

TRANSPORT & INFRASTRUCTURE PLANNING

Beechcroft Land Limited
Land East of Kidderminster Road
Hampton Lovett, Droitwich
Travel Plan

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1. INTRODUCTION

Background

- 1.1 This Travel Plan has been prepared to support a planning application for development of 102 residential dwellings on currently undeveloped land east of the A442 Kidderminster Road in Hampton Lovett near Droitwich in Worcestershire.
- 1.2 The illustrative masterplan is included at **Appendix 1**, which shows a proposed residential development providing 102 dwellings; a mixture of 1-5 bedroom houses and a mixture of tenures.

Definition of a Travel Plan

- 1.3 As quoted in the Department for Transport's (DfT) guidance a Travel Plan (TP) is "a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed".
- 1.4 A TP is therefore a living document that sets out ways in which an organisation or people can reduce the number of vehicle trips to developments by promoting more sustainable travel options. It is site specific and considers the unique needs and interests of users of the development and any visitors in the context of the local environment and transport network.
- 1.5 A TP involves the development of agreed targets and outcomes which are linked to an appropriate package of measures. The TP process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.

Introduction to this Travel Plan

- 1.6 This TP has been developed to provide a bespoke set of measures and targets for the proposed residential development. The overarching objective of this TP is to therefore minimise the number of car trips generated by residents.
- 1.7 The operation and implementation of this TP will be for a five-year period following occupation of the first dwelling.

2. AIMS AND OBJECTIVES

Introduction

2.1 Central Government and Local Authorities are placing increasing emphasis on the need to reduce the number, and length, of motorised journeys and encourage greater use of alternative means of travel. This means that the use of other modes such as walking, cycling, and public transport should be promoted over car use. TPs for any type of new development therefore play an important role in helping to reduce the number of vehicle trips generated.

Travel Plan Aims and Objectives

2.2 This TP focuses on maximising sustainable access to the development and facilitating smarter journey choices. In doing so, the TP sets out the aims to reduce the number of car trips generated by the site on a daily basis, and therefore reduce the potential impact of any additional car trips on the local highway network.

2.3 This TP has the following aims:

- Reduce single occupancy car journeys for trips to and from the site;
- Manage travel to and from the site by ensuring accessibility for all by a choice of modes;
- Ensuring accessibility by sustainable modes is safe and attractive for residents;
- Promote a healthy local community; and
- Provide a commitment to improving local air quality and reducing the carbon footprint of the development.

2.4 These aims will be promoted through the following TP objectives and targets:

- Support and encourage active travel (walking and cycling) to residents through raising awareness and facilitating travel pattern changes;
- Support and encourage the use of public transport by residents;
- Discourage single occupancy car journeys by residents; and
- Encourage the attractiveness or sustainable alternatives for accessing the site and ensuring these alternatives are safe and feasible.

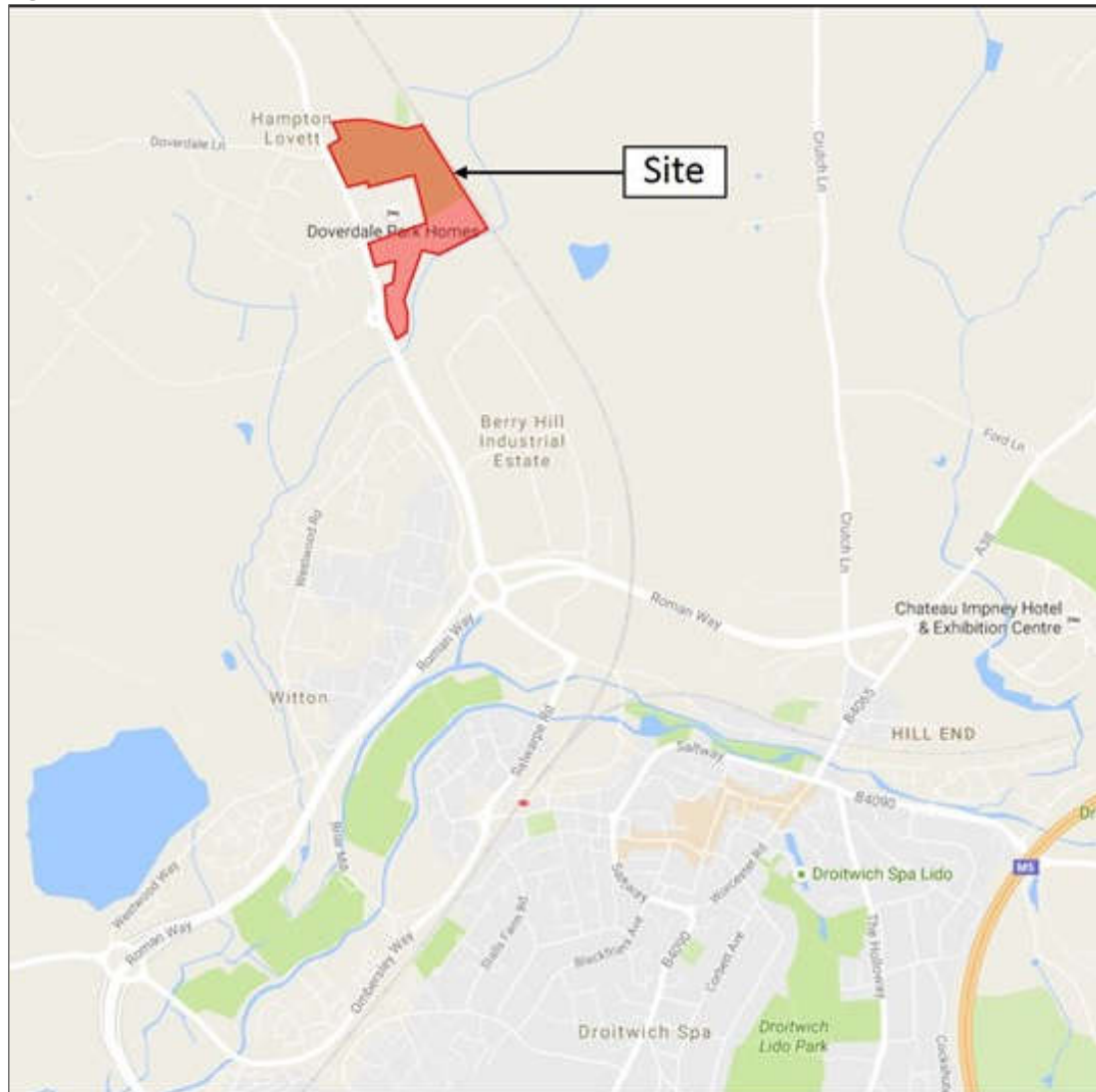
2.5 This TP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car where alternatives exist.

3. EXISTING CONDITIONS

Site Location and Context

- 3.1 The Site is located east of the A442 Kidderminster Road in Hampton Lovett, approximately 2.5km northwest of Droitwich Spa Town Centre. The general site location is shown in **Figure 3.1**.

Figure 3.1: Site Location Plan



- 3.2 The Site is currently an undeveloped field, bound by residential dwellings off The Forest to the north, industrial estates to the west and south, and the Kidderminster to Droitwich railway line to the east. The Doverdale Mobile Home Park is located in the centre of the site.

Surrounding Highway Network

A442 Kidderminster Road

- 3.3 The A442 connects Droitwich Spa at a five-arm roundabout with the A38 Roman Way and Westwood Road in the south with Hodnet (Shropshire) at a four-arm roundabout with the A53 in the north via Kidderminster, Bridgnorth and Telford.
- 3.4 Past the Site the A442 is Kidderminster Road which runs in a north-south alignment, is an approximately 7m wide single carriageway road with a 1.5m wide footway along the eastern side and is subject to a 40mph speed limit.

The Forest

- 3.5 The northern boundary of the site is formed by The Forest, which is a traffic calmed lane that provides access to seven dwellings, the Hampton Lovett Village Hall and the Parish Church.
- 3.6 The Forest also forms part of a bridleway which routes from Kidderminster Road towards Wychbold. The Forest is narrow in width (typically around 3m) and therefore only permits one-way traffic at a time.

Doverdale Lane

- 3.7 To the north of the Site, is the Kidderminster Road / Doverdale Lane ghost island priority controlled T-junction, which provides access to the Hampton Lovett Industrial Estate.
- 3.8 Doverdale Lane provides a westward connection to the village of Doverdale and the A449 at Dovehampton.

Wassage Way South and Pointon Way

- 3.9 Wassage Way South meets Kidderminster Road at a ghost island priority T-junction to the south of the Site. Wassage Way is an estate road within the Hampton Lovett Industrial Estate.
- 3.10 Pointon Way meets Kidderminster Road at a four-arm roundabout further south. Pointon Way is an estate road within the Berry Hill Industrial Estate.

Strategic Road Network

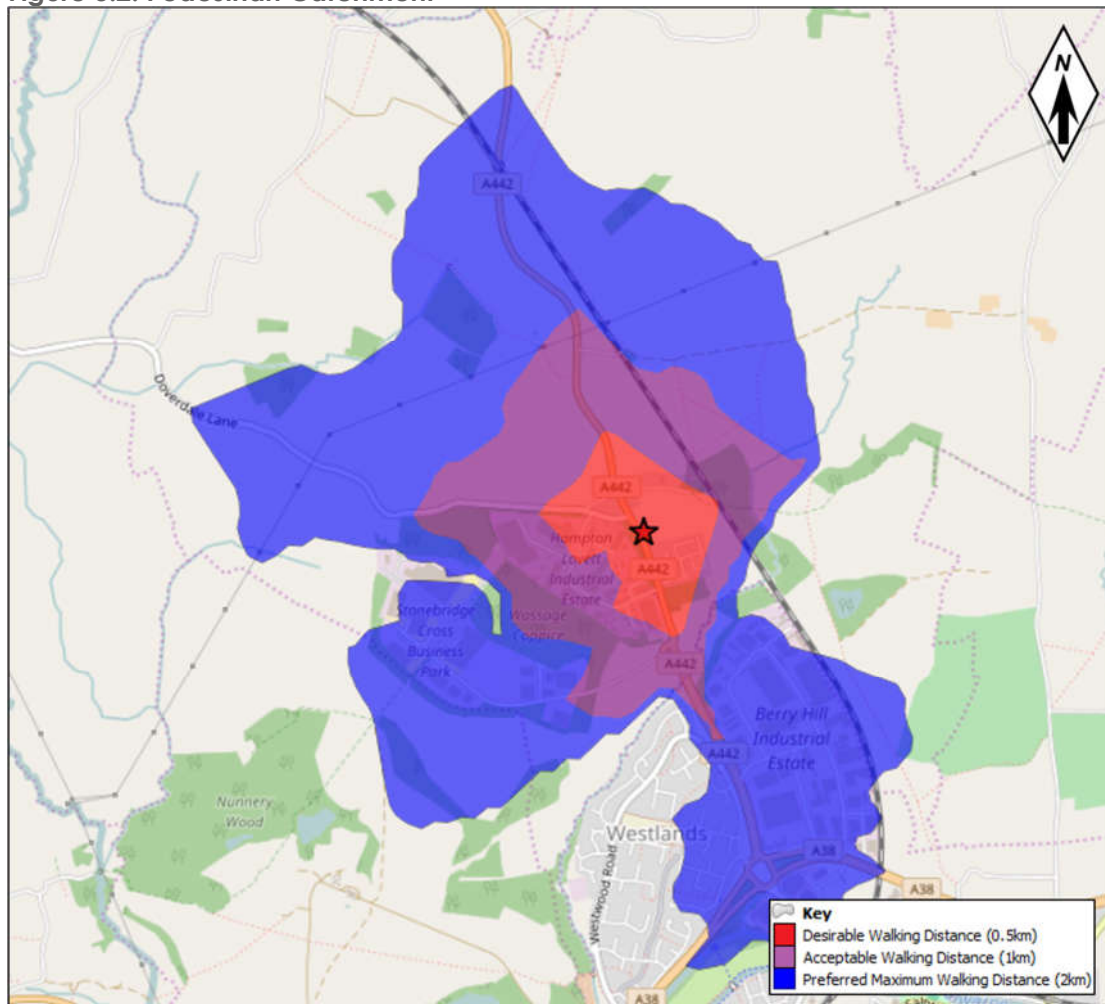
- 3.11 M5 Junction 5 is a 3-mile drive to the east of the Site (via the A442 Kidderminster Road south and the A38 Roman Way north).

Accessibility

Walking

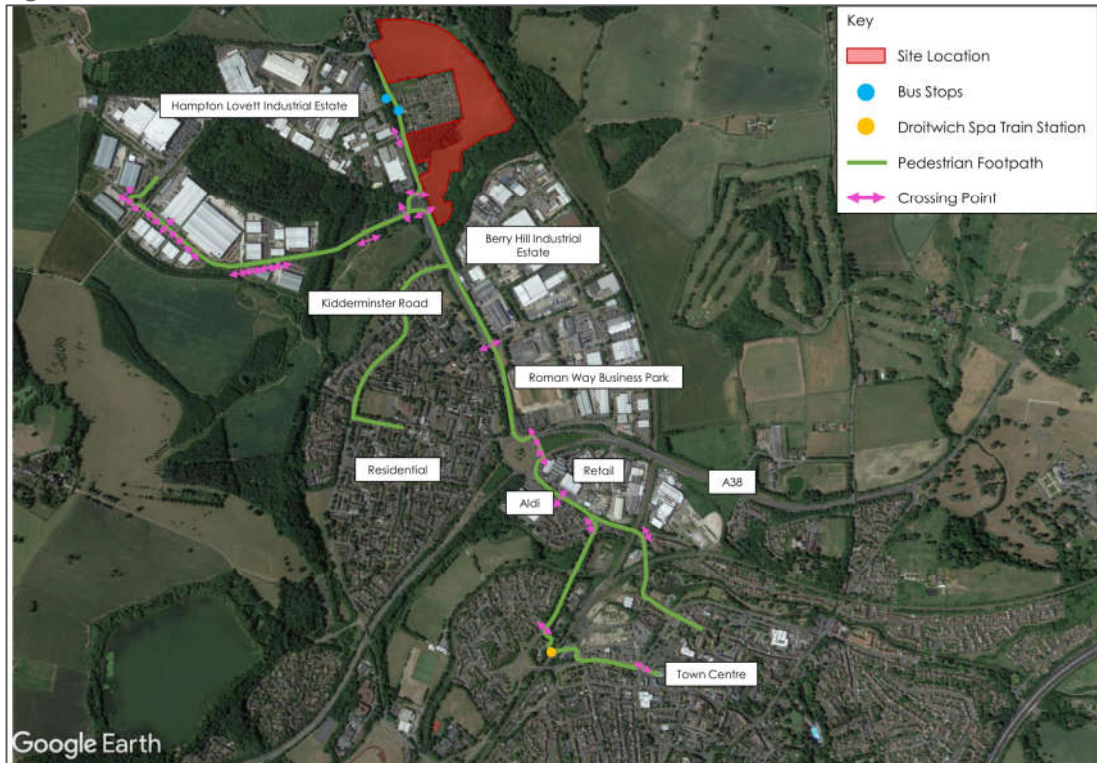
- 3.12 The Guidelines for Providing for Journeys on Foot document describes acceptable walking distances for pedestrians without mobility impairment. They suggest that, for commuting, up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance and 2,000 metres is the preferred maximum walking distance.
- 3.13 **Figure 3.2**, identifies a 2km catchment from the centre of the site. It demonstrates that parts of Droitwich Spa including the public transport services, the local primary schools and facilities are all within walking distance of the Site.

Figure 3.2: Pedestrian Catchment



- 3.14 Further to this, **Figure 3.3** shows the level of pedestrian provision within the vicinity of the site. This demonstrates the network of existing pedestrian routes and the locations of dropped kerb crossing points. Pedestrian routes from the site provide access to bus stops on Kidderminster Road and the local employment and residential areas that surround it including the Berry Hill Industrial Estate, Roman Way Business Park and Westlands Residential Estate

Figure 3.3: Pedestrian Provision



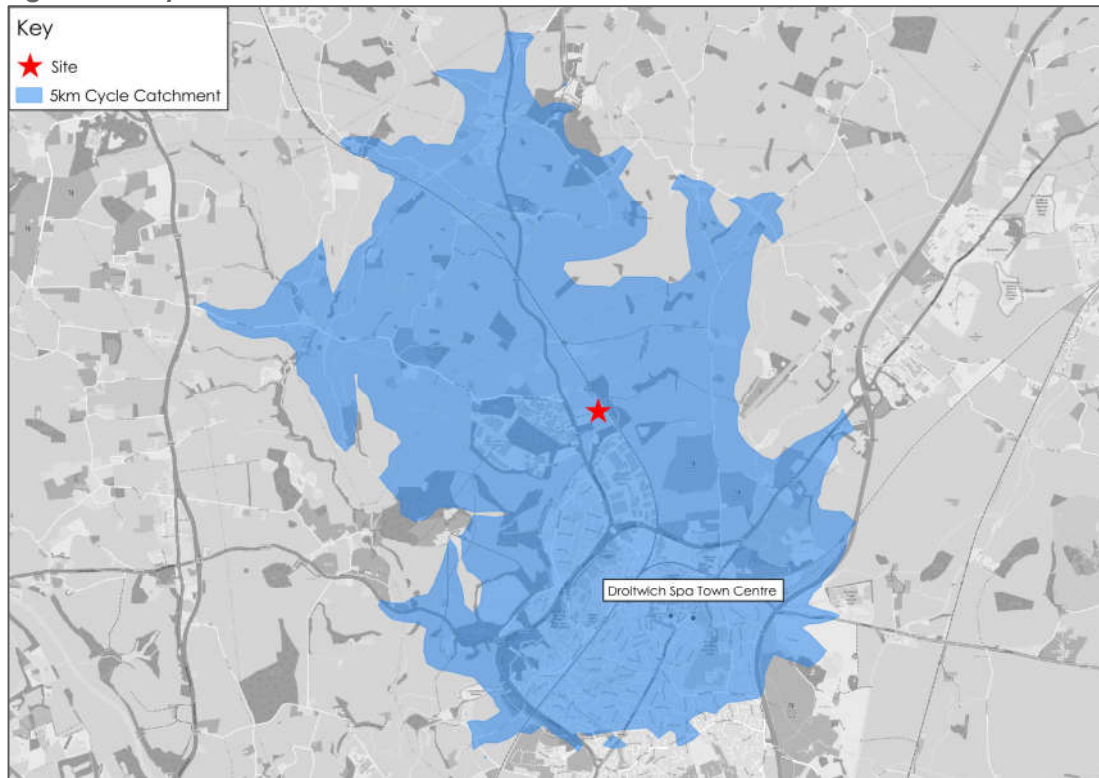
- 3.15 In the vicinity of the site, a footway is present on the eastern side of Kidderminster Road, which routes southbound towards the roundabout with Pointon Way. Dropped kerb crossing points are provided on all arms of the roundabout. Footways are provided into the Hampton Lovett Industrial Estate, whilst southbound a shared footway is present on the western side of Kidderminster Road.
- 3.16 The shared footway/cycleway on Kidderminster Road is approximately 3.5m wide and routes southbound for 500m. At the end of the footway/cycle a dropped kerb staggered crossing point is located on Kidderminster Road, providing a crossing point to footways on the eastern side of Kidderminster Road and into the Berry Hill Industrial Estate.
- 3.17 The footway continues southbound to the A442/A38 Roundabout and provides pedestrian routes towards Droitwich town centre, where there is a comprehensive network of footways.
- 3.18 The Westlands residential area south of the site can be access via the shared footway/cycleway on Kidderminster Road. Local public transport opportunities and local facilities including a primary school, supermarket and pharmacy are all located within this residential area and within walking distance of the site.

Cycling

- 3.19 Local Transport Note (LTN) 1/04 states that there are limits to the distances generally considered acceptable for cycling. The average length for cycling is 4km (2.4 miles), although journeys of up to three times this distance are not uncommon for regular commuters. It is widely considered that cycling has the potential to substitute for short

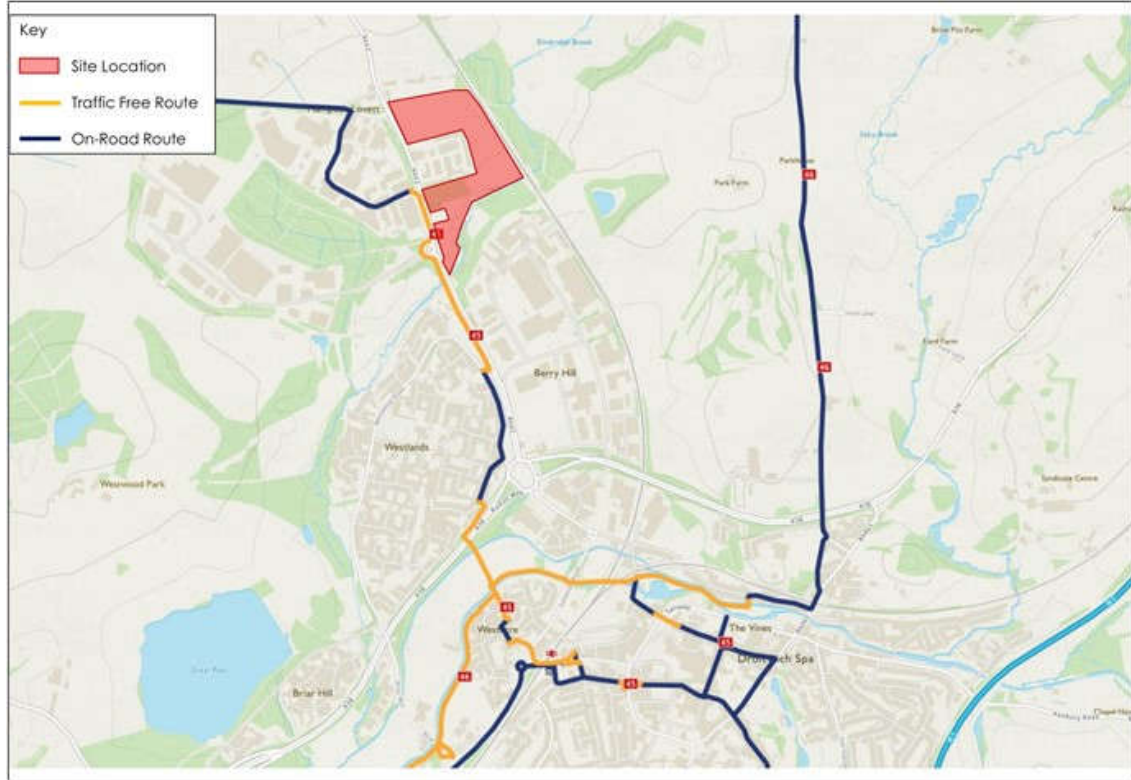
car trips, particularly those under 5km, and form part of a longer journey by public transport. Cycling is therefore an important journey mode that has the potential to replace short journeys previously made by car, particularly as the whole of Hampton Lovett and the majority of Droitwich Spa (including the Town Centre) is within a 5km cycle distance from the site. This is shown in **Figure 3.4**.

Figure 3.4: Cycle Catchment



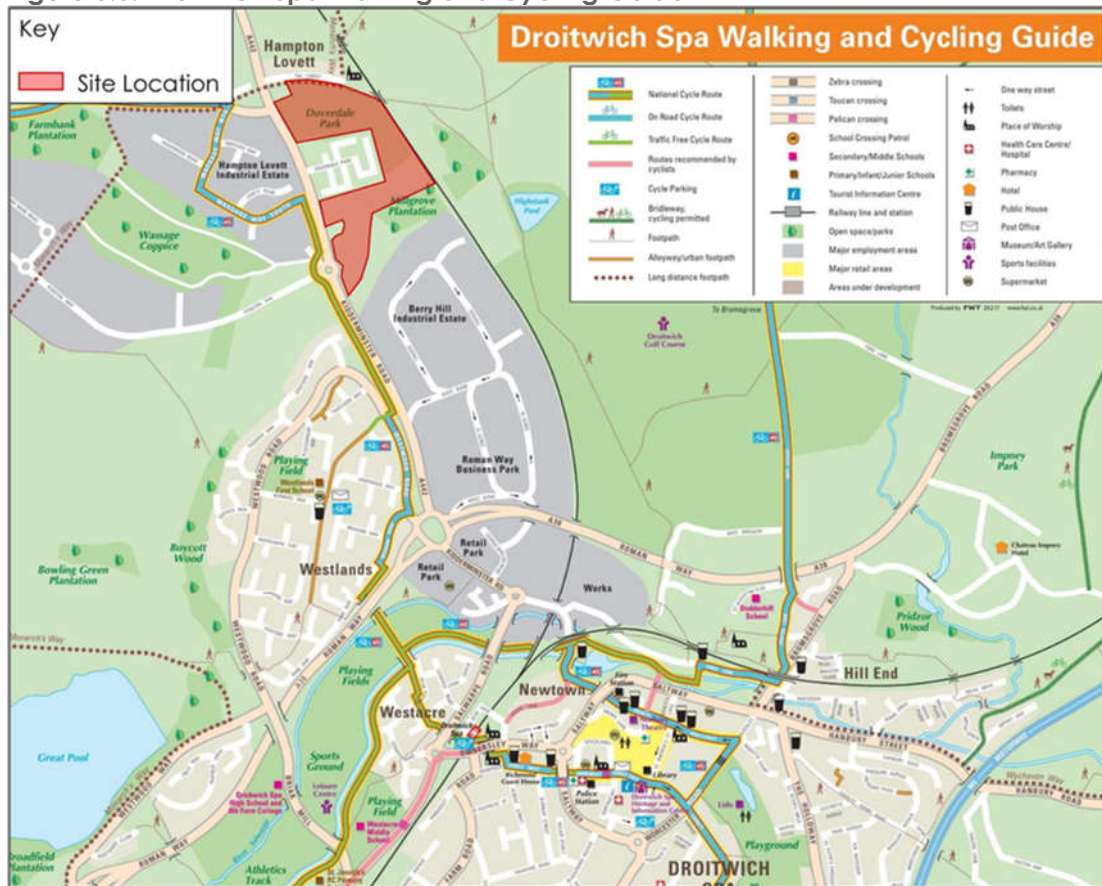
- 3.20 A shared footway/cycleway is located adjacent to the southern section of the site on the western side of Kidderminster Road, which forms part of Route 45 of the National Cycle Network. The shared footway/cycleway is approximately 3.5m wide and can be accessed approximately 250m south of the site access.
- 3.21 The cycleway routes southbound adjacent to Kidderminster Road before providing a connection into the Westlands Residential Estate where Route 45 joins Westwood Road and becomes a designated with-traffic cycle route. The route continues southbound through Westlands, into Droitwich Spa Town Centre via an existing underpass under the A38 Roman Way. Using this existing infrastructure, future residents of the proposed development will be able to cycle to Droitwich town centre within 10 minutes.
- 3.22 Route 45 also provides a link to Stourport on Severn to the north, whilst additionally connecting to Route 46 to the north of Droitwich town centre. Route 46 provides further connections to Bromsgrove and Worcester..

Figure 3.5: Local Cycle Routes



3.23 **Figure 3.6** is an extract from the Droitwich Spa walking and cycling guide which shows there are large number of further walking and cycling routes within the vicinity of the site and Droitwich Spa as a whole.

Figure 3.6: Droitwich Spa Walking and Cycling Guide



Public Transport - Bus

- 3.24 The Guidelines for Planning for Public Transport in Developments, states that “generally walking distances to bus stops in urban areas should be a maximum of 400m and preferably no more than 300m”.
- 3.25 Two bus stops providing access to services to and from Droitwich town centre are located on Kidderminster Road close to the access for the caravan park (approximately 200m from the site access).
- 3.26 The bus stop on the eastern side of the carriageway is provided with a shelter and the bus stop on the western side has a flag and pole. These stops are served by two services, the 20B which is a Droitwich circular service, and the 133 which routes between Droitwich and Kidderminster.
- 3.27 The 20B service provides a limited frequency of services from these bus stops. However, the more frequent combination of the 20/20A/20B services are available within the Westlands residential area, approximately 1.0km south of the site. The Westlands bus stops can be accessed via the network of pedestrian routes within the vicinity of the site.
- 3.28 A summary of the weekday and weekend bus services within the vicinity of the site are provided below in **Table 3.1** and **Table 3.2**.

Table 3.1: Summary of Weekday Bus Services

Route	(07:00 – 09:00)		(09:00 – 17:00)		(17:00 – 19:00)	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
20B – Droitwich (Circular)	2	N/A	4	N/A	1	N/A
133 – Kidderminster - Droitwich	0	0	3	3	0	0

Table 3.2: Summary of Weekend Bus Services

Route	Saturday (09:00 – 18:00)	
	Inbound	Outbound
20B – Droitwich (Circular)	6	N/A
133 – Kidderminster - Droitwich	0	0

Public Transport - Rail

- 3.29 Droitwich Spa Railway Station is located approximately 2.5km to the southeast of the Site. The station can be accessed via bus services 20B and 133, on foot and by bicycle.
- 3.30 Droitwich Spa Railway Station has staffed ticket offices, self-service machines and a 45-space car park with additional 2 accessible spaces. **Table 3.3** provides a summary of selected train services.

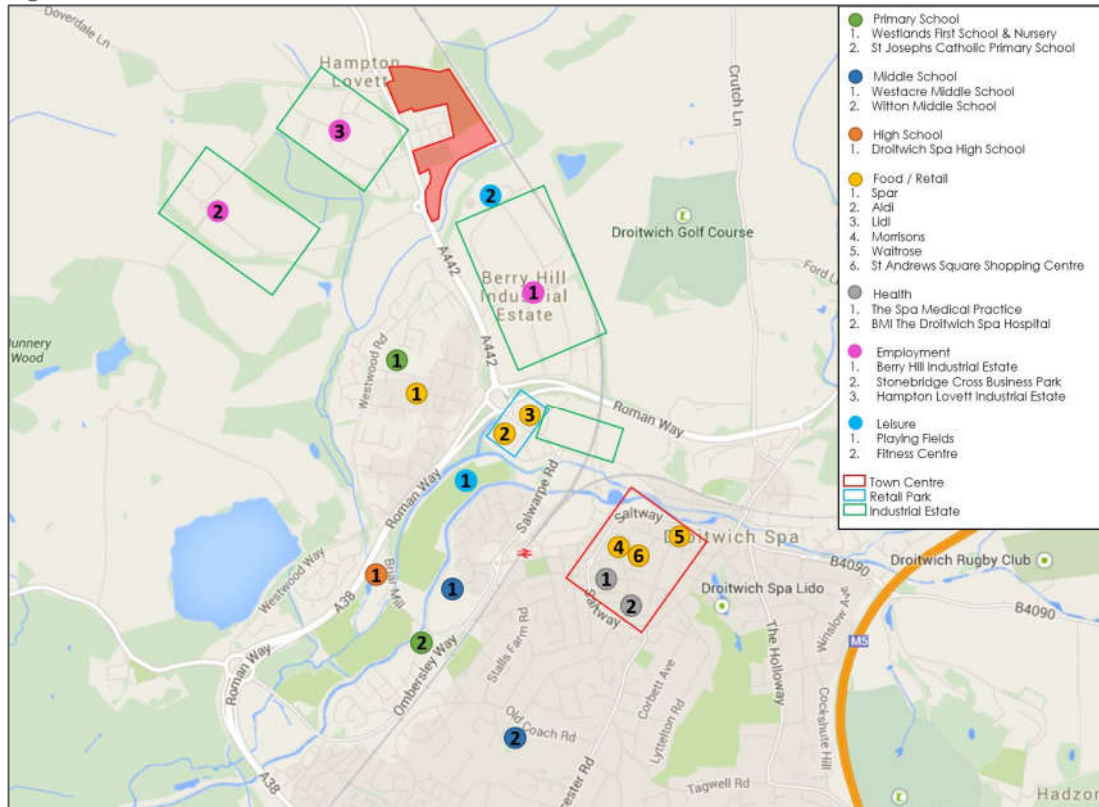
Table 3.3: Rail Services

DESTINATION	FREQUENCY (PER HOUR)	JOURNEY TIME (MINUTES)
Birmingham New Street	1	38
Hereford	1	53
Worcester Foregate Street	3	8
Birmingham Snow Hill	3	50
Kidderminster	2	10
Bromsgrove	1	9

Local Facilities

- 3.31 The majority of trips that are undertaken on foot, are likely to be for short shopping trips, access to leisure facilities, trips to school and trips to bus stops as part of linked trips to other destinations.
- 3.32 The local services available in the vicinity of the site are shown on **Figure 3.7**.

Figure 3.7: Local Facilities Plan



Education

- 3.33 Westlands First School & Nursery and Droitwich Spa High School are located a 1.7km and 2.6km walking distance respectively from the centre of the site. Given the location of the nearest schools, there are opportunities for the use of non-car modes for journeys to school from the proposed development.

Essential Facilities

- 3.34 The local centre within the Westlands Residential Area is located off Shepherds Way, approximately a 1.5km walk to the south from the centre of the site. This local centre can be accessed via the existing pedestrian footway network from the proposed development site. This local centre provides a number of local services including a local supermarket, pharmacy, community hall, takeaway, post office and public house.
- 3.35 Further retail opportunities are available at the Droitwich Spa Retail Park and adjacent development located 1.7km south of the site. This retail park includes for food and non-food retail shops including Aldi, Home Bargains, Lidl and B&M, which can be accessed via the existing footway network, designated National Cycle Route 45 or local bus services.
- 3.36 The town centre in Droitwich located to the southeast of the site and is accessible by walking, cycling and bus. Within the town centre, a wide range of further facilities including food and non-food retail, medical services, healthcare and leisure uses are provided. Residents of the development can access these services and facilities via the

established pedestrian footway network, cycle network and the bus services that can be accessed along Kidderminster Road and within Westlands.

Employment

- 3.37 The site is well located for residents to access a number of employment areas including the Berry Hill Industrial Estate, Hampton Lovett Industrial estate and Roman Way Business Park all located adjacent to the site. All of which could be accessed via the existing footway network from the site.
- 3.38 Further employment opportunities are available within Droitwich and the surrounding areas of Kidderminster, Worcester and Birmingham. These destinations can be accessed by the cycling infrastructure and the public transport services including bus and rail.

Summary

- 3.39 The Droitwich town centre is located to the southeast of the site and is accessible by walking, cycling and bus. Droitwich Town Centre provides a shopping centre, two supermarkets, a hospital, a Leisure Centre, a range of eateries and public houses and office space. Droitwich has a number of primary and secondary schools, the closest of which are Westlands First School and Nursery and Droitwich Spa High School which are located 1.7km and 2.6km from the centre of the site (0.6 km and 1.7km directly from the edge of the site respectively). A range of employment opportunities and leisure facilities are also available in close proximity to the site.
- 3.40 Subsequently, the development site is within walking/cycling distance of a range of local facilities and as such, represents sustainable development.

4. DEVELOPMENT PROPOSALS

Description

- 4.1 The Proposed Development comprises 102 new residential dwellings on currently undeveloped land off Kidderminster Road, Hampton Lovett, Droitwich. An indicative masterplan showing 102 dwellings is presented in **Appendix 1**.

Access Strategy

- 4.2 The proposed site access junction is unchanged from the 2018 application. A single point of vehicular access will be provided at a new priority T-junction off the A442 Kidderminster Road 60m to the south of the Doverdale Lane junction.
- 4.3 In accordance with the Worcestershire Streetscape Design Guide (2020), the proposed access has been designed in line with the 'informal street' criteria, which comprises a 5.5m wide access road and 2.0m wide footways on both sides of the carriageway. The 2.0m wide footways will connect to the existing footway on the eastern side of Kidderminster Road.
- 4.4 Corner kerb radii of 10m will be provided at the proposed site access junction to facilitate access of refuse collection vehicles (the largest vehicle expected to require regular access to the Site).
- 4.5 Kidderminster Road will be widened to provide a ghost island right turn lane into the Site. The proposed access design is shown on Drawing **HAM-BWB-GEN-XX-DR-TR-101 S2 P6** included at **Appendix 2**.
- 4.6 The required visibility splay at the proposed site access junction has been determined by a speed survey which yielded 85th percentile vehicle speeds on Kidderminster Road of 50mph northbound and 51 mph southbound.
- 4.7 In accordance with Table 7/1 of Design Manual for Roads and Bridges a 160m visibility splay from a setback distance of 2.4 metres can be provided and is illustrated on drawing **HAM-BWB-GEN-XX-DR-TR-101 S2 P6** included at **Appendix 2**.

Parking Strategy

- 4.8 **Table 4.1** summarises the Worcestershire County Council (WCC) parking standards (as detailed in the Worcestershire Streetscape Design Guide) for residential developments.

Table 4.1: Local Parking Standards

Dwelling Size	Minimum Car Parking Spaces	Minimum Cycle Parking Spaces
1 bedroom unit	1	1
2 – 3 bedroom units	2	2
4 – 5 bedroom units	3	2

- 4.9 The proposed schedule of accommodation for the residential development and the calculated minimum vehicle and cycle parking spaces based on WCC's standards are shown in **Table 4.2**.

Table 4.2: Recommended Parking Provision

Dwelling Size	No. of Dwellings	Minimum Car Parking Spaces	Minimum Cycle Parking Spaces
1 bedroom unit	19	19	19
2 – 3 bedroom units	67	134	134
4 – 5 bedroom units	16	48	32
Total	102	201	185

- 4.10 Based on **Table 4.2**, a minimum of 201 vehicle spaces and 185 cycle spaces would be required. The final number of spaces will however be finalised at the detailed design stage.

Servicing

- 4.11 A tracking assessment has been undertaken for the proposed site access using a 3-axle large refuse vehicle. Drawing **HAM-BWB-GEN-XX-DR-TR-101 S2 P6** included at **Appendix 2** demonstrates that the design vehicle can access and egress the site without any conflicts.

5. TRIP GENERATION

Trip Rates

- 5.1 The TRICS database was interrogated as part of the 2018 Transport Assessment to derive vehicle trip rates associated with the Proposed Development. The 85th percentile survey site was selected to provide a robust set of vehicle trip rates.
- 5.2 The same vehicle trip rates have been utilised for this assessment and are presented in **Table 5.1**. The TRICS search is reproduced at **Appendix 3**.

Table 5.1: Vehicle Trip Rates

PERIOD	VEHICLE TRIP RATES / DWELLING		
	ARRIVE	DEPART	TWO-WAY
0800-0900	0.243	0.491	0.734
1700-1800	0.478	0.248	0.726
Daily	3.256	3.239	6.495

Travel Modes

- 5.3 Journey to work data from the resident population of the Lovett and Claines ward (in which the Site is situated) from the 2011 Census has been analysed. It is assumed that residents of the Proposed Development will display a similar pattern of travel to residents in the area. The current (and forecast) modal split of journeys is presented in **Table 5.2**.

Table 5.2: Local Travel Modes

MODE	RESIDENT POPULATION MODAL SHARE
Car / van (driver)	82.8%
Walk	5.6%
Car / van (passenger)	4.9%
Public transport	4.4%
Bicycle	1.0%
Other	1.3%

- 5.4 **Table 5.2** indicates that currently nearly 90% of people travel to work by car of which nearly 83% are single occupancy car trips.

Trip Generation

- 5.5 The trip rates illustrated in **Table 5.1** can be applied to the local travel modes illustrated in **Table 5.2** to yield a multi-modal forecast trip generation associated with the Proposed Development. For the purpose of this assessment, a development of 110 residential units is assumed (this is robust based on the masterplan including 102 dwellings).

5.6 **Table 5.3** presents the forecast multi modal trip generation associated with the Proposed Development.

Table 5.3: Forecast Trip Generation

MODE	WEEKDAY AM PEAK (08:00 – 09:00)		WEEKDAY PM PEAK (17:00 – 18:00)	
	ARRIVE	DEPART	ARRIVE	DEPART
Vehicles (car / van)	23	48	47	24
Pedestrians	1	3	3	2
Public transport	1	2	2	1
Bicycles	0	1	1	0
Others	0	1	1	0
Total	25	55	54	27

6. TARGETS

Introduction

6.1 The modal splits detailed in Section 5 represent a sound basis to assess the overall capacity of the existing transport infrastructure (undertaken as part of the Transport Assessment), and hence it is appropriate to use these proportions to identify initial specific targets upon which the success of the TP will be judged.

Travel Plan Targets

6.2 The following targets have been set for this travel plan:

- To achieve 100% awareness of the travel plan, travel plan measures and the objectives of the travel plan by residents of the site; and,
- Achieve a reduction in single occupancy car trips to the site.

7. MEASURES AND INCENTIVES

Introduction

- 7.1 Prior to setting out the measures proposed to achieve the TP targets, it is worthwhile highlighting that there are practicalities in the operation of residential developments that should be recognised. Measures and incentives proposed in this TP have been carefully considered to address the needs of the residents who travel both inside and outside the peak hour periods.
- 7.2 This section of the report details the specific measures and incentives that could be implemented at the development. The methods for implementing, monitoring, and reviewing the success of these measures are detailed in Section 8.
- 7.3 To provide accurate and clear timescales for the implementation of the TP, its associated measures, incentives and targets are linked to the construction and occupation of the new development. Immediate measures refer to those that will be implemented prior to the occupation of the new development. Short term measures refer to those that will be implemented during the first six months of occupation, and medium term measures refer to those that will be implemented between six and 12 months of occupation.

Travel Plan Co-ordinator

- 7.4 In order to co-ordinate the overall implementation, monitoring and review of this TP, a TP Co-ordinator will be appointed. This role will require part time involvement, and will commence prior to the opening of the new development, until five years after occupation of the development.
- 7.5 The name, address, and telephone number of the TP Co-ordinator will be provided to WCC as soon as they are appointed, as the TP Co-ordinator will be the key point of contact for the development. The role of TP Co-ordinator site is likely to be fulfilled prior to occupation by a member of sales staff based on site and a third party consultancy post occupation.
- 7.6 The role of the TP Co-ordinator will be to:
- Oversee the development, promotion, and implementation of the measures, potentially including a car share scheme;
 - Design and implement continuous effective marketing and awareness raising strategies to promote the car share scheme;
 - Act as a point of contact for all residents who require information; and,
 - Build upon this which includes the analysis of travel questionnaires, including trends against previous years, and determining what further measures, if any, could be promoted.
- 7.7 The TP will be promoted to future residents of the development, as part of the sale/tenancy process (**IMMEDIATE**).

- 7.8 All residents will be provided with detailed information about the transport facilities to and from the site through Travel Welcome Packs issued by the TP Co-ordinator prior to them starting their occupation. (IMMEDIATE). The content of the welcome pack will include:
- Pedestrian and cycle route map, with key locations (such transport interchanges, local facilities, short-cuts etc) and the distances and journey times to key destinations;
 - Information on the local bus routes, service timetables, stop locations, and fares
 - Contact details for the TP Co-ordinator;
 - Information on any incentives available to encourage residents to travel sustainably, and how residents can obtain these incentives (see below);
 - Public transport information, including a bus and train route map and the latest timetable information. The Welcome Pack will also include full details of the range of tickets available;
 - Links to public transport information will be included within the Travel Welcome Pack and can be gained from the following website:
 - <http://www.travelinewestmidlands.co.uk>;
 - Advertise journey planning websites, such as www.nationalrail.co.uk which provide up to date timetable and route information as well as journey times, costs modal interchange advice;
 - Contact details and a location map showing local car hire and taxi companies;
 - Advertise details of relevant car share schemes; and
 - The TP Co-ordinator will also make themselves available to provide personalised travel advice to the residents if required. (IMMEDIATE).

Measures

- 7.9 As detailed in Section 3, the site is accessible to pedestrians, cyclists, and public transport users. The TP will focus on promoting car sharing and the existing sustainable travel opportunities. It is essential that all travel opportunities be clearly highlighted and promoted to all residents, in order to allow people to choose alternative modes of travel.

TP1: Appointment of TP Co-ordinator

- 7.10 **Measure:** The first stage will be the appointment of a TP Co-ordinator (IMMEDIATE). The TP co-ordinator role can be undertaken by a professional travel plan coordinator employed by a consultancy or by a member of sales staff based on the site.
- 7.11 The TP Co-ordinator has responsibility for the management and implementation of the process of engaging with future residents of the development.

TP2: Car Sharing and Car Club Participation

- 7.12 **Measure:** The TP Co-ordinator could promote existing car sharing services such as www.sharesmarter.co.uk, www.shareacar.com and www.liftshare.com. These sites do

not require members to necessarily have a car as some existing members will offer lifts in exchange for a contribution towards fuel costs.

TP3: Travel Surveys and TP Management

7.13 **Measure:** Regular surveying of resident travel patterns, in the form of travel surveys, will also maintain TP awareness. This is detailed further in Section 8.

7.14 Also detailed in Section 8 is the management strategy for this development.

TP4: Travel Surveys and Travel Plan Management

7.15 **Measure:** Regular surveying of the travel patterns of residents, in the form of travel surveys, will also maintain Travel Plan awareness. The Residential Travel Plan will be registered with Modeshift STARSfor (Sustainable Travel Accreditation and Recognition Scheme): <https://www.starsfor.org/about.php>.

7.16 The website identifies that "STARSfor has been built to improve the travel planning process and increase levels of sustainable travel. STARSfor allows users to collect data and information linked to a site or a collection of sites and to input into the system. This process is more efficient than paper and PDF travel plans. Users of the system will save time when putting together a travel plan and they will be able to access their sites information online at any time".

8. IMPLEMENTING AND MONITORING

Implementation

- 8.1 The Travel Plan Co-ordinator will initially be responsible for introducing the Travel Plan to residents. Full contact details, including their name, address (postal and email) and telephone number, will be supplied to Worcestershire County Council (WCC), as soon as they are appointed. WCC will then be informed of any changes to the Travel Plan Co-ordinator contact details, which may occur for whatever reason.
- 8.2 The role of the Travel Plan Co-ordinator, which will begin from the date construction first begins. The Travel Plan Co-ordinator will also need to:
- 8.3 liaise with other sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit for new residents
- 8.4 liaise with other sales and marketing staff so that they are fully informed each time a dwelling is sold/rented, and when the new household will move in, in order to allow them to arrange the induction session.
- 8.5 A Travel Plan Co-ordinator will be in the post for a period of five years from the onset of construction.

Monitoring

- 8.6 The majority of measures to reduce car use, and promote walking, cycling, public transport, and car sharing will be implemented during the construction process (referred to as immediate in Section 7), or within one month of occupation (referred to as short term in Section 7). This will allow people to assess the potential to travel by alternative modes of travel, and allow a sustainable travel culture to emerge from the off-set.
- 8.7 In order to monitor the Travel Plan, travel surveys will be undertaken as soon as 50% of the residential dwellings are occupied (date unknown at this time).
- 8.8 The travel surveys would be undertaken by the Travel Plan Co-ordinator and would determine the baseline modal split and travel patterns, the uptake of any measures and incentives proposed in the Travel Plan, and help identify any further measures that need to be investigated and proposed. The results of the surveys will be compiled by the Travel Plan Co-ordinator, and the content of the surveys will be agreed with WCC prior to issue. The surveys would then be undertaken in a neutral month (April, May, June, September or October) on an annual basis for a period of five years.
- 8.9 The Travel Plan Co-ordinator will collate and summarise the results of the travel surveys, in an Annual Monitoring Reports for submission to WCC. The report will be restricted in length and include the annual survey results and analysis of trends against previous years. The report would therefore confirm the modal splits of residents and this would be analysed against the targets, as detailed in Section 6. From this, the targets would

be amended/agreed and any further measures introduced following feedback from the surveys.

8.10 The travel survey will include single and multiple choice questions, such as:

- Gender;
- Age;
- Work location;
- Working hours;
- Usual mode of travel to work;
- Reasons for using that mode;
- Travel Plan awareness;
- Reasons for travel during the day;
- Usual mode of travel for day time trips; and,
- What measures and incentives might further encourage the use of sustainable modes of travel to and from work and during the day.

8.11 From the initial travel survey analysis and the hard data collection, the Travel Plan targets would be amended/agreed and further measures introduced. The Travel Plan will then be updated and expanded as necessary, as part of the on-going evolution of the Travel Plan process.

8.12 The Travel Plan will be monitored for a period of five years with a travel survey undertaken every 12 months. The annual surveys will be undertaken and summary report prepared by the Travel Plan Co-ordinator.

8.13 The Annual Monitoring Reports would be made available to residents within the development. This could be either as hard copies or as a digital copy sent via email. This is important so that individuals can see how their travel choices fit into the Travel Plan.

8.14 The objective of this Travel Plan would be to minimise the number of car trips and car mileage generated by residents. The Travel Plan would need to be reviewed annually, so that the targets can be re-evaluated and appropriate improvements made. The Travel Plan would therefore be updated annually.

APPENDIX 1: Masterplan



Schedule of Accommodation

1 Bed	19
2 Bed	29
3 Bed	38
4 Bed	11
5 Bed	5
Total	102

NOTE:
Do not scale except for planning purposes. All dimensions to be checked on site. This drawing is copyright and may not be reproduced without written consent.

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1:50	0	0.5m	1	1.5	2	2.5	3	3.5m
1:100	0	1m	2	3	4	5	6	7m
1:200	0	2m	5	8	10	12	14m	
1:500	0	5m	10	15	20	25	30	35m
1:1,000	0	10m	20	30	40	50	60	70
1:2,000	0	20m	40	60	80	100	120	140
								160
								180m

N

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E	SUDs basin indicated.	11-01-22	JP	JP	MA
D	Boundary line updated.	10-01-22	JP	JP	MA
C	Boundary line updated.	07-01-22	JP	JP	MA
B	Coordinated to Landscape & Drainage schemes.	16-12-21	JP	JP	MA
A	Extent of highway categories revised, additional active travel links shown. Boundary treatment to pasture land updated.	01-12-21	JP	JP	MA
-	First Issue	12-11-21	JP	JP	MA

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