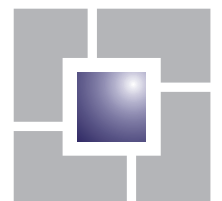


**Land at Pump Farm and Bloors Farm,  
Lower Rainham**

*Framework Travel Plan*



david tucker associates  
transport planning consultants



Land at Pump Farm and Bloors Farm,  
Lower Rainham

***Framework Travel Plan***

21<sup>st</sup> March 2019  
SJT/JA/AK 20230-04 Framework Travel Plan

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## **1.0 INTRODUCTION**

1.1 This Travel Plan (TP) has been prepared on behalf of AC Goatham by David Tucker Associates (DTA) in respect of the proposed development of around 96 Acres of land at Pump Farm and Bloors Farm, Lower Rainham to provide up to 1250 private dwellings, a primary school, local centre and elderly care home. It is accompanied by a Transport Assessment (TA) report.

1.2 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.

1.3 This TP sets out the various travel-related measures and strategies that will be implemented to encourage residents to consider the use of a range of travel modes. The key objectives of the TP are to:

- Deliver a long-term and sustained commitment to changing and widening travel choice;
- Address the access needs of residents by enabling walking, cycling, public transport and car sharing;
- Promote healthy lifestyles and raise awareness about the benefits of utilising sustainable travel opportunities; and
- Build upon good urban design principles that open up the permeability of the development encouraging walking and cycling as the first choice for local trips.

1.4 The TP includes:

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target;
- A process for monitoring progress towards achieving the target;
- Public transport initiatives;
- Cycling incentives and facilities; and
- Walking incentives.

1.5 In producing the residential TP, reference has been made to 'Making residential travel plans work: good practice guidelines' published by the Department for Transport (DfT) in September 2005 and the DfT's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009). This document considers the TP as a 'pyramid of measures and actions' as shown diagrammatically below:



1.6 At the base of the pyramid is the choice of location. **Section 2.0** of the TP considers the site location in detail including all aspects of accessibility of the site and its proximity to existing facilities and services. The next level of the pyramid comprises the fundamental characteristics that need to be incorporated into the design of the site from an early stage. Details of design measures incorporated into the development masterplan are also considered in **Section 2.0**.

1.7 **Section 3.0** details the resources required to facilitate and develop the measures featuring in the final levels of the pyramid. **Section 4.0** describes the individual measures designed to build upon the advantages of the location in order to encourage more sustainable travel. **Sections 5.0** and **6.0** detail the targets and monitoring of the TP.

## **2.0 SUSTAINABLE ACCESS AND MOVEMENT STRATEGY**

### **2.1 Introduction**

2.1.1 The overall Access and Movement Strategy for the proposed development is based on the principle of reducing the quantum of single occupancy car use associated with the site by maximising the potential for pedestrian and cycle movements, the use of existing public transport services, and the opportunities for car sharing.

### **2.2 Pedestrian and Cycle Access**

2.2.1 The walking and cycling strategy for the site promotes these travel modes to reduce use of the private car. Given the proximity of the site to local centres, walking and cycling have the potential to be attractive alternatives to the private car. There are associated health and lifestyle as well as community benefits that would also come about from this goal.

2.2.2 An established network of footways and crossing points throughout the local area provides direct and convenient access to a range of facilities and public transport connections. With regard to the latter, bus stops served by frequent services operate in close proximity to the sites southern boundary and rail services are accessible within walking/ cycling distance of the site. Measures to delivering enhanced connectivity between the proposed development and local services are identified below.

2.2.3 In terms of existing local pedestrian crossing facilities, dropped kerbs and tactile paving is provided along Lower Rainham Road, north of the site and Beechings Way, south of the site. There are also several clearly marked zebra crossing facilities along Beechings Way.

2.2.4 Key to promoting walking and cycling is the design of the development – specifically that the environment addresses actual and perceived safety issues. Underlying this is an emphasis on place making with a user hierarchy which places pedestrians at the top reflecting the ethos extolled by Manual for Streets (MfS).

2.2.5 It is important that the site is integrated into the existing built-up area both to ensure that there is a coherent network of routes, and to ensure that there are not external

issues that would undermine the efforts to encourage walking and cycling within and to/from the site. This is achieved by identifying gaps in the provision for pedestrians and cyclists on the local road network.

2.2.6 Foot/ cycle access to the proposed development would be achieved through a number of connection points, including:

- Via the proposed vehicle access from Lower Rainham Road; and
- Via a series of footpath links to the site including from Lower Rainham Road (north), Lower Bloors Lane (east), and Lower Twydall Lane to the (west)

2.2.7 These connections to the north, east, south and west will provide a good level of connectivity to the local area and nearby facilities as discussed within the TA. Furthermore, the footway and cycleway links proposed within the site itself is extensive.

2.2.8 With regards to cycling, the National Cycle Route 1 runs into Lower Rainham from the east, routing north along Berengrave Lane where it meets the Medway River path. This National Route 1 is located approximately 1km (at its closest point) east from the sites northern boundary allowing easy access to this off-road traffic free route.

2.2.9 With regard to the development site, it would be designed to facilitate foot and cycle movements along desire lines through the development, linking to the external access points. This will include the provision of the following where appropriate in line with the DfT's MfS and MfS2:

- A good level of street and path lighting;
- Warning signs prior to junctions;
- On-site roads will be designed to 20mph;
- Tactile and coloured surfacing;
- Safety kerbing;
- Reduced junction mouth widths to promote slower vehicle speed where appropriate; and
- Signage to direct pedestrians and cyclists to key facilities and places of interest, including distances.



2.2.10 A mix of cycle parking facilities will be provided at the development to comply with local standards and will be designed and tailored to the likely needs of future occupants. Cycle parking will be provided within the confines of a dwelling/ garage, or alternatively provided in secure, well lit, covered cycle storage facilities.

2.2.11 In terms of off-site improvements, the following measures are proposed:

- The Railway Bridge at Pump Lane (south) (**Drawing 20230-05** within the TA):
  - A shuttle working scheme through the bridge which will provide a 2.5m wide combined footway/ cycleway and a 3m wide running carriageway.

### 2.3 **Bus Service Provision**

2.3.1 The site is ideally located within 600m of existing bus services operating within Lower Rainham, a bus route map is attached at **Appendix A**. Bus stops located on Beechings Way and Pump Lane, to the south of the site, benefit from regular bus services. A summary these of local bus services is provided in **Table 1** below.

**Table 1** – Summary of local bus services

Service	Operator	Stop	Route	Frequency		
				Mon-Fri	Sat	Sun
130/131	NU-Venture	Beechings Way (Truro Close)	Medway Maritime Hospital - Twydall - Hempstead Valley - Penenden Heath - Maidstone	Every 1-2 hours 06:27 - 17:45	Every 2 hours (07:53 - 16:48)	N/A
715	The Kings Ferry	Beechings Way (Truro Close)	Twydall - Rainham - Hempstead Valley - Wigmore - London	06:18 (out) 19:19 (In)	N/A	N/A
116	Arriva Kent & Surrey	Beechings Way (Truro Close)	Chatham - Universities - Gillingham - Twydall - Parkwood - Hempstead Valley	Every 20 mins (08:23 - 19:14)	Every 20 mins (08:25 - 18:55)	N/A
182	Arriva Kent & Surrey	Beechings Green	Chatham - Twydall	Every 10 mins	Every 10 mins	Every 20 mins

2.3.2 Pedestrian routes through the development site to the local bus stops will be designed to be direct, convenient and safe in order to encourage the use of public transport. Improvements to pedestrian facilities along the site frontage as set out in **Section 2.2** would also be provided in the form of new crossings and footway improvements.





2.3.3 In terms of off-site measures, improvements to existing bus stops located within the vicinity of the site would be provided as part of the development proposals. These measures could include, but are not limited to providing:

- Bus shelters and seating;
- Raised kerbing;
- Information pole/ totem; and
- Real-time information.

2.3.4 A contribution towards these improvements would be secured through the Section 106 agreement.

## 2.4 **Rail Service Provision**

2.4.1 Rainham train station is located within walking/ cycling distance of the site, approximately 2.5km south east. The station can be readily accessed via Pump Lane and Lower Rainham Road to the north or Pump Lane and Beechings Way/ Tufton Road to the south. The station is operated by Southeastern Rail. In terms of facilities, cycle parking stands are provided with space for 64 bikes, as well as 233 car parking spaces (4 of which are accessible spaces). The number 783 and 131 bus services operate within the vicinity of the site, stopping at the station access.

2.4.2 There are a number of regular services operating from Rainham Station which enable travel to local and national destinations. These services are summarised in **Table 2** below.

**Table 2** – Summary of train services from Rainham Railway Station

Destination	Frequency [1], trains/hour		Inter-Peak	Typical Journey Time (minutes)
	Peak [2]			
	To	From		
London (Stations)	5	3	3	1hr 3mins
Dover Priory	3	2	2.5	46mins - 1hr 32mins
Ramsgate	2	2	2	56mins - 1hr
Faversham	4	5	2	16mins
1. Includes both direct trains and departures with a change of train				
2. To-destination based on AM; From-destination based on PM				

2.4.3 A contribution towards improved cycle parking provision at Rainham Railway Station could be provided, thus enhancing travel to/ from the site by sustainable modes. This would be secured as part of the Section 106 agreement.

## 2.5 Summary

2.5.1 The site is well located in terms of public transport with bus stops to regular bus services located within easy walking distance from the centre of the site. These provide frequent connections to local destinations.

2.5.2 Pedestrian access to the proposed development would be provided to at a number of locations linking the wider network, thus delivering a good degree of permeability through the site and facilitating movements along pedestrian desire lines. The development proposals include measures to link in with existing foot/ cycle facilities and provide enhancements to existing provision where appropriate.

### **3.0 TRAVEL PLAN MANAGEMENT**

#### **3.1 Introduction**

3.1.1 A principal aim of the TP is to achieve more sustainable travel from the outset in preference to cutting car use incrementally once residents are in occupation. Therefore, the initiatives implemented from the onset will be funded by and instigated by the Developer via the marketing organisation and the maintenance company.

#### **3.2 Sustainable Travel Strategy – Overall Management**

3.2.1 A Lead Travel Plan Coordinator (TPC) will be appointed and funded by the Developer to oversee the implementation and continued development of the initiatives set out within the TP. At this stage, it is envisaged that an external specialist company experienced in such work will provide the Lead TPC role.

3.2.2 The Lead TPC will be appointed by the Developer prior to commencement of development to ensure that the TP is established and engrained into the development from the start. This will include overall management responsibility for the site and will also include the role of co-ordinating the TP.

3.2.3 The Lead TPC will also be responsible for monitoring the progress of the TP and disseminating information to residents. Full details of the TPC's responsibilities are set out in **Table 4** below.

3.2.4 The Developer will fund the position of the Lead TPC for a minimum of two years following the completion of the development. Based on expected build-out rates, the Lead TPC role could therefore cover a period of 12 years – although this will be affected by demand and prevailing economic conditions.

3.2.5 At the end of this period the position will be reviewed following which consideration will be given to the role being funded through the ring-fencing of funds generated by the sustainable travel ventures. In particular, if the TP targets are not being met, consideration will be given to how this role could be continued and enhanced to bring about the required improvements in its effectiveness.



3.2.6 Where appropriate, the Lead TPC would prepare a business case to secure any additional funding which is deemed to be necessary for the TP development. This would be targeted at responding to any identified deficiencies in the effectiveness of the overall TP measures where targets are not being met and impairing the effectiveness of their implementation. The additional funding would be targeted at improving the effectiveness of such measures and hence increasing the success of the TP and seeking to reduce off-site mitigation liabilities such as off-site highway improvement works.

3.2.7 The following table details the key roles of the Lead TPC.

**Table 3 – Lead TPC Roles**

Overall Management
<ul style="list-style-type: none"> <li>- Managing and implementing the TP;</li> <li>- Setting up the TP Steering Group and local working group;</li> <li>- Informing the local authority of the progress of the residential development and first occupation;</li> <li>- Being the first point of contact for all users of the site, providing overall advice to the residents;</li> <li>- Communication and engagement with all parties/stakeholders.</li> </ul>
Site Wide Initiatives
<ul style="list-style-type: none"> <li>- Liaising with the Developer on the funding and delivery of site-wide infrastructure (external and internal);</li> <li>- Setting up a sustainable travel website for the whole site;</li> <li>- Setting up a car share database for the whole site using Medway’s Liftshare website; <a href="http://www.liftshare.com/uk/community/medway">www.liftshare.com/uk/community/medway</a></li> <li>- Setting up user group meetings where appropriate;</li> <li>- Liaising with operators and negotiating over desired public transport service changes;</li> <li>- Promoting the TP to the outside community through public meetings where appropriate;</li> <li>- Implementing promotional days and events; and</li> <li>- Organising the site wide travel audit.</li> </ul>
Community Website



<p>Establishing a community website to incorporate the following:</p> <ul style="list-style-type: none"> <li>- Information on development progress;</li> <li>- Information on public transport services (bus and train);</li> <li>- Real-time public transport information where possible;</li> <li>- Links to public transport and journey planner websites;</li> <li>- Local walking and cycling information (including walking and cycling route maps); and</li> <li>- News updates including information on travel strategy progress and upcoming events.</li> </ul>
<p><b>Review of Data</b></p>
<ul style="list-style-type: none"> <li>- Analysing the annual travel survey and presenting the results externally;</li> <li>- Gathering bus patronage information;</li> <li>- Collection of car-share registration information;</li> <li>- Gathering and collating the results of the travel surveys; and</li> <li>- Preparing an Annual Performance Review report for submission to the local authority.</li> </ul>
<p><b>Implementation of Additional Measures</b></p>
<ul style="list-style-type: none"> <li>- Liaising with the local authority to identify additional sustainable travel measures should they be required</li> </ul>
<p><b>Initiatives</b></p>
<ul style="list-style-type: none"> <li>- Promoting and monitoring car share uptake on the site;</li> <li>- Preparing and distributing home welcome packs to new residents;</li> <li>- Collating feedback from questionnaires included within the welcome packs; and</li> <li>- Initiating and organising personalised travel planning sessions.</li> </ul>
<p><b>Marketing</b></p>
<ul style="list-style-type: none"> <li>- Explaining and marketing the TP to new residents (supported by strong TP branding);</li> <li>- Producing questionnaires, promotional and informative material;</li> <li>- Collating data on existing bus routes and disseminating to new residents;</li> <li>- Organising development/community travel events; and</li> <li>- Promoting initiatives.</li> </ul>

### 3.3 **Travel Plan Steering Group**

3.3.1 The mechanism proposed for the delivery of the car shift targets and any ongoing mitigation/ intervention is the establishment of a TP Steering Group (TPSG). The primary role of the TPSG would be to:

- Make the high-level decisions on the direction of the TP;
- Appoint an independent organisation to monitor the impact of the TP in meeting the targets set;
- Debate the effectiveness of the TP;
- Provide a forum for airing ideas on how the effectiveness of the TP could be improved; and
- Provide guidance and support to the Lead TPC.

3.3.2 It is anticipated that the TPSG would comprise the following key stakeholders:

- The Lead TPC;
- Medway District Council as the local authority; and
- Representatives from the development.

3.3.3 Public transport operators would also be invited to attend meetings where appropriate.

3.3.4 The results/ minutes of the TPSG meetings will be widely communicated to interested parties associated with the development.

## **4.0 TRAVEL PLAN INITIATIVES**

### **4.1 Introduction**

4.1.1 In order to meet the aims and objectives for sustainable travel set out in this TP, a number of measures will be implemented. The proposed measures to be provided as part of the development and TP are split into the following categories:

- Measures to Promote and Encourage Walking and Cycling;
- Measures to Promote and Encourage Public Transport Use;
- Measures to Promote and Encourage Car Sharing; and
- Measures to Reduce the Need to Travel.

4.1.2 The vast majority of measures will be aimed at promoting and encouraging the use of existing travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to promote and encourage each form of sustainable travel mode are outlined below.

### **4.2 Measures to Promote and Encourage Walking and Cycling**

4.2.1 The following measures are to be implemented to promote and encourage residents to walk and cycle to and from the proposed development:

- Local maps showing walking routes, which will be disseminated through the marketing regime;
- Information on local and national walking events, such as Walk to Work Week, which will be disseminated through the marketing regime;
- Website links to the Council's sustainable information, and links to national websites such as Sustrans, will be disseminated through the marketing regime;
- Information on Bicycle User Groups that may be operating within the local area would be provided to residents will be disseminated through the marketing regime;
- Information on cycling events such as 'National Bike Week' will be disseminated through the marketing regime; and
- Information on the economic, social, environmental and health benefits of cycling will be disseminated through the marketing regime.

#### **4.3 Measures to Promote and Encourage Public Transport Use**

4.3.1 The following measures are to be implemented to promote and encourage residents to use public transport when travelling to and from the proposed development:

- Links to journey planning websites such as Traveline will be disseminated through the marketing regime;
- Providing information on a new online resource – [www.nextbuses.mobi](http://www.nextbuses.mobi) – which enables residents to obtain timetables, route details and bus stop locations across the UK by entering a town or postcode, downloaded directly to smartphone / mobile phone;
- Bus route maps and timetables will be provided through the marketing regