  - ▶ Maintain and improve the efficiency and reliability of the transport network;
  - ▶ Support the movement of freight by rail or water; and
  - ▶ Manage freight movements by road and minimise their impacts.
- 2.4.4 There are a number of more specific transport related policies that are relevant to the development proposal including T1 (Walking and Cycling), T5 (Managing transport Impacts) and T6 (Impact on Transport Networks and Services).

## 2.5 Managing Transportation Impacts (Incorporating Parking Standards) – Supplementary Planning Guidance

- 2.5.1 The supplementary planning guidance (SPG) recommends that all planning applications for residential developments of more than 80 dwellings should be accompanied by a Transport Assessment (TA) and Travel Plan (TP). The output of the TA should be a Transport Implementation Strategy (TIS) that addresses relevant transport objectives for the site, guided by policies in the development plan and the issues identified in the analysis of movements.
- 2.5.2 A TP is a long-term management strategy for the occupier(s) of a site that seeks to deliver sustainable transport objectives through positive action.
- 2.5.3 The SPG sets out the maximum level of car parking provision and minimum level of cycle parking provision that should be made within new development. The application site is located within the defined Central Area



2.5.4 For all dwellings a maximum of 1 car parking space per unit is specified. For elderly person dwellings cycle parking provision of 1 per 10 units is required. For all other dwellings 1 cycle parking space per bedroom is required.

### 3 Existing Conditions

#### 3.1 Site Location

3.1.1 The development is located predominantly on a brownfield site, currently occupied by 188 dwellings, accessed off Channel View Road in Grangetown, Cardiff. The site is bounded by the Marl to north, the Cardiff Bay Trail & Cardiff Bay to the east, residential properties fronting Channel View road to the west and residential dwellings to the south fronting Constant Close, Seager Drive and Chetterton Square. The site boundary extends to South Clive Street to the south west and Ferry Road Park and Beecher Avenue to the north west. The site is centered around OS coordinates E:317994 N:173973 with a post code of CF11 7HY.

3.1.2 There is a wide range of services and facilities in the area with a selection provided in the table below.

**Table 1: Proximity to Services and Facilities**

Service / Facility	Walk Distance / Time
Bus Stops (Channel View Road)	Within the Site
Channel View Leisure Centre	600m / 7 Minutes
Grangetown Nursery School	650m / 8 Minutes
Convenience Store (Kent St)	800m / 9 Minutes
Post Office (Holmesdale St)	850m / 10 Minutes
Cardiff Bay Retail Park	850m / 11 Minutes
Grangetown Primary School	950m / 12 Minutes
St Paul's Primary School	950m / 12 Minutes
Grangetown Railway Station	1.4km / 17 Minutes

3.1.3 A wider range of services can be accessed in the Grangetown and Cardiff Bay district centres, approximately 1.5km and 1.8km walk from the application site, respectively. Cardiff city centre is approximately 2.5km from the site.

#### 3.2 Active Travel

3.2.1 The Chartered Institution of Highways and Transportation's (CIHT) 'Planning for Walking' (2015) states that "Across Britain about 80 per cent of journeys shorter than 1 mile (1.6km) are made wholly on foot – something that has changed little in thirty years. In 2012 walkers accounted for 79 per cent of all journeys shorter than 1 mile, but beyond that distance cars are the dominant mode (DfT, annual)". It is considered that 2km, a distance that can be walked in around 25 to 30 minutes, represents a reasonable distance to expect that walking can be a viable option.

3.2.2 Figure 2 overleaf shows the areas that are within a 30-minute walk of the application site. It includes the the whole of Grangetown and extends to Cardiff Bay to the east. All of the services and facilities available within this catchments area are considered to be within reasonable walking distance to the proposed development. This increases the potential for many trips to access everyday facilities to be made on foot.

3.2.3 The site is accessible to pedestrians via the footways that run alongside Channel View Road that link with the wider footway network. Pedestrian access is also available via The Marl and Cardiff Bay Trail that lie to the north and east of the site.

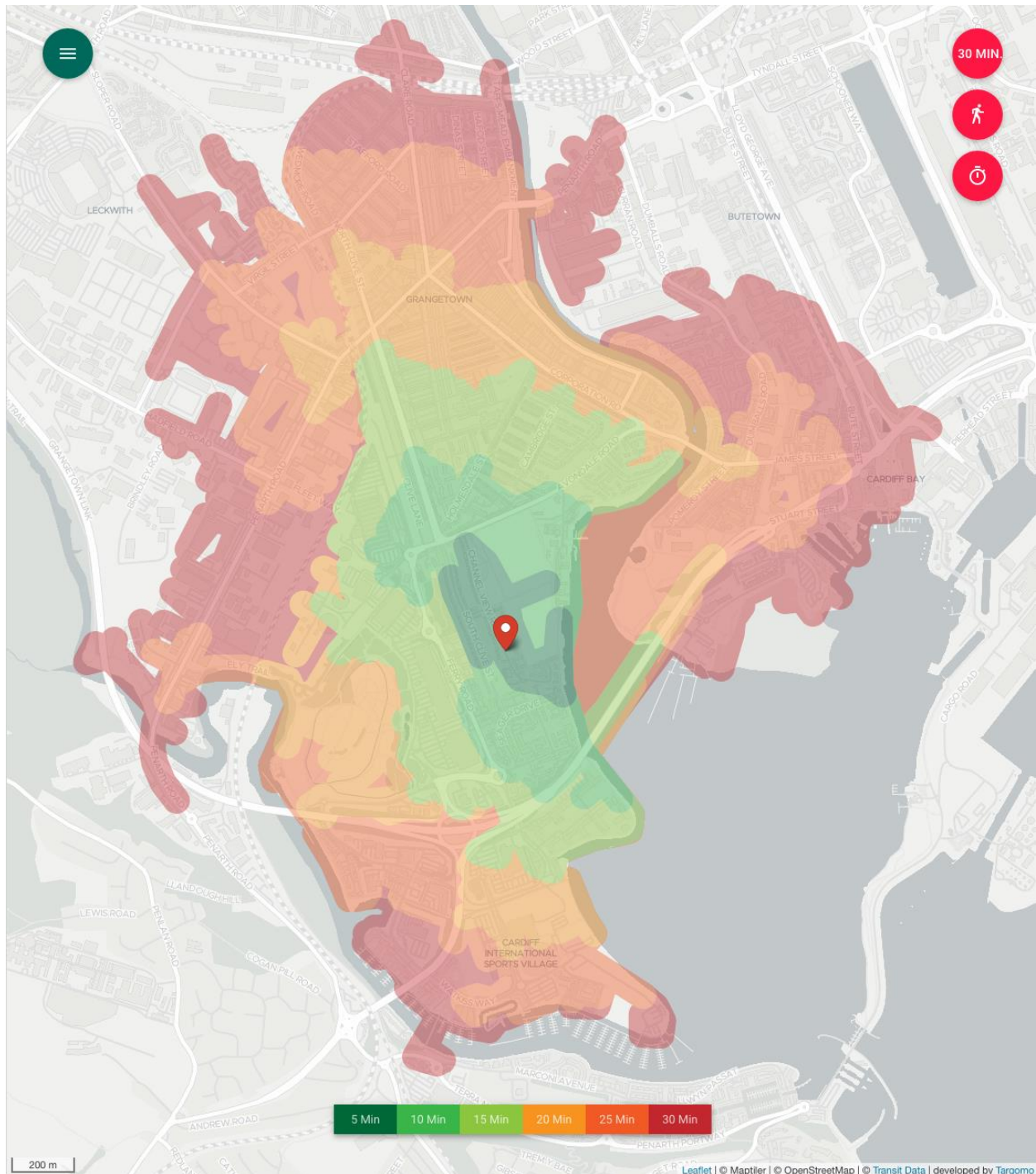


Figure 2 – 30-Minute Walk Catchment

3.2.4 The Chartered Institution of Highways and Transportation’s ‘Planning for Cycling’ (2014) states that ‘cycle use is more seasonal than for other modes, with up to twice as many cyclists in summer compared with winter. The majority of cycling trips are for short distances, with 80% being less than five miles (8km) and with 40% being less than two miles (3km). However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (National Travel Survey, 2013, Department for Transport)’.

3.2.5 Figure 3 below shows the areas that can be reached within a 30-minute cycle ride of the application site. There is an extensive and growing cycle network in and around Cardiff, with the Cardiff Bay Trail, that passes adjacent to the site, providing a high quality and traffic free route for cyclists.

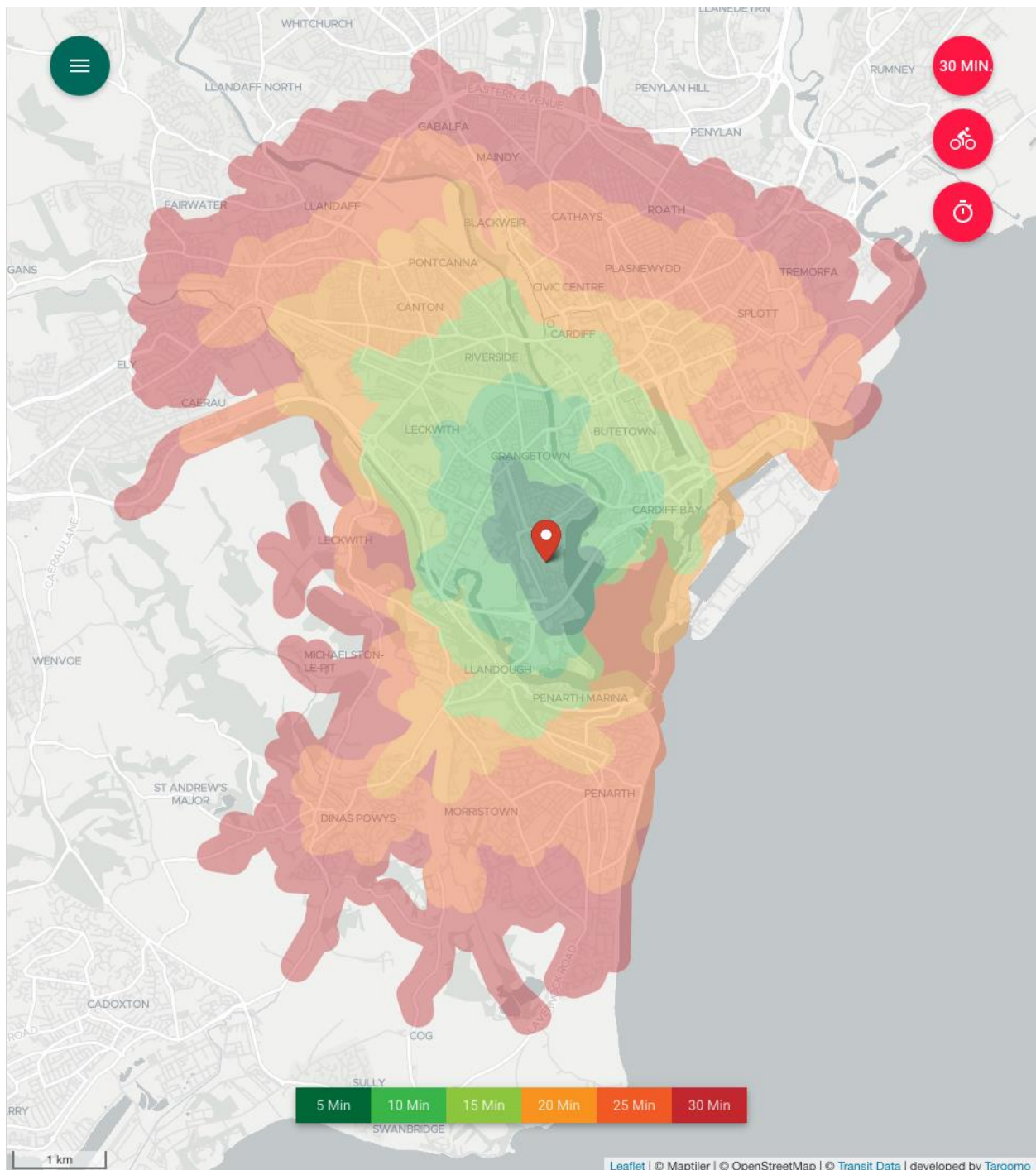


Figure 3 – 30-Minute Cycle Catchment

### 3.3 Public Transport

3.3.1 There are bus stops located on Channel View Road, within the application site. These provide access to the 9C (City Centre – Channel View) service that runs every 30 minutes every day apart from Sundays. Service 9A (City Centre – Sports Village) did also call at Channel View Road but the service has been suspended due to the Covid19 pandemic. No information is available in relation to if and when the 9A service might resume.



## Travel Plan

- 3.3.2 Channel View Road is a cul-de-sac and buses undertake a U-turn at the Channel View Turn bus stop. As part of the proposed development a link will be created between Channel View Road and South Clive Street that will allow for more efficient circulation of buses.
- 3.3.3 There are additional bus stops within some 500m of the site on Ferry Road and Clive Street that provide access to other bus services including the No. 9 (Heath Hospital – Sports Village) and X45 (Sports Village – City Centre – St Mellons).
- 3.3.4 Grangetown Railway Station is located some 1.4km walk to the north of the site that provides access to regular services towards Cardiff Central Station to the north east and Penarth and Barry to the south west. There are approximately 8 trains per hour in each direction.
- 3.3.5 There is an Aquabus pier on the eastern side of The Marl that provides access to a scheduled, hourly, river bus service between Cardiff Bay and the city centre (Bute Park).

### 3.4 Highway Network

- 3.4.1 Channel View Road is a 600m long cul-de-sac that is accessed from Ferry Road. It has a 5.5m wide carriageway with footways on both sides. There is a 20mph speed limit and there are traffic calming features in the form of road humps, some coupled with road narrowings, at regular intervals. Channel View Road joins Ferry Road at a priority junction.
- 3.4.2 Approximately mid-way along its length Beecher Avenue provides a link between Channel View Road and South Clive Street.
- 3.4.3 South Clive Street runs parallel with and some 70m to the west of Channel View Road. South Clive Street joins Ferry Road and Clive Street at a signal-controlled crossroads.
- 3.4.4 Ferry Road provides a link to the Cardiff Bay Retail Park, Sports Village and A4232 to the south and the A4119 and Cardiff Bay to the east. Clive Street provides a link to Penarth Road (A4160) to the north.
- 3.4.5 A review of the safety record of the highway network in the vicinity of the proposed development has been undertaken. The location and severity of injury accidents reported to the police and During the latest five-year period (2015 to 2019 inclusive) there are no recorded injury accidents on Channel View Road or at its junction with Ferry Road, which indicates that the street and junction operates safely.
- 3.4.6 There is one slight severity accident recorded on South Clive Street, one at the South Clive Street / Ferry Road / Clive Street crossroads and a number recorded elsewhere. The accident locations are disparate and the absence of any accident clusters indicate that these roads operate at a satisfactory level of safety. An assessment of the development's traffic generation and distribution is provided later within this document. It is demonstrated that the development traffic will not have a significant impact on junctions further afield. Broadening the accident analysis to roads and junctions where the development will have no material impact is considered unnecessary.

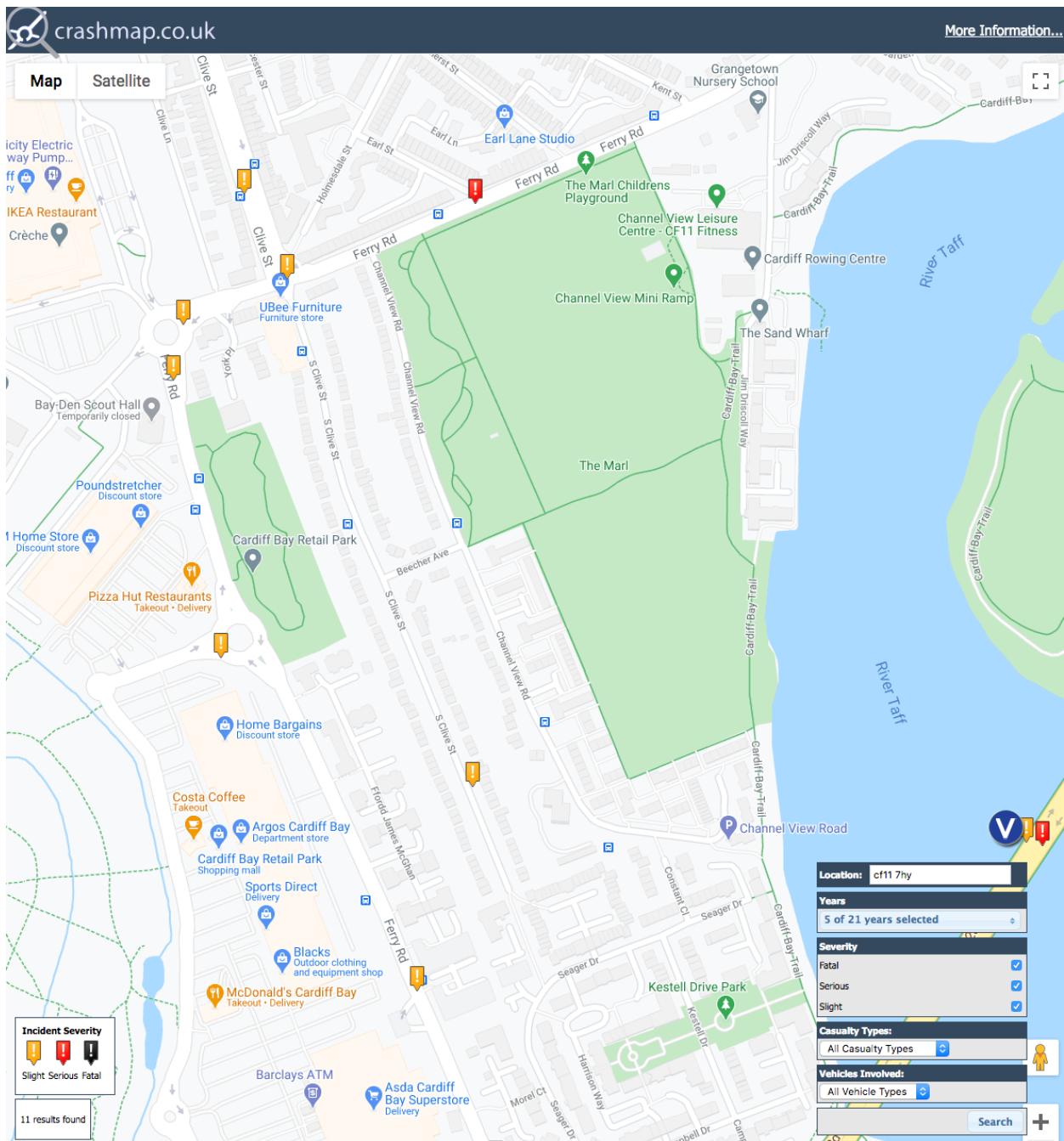


Figure 4 – Injury Accident Location & Severity (2015 – 2019) – Crashmap.co.uk



## 4 Proposed Development

### 4.1 Development Composition

- 4.1.1 Hybrid planning application for mixed-use development. Outline planning permission is sought for: The redevelopment and extension of part of the existing Channel View Estate to provide up to 321 residential apartments and houses (Use Class C3), up to 285 sq.m of retail floorspace (Use Class A1), communal gardens incorporating allotments and picnic areas, formal and informal children's play space, landscaping, cyclepaths/footpaths, drainage infrastructure, roads and parking; The regeneration of the Marl public open space to include new/improved sports pitches, children's play space, a new 'beach', water features, landscaping, and cyclepaths/footpaths; The provision of a new bus/cycle/pedestrian link between Channel View Road and South Clive Street and a new cycle/pedestrian link between South Clive Street and Ferry Road; The provision of a new parking area; Together with associated works (all matters reserved for future consideration).
- 4.1.2 Full planning permission is sought for a first phase of development comprising of a tower block (8-12 storeys) providing 79 elderly-persons (over 55s) accommodation units, a 115sq.m community cafe, communal gardens incorporating allotments and picnic areas, landscaping, drainage infrastructure, footpaths, roads, parking, and associated works.



Figure 5 – Proposed Masterplan (Powell Dobson Architect)

## 4.2 Active Travel

- 4.2.1 Public realm improvements will provide a more pleasant environment for walking and cycling and encourage an increase in the proportion of trips made by these most sustainable modes of transport. Improved pedestrian and cycle links across The Marl and to the Cardiff Bay Trail will be provided and these will be complimented by the creation of a new active travel link between South Clive Street and Ferry Road Park. Although it does not form part of this planning application, these new east-west active travel linkages are designed with the possibility of a future active travel crossing of the River Taff, that would link The Marl and Hamadryad Park, in mind.
- 4.2.2 These new active travel linkages will provide a high quality, mainly traffic free route between the existing Cardiff Bay Trail and Ferry Road that will be of significant benefit to future residents of the development. The linkages will also improve active travel options for other residents of the area and for users of the Cardiff Bay Retail Park and Ikea store.

## 4.3 Public Transport

- 4.3.1 Significant improvements to the accessibility of the site for buses will be delivered through the creation of a new link between Channel View Road and South Clive Street. Bus services will no longer need to undertake a U-turn at the current Channel View Turn. Instead, buses will be able to complete a more efficient, clockwise, loop from Channel View Road into South Clive Street. A new bus stop will be provided within the central square within the development.

## 4.4 Trip Generation

- 4.4.1 A detailed assessment of the likely trip generation of the proposed development is provided within the Transport assessment (TA) that accompanies this planning application and is summarised below.
- 4.4.2 The proposed development includes a small element of commercial floorspace (A1/A3 use). This is seen as complimentary to the residential development and the existing residential areas around Channel View road and South Clive Street. It is considered that the A1/A3 use will principally serve the residential area and is unlikely to attract external trips. Any external trips that are attracted are likely to be balanced by the reduction of external trips by residents that would result from the commercial use being located on site – residents would have to travel elsewhere to access comparable commercial services were they not located on site.
- 4.4.3 The TRICS trip rate database suggests that, typically, the standard accommodation will generate some 6.7 people trips by per dwelling per day (see Table 4) and the elderly persons accommodation will generate 4.9 people trips by per dwelling per day.

**Table 1: People Trip Rates per Dwelling (Privately Owned Flats)**

Time Range	Arrival	Departure	Total
07:00-08:00	0.08	0.311	0.391
08:00-09:00	0.118	0.524	0.642
09:00-10:00	0.147	0.227	0.374
10:00-11:00	0.134	0.178	0.312
11:00-12:00	0.139	0.173	0.312
12:00-13:00	0.181	0.178	0.359
13:00-14:00	0.14	0.168	0.308
14:00-15:00	0.158	0.194	0.352
15:00-16:00	0.282	0.166	0.448
16:00-17:00	0.272	0.171	0.443
17:00-18:00	0.44	0.211	0.651
18:00-19:00	0.339	0.216	0.555
Daily	3.13	3.55	6.68

**Table 2: People Trip Rates per Dwelling (Elderly Persons Flats)**

Time Range	Arrival	Departure	Total
07:00-08:00	0.115	0.088	0.203
08:00-09:00	0.183	0.186	0.369
09:00-10:00	0.217	0.294	0.511
10:00-11:00	0.29	0.367	0.657
11:00-12:00	0.226	0.238	0.464
12:00-13:00	0.253	0.213	0.466
13:00-14:00	0.226	0.271	0.497
14:00-15:00	0.242	0.165	0.407
15:00-16:00	0.176	0.208	0.384
16:00-17:00	0.213	0.183	0.396
17:00-18:00	0.176	0.131	0.307
18:00-19:00	0.122	0.118	0.24
Daily	2.439	2.462	4.901

- 4.4.4 Policy KP8 of the LDP sets a target of a 50:50 modal split between journeys by car and journeys by walking, cycling and public transport. This will be the development's Travel Plan target.
- 4.4.5 Based on that modal split it is calculated that the proposed development will generate a total of 116 to 117 peak hour movements (8am-9am and 5pm-6pm). This is an increase of 56 to 62 peak hour movements - compared to the existing traffic generation of the site.

**Table 3: Privately Owned Flats Vehicle Trip Generation (321 Dwellings)**

Time Range	Arrival	Departure	Total
07:00-08:00	13	50	63
08:00-09:00	19	84	103
09:00-10:00	24	36	60
10:00-11:00	21	28	50
11:00-12:00	22	28	50
12:00-13:00	29	28	57
13:00-14:00	22	27	49
14:00-15:00	25	31	56
15:00-16:00	45	27	72
16:00-17:00	44	27	71
17:00-18:00	70	34	104
18:00-19:00	54	35	89
Daily	501	568	1069

**Table 4: Elderly Persons Flats Vehicle Trip Generation (79 Dwellings)**

Time Range	Arrival	Departure	Total
07:00-08:00	5	4	8
08:00-09:00	7	7	15
09:00-10:00	9	12	20
10:00-11:00	12	15	26
11:00-12:00	9	10	19
12:00-13:00	10	9	19
13:00-14:00	9	11	20
14:00-15:00	10	7	16
15:00-16:00	7	8	15
16:00-17:00	9	7	16
17:00-18:00	7	5	12
18:00-19:00	5	5	10
Daily	98	98	196

**Table 5: Total Development Vehicle Trip Generation**

<b>Time Range</b>	<b>Arrival</b>	<b>Departure</b>	<b>Total</b>
07:00-08:00	17	53	71
08:00-09:00	26	91	117
09:00-10:00	32	48	80
10:00-11:00	33	43	76
11:00-12:00	31	37	68
12:00-13:00	39	37	76
13:00-14:00	31	38	69
14:00-15:00	35	38	73
15:00-16:00	52	35	87
16:00-17:00	52	35	87
17:00-18:00	77	39	116
18:00-19:00	59	39	98
Daily	598	666	1265



## **5 Travel Plan Framework**

### **5.1 Travel Plan Aims**

5.1.1 It is important that the Travel Plan has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of Travel Plan aims, which are realistic and site specific. The aims of this Travel Plan are:

- ▶ To widen the travel options available to all users of the development. It is vitally important that the users of the development are made fully aware of the sustainable transport choices available to them from the opening of the site so that sustainable travel habits are established from the outset. The focus of the Travel Plan will be to inform the residents of the proposed development of the travel options available to them.
- ▶ To improve the health of all users to the site. Current Government advice for living a healthier lifestyle is to engage in moderate exercise (that raises your breathing and heart rate) for 30 minutes a day. This Travel Plan aims to encourage greater take up of walking and cycling to the site within the area.
- ▶ To carefully monitor and manage the Travel Plan. It is imperative to the success of the Travel Plan that there are the right mechanisms in place to monitor and manage it so that it is effective year on year.

5.1.2 The objectives of the Travel Plan will be to:

- ▶ Reduce to a minimum the number of single-occupancy car traffic movements to and from the residential site;
- ▶ Reduce the need for travel to and from the residential site;
- ▶ Address the access needs of residents and visitors by supporting walking, cycling and the use of public transport;
- ▶ Implement good urban design that opens up the site to walking, cycling and the use of public transport;
- ▶ Enable residents and visitors to have an informed choice about their travel options.

### **5.2 Travel Plan Co-ordinator**

5.2.1 To ensure a long lasting Travel Plan legacy, it is crucial that there is the right management structure in place to continually support and drive the Travel Plan forward.

5.2.2 For a Travel Plan to succeed, it must be treated as an ongoing programme, requiring regular management input. Experience has shown that the most successful Travel Plans have a dedicated Travel Plan Co-ordinator (TPC). The TPC is vital as they provide the focus for the Travel Plan to promote, implement and monitor it.

5.2.3 A TPC will be appointed, and the LPA advised of his/her contact details. The duties of the TPC will include:

- ▶ The introduction of Travel Plan initiatives;
- ▶ To promote and encourage the increased use of alternative modes of transport and to provide general and specific information on the options available;

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- ▶ To encourage participation and compliance with Travel Plan policies;
- ▶ Produce travel information when asked by new residents.
- ▶ To arrange regular travel surveys and monitoring reports;
- ▶ To act as a point of contact and provide information relating to the operation of the Travel Plan to relevant parties;
- ▶ To review, update and implement Travel Plan measures, as appropriate.

### 5.3 Travel Surveys & Modal Shift Targets

- 5.3.1 Travel surveys are vital in understanding the travel patterns of all users to the site. By gaining an understanding of actual and perceived barriers to sustainable transport choices it will enable an assessment for the scope to influence modal shift.
- 5.3.2 Travel surveys will also identify what measures existing users of more sustainable modes (those that already car share, use public transport, walk and cycle) would like as part of the Travel Plan. This ensures that these users will feel valued and that behaviour will be reinforced by the measures on offer.
- 5.3.3 Travel surveys will be undertaken once the site has reached 30% occupancy and repeated annually thereafter. Analysis of the survey results will allow the TPC to identify the measures with the greatest chance of success in terms of achieving the Travel Plan's aims.
- 5.3.4 Modal shift targets will align with those of the LDP's Policy KP8, that is to achieve a 50:50 modal split between journeys by car and journeys by walking, cycling and public transport.
- 5.3.5 Once the travel survey has been undertaken, it will highlight the key areas to focus on, in order to encourage individuals to use non-car modes of transport. This data can then, after discussion with the local authority be used for the setting of realistic, achievable targets, which are quantifiable and measurable. Timelines or timescales can be introduced to monitor success if appropriate.

## 5.4 Travel Plan Measures

5.4.1 The encouragement of sustainable travel choice will be an important factor during the detailed design of the site and will be reflected in the future reserved matters planning application. The layout of the site will include measures that will influence travel habits and will include:

- ▶ A permeable site layout to encourage pedestrians and cyclists;
- ▶ Improved bus accessibility and permeability;
- ▶ Improved active travel links between the site and surrounding destinations;
- ▶ Highways safety measures / traffic calming / pedestrian and cycle friendly infrastructure;
- ▶ Traffic speed reducing features;
- ▶ Restrictions on car movements and car parking within the site;
- ▶ Locating parking to minimise intrusion and avoid car dominance of the site;
- ▶ Areas for social exchange, recreation, seating, play and biodiversity;
- ▶ Cycle parking for residents and visitors

5.4.2 In addition to the physical features of the site other measures will be implemented as part of the Travel Plan to encourage sustainable travel. These may include:

- ▶ Travel plan training for sales / marketing staff
- ▶ Promotion of sustainable travel choices to be made in sales literature and within the sales office.
- ▶ Travel welcome packs with package of incentives for sustainable travel e.g.
  - ▶ Contact details for public transport providers / traveline, local authority, cycling groups (Sustrans) etc.
  - ▶ Information about access to other services and facilities
  - ▶ Incentives for residents to use public transport e.g. subsidised bus passes;
  - ▶ Incentives for residents to walk and cycle e.g. vouchers to help with purchasing cycle equipment, walking clothing etc.
- ▶ Provision of maps highlighting walking routes, cycle routes, bus stops and railway station;
- ▶ Provision of public transport timetable information and personal journey planning service;
- ▶ Funding of a Travel Plan Co-ordinator for the first three years of the development;
- ▶ A Travel Plan reserve or fighting fund to be used should the Travel Plan fail to meet its modal shift targets.

5.4.3 The ongoing monitoring and review of the Travel Plan is a vital component in assessing progress and for highlighting any changes that may be required in the Travel Plan to meet the targets set. As a 'living manual' the Travel Plan can adapt to changes in travel behaviour highlighted in the annual travel survey.

- 5.4.4 Travel surveys will be undertaken annually. This will ensure that the success or otherwise of various measures can be identified and adjusted accordingly. The results of the surveys and actions that emanate from their analysis will be recorded.
- 5.4.5 The Travel Plan and the measures contained within it will be managed for three years. After this, a comprehensive review will take place to assess the success of the Travel Plan and the future direction it should take.
- 5.4.6 The following provides the framework for delivering the travel management measures described above.

**Table 6: Travel Plan Development Timeframe**

<b>Details</b>	<b>Timeframe</b>
Appoint Travel Plan Co-ordinator	At least 3 months prior to first occupation
Finalise details of management structure & develop Travel Plan measures as far as possible in advance of initial travel survey	Prior to first occupation
Provide Travel Plan training for sales/marketing staff	Prior to the opening to the public of the show home/sales office
Undertake Travel Surveys	Upon 30% occupation of the site and annually thereafter.
Submission of Final Travel Plan with targets (if appropriate) and measures package finalised	After completion of Initial Travel Survey
Implementation of Final Travel Plan	As above and following discussion with the local authority - Ongoing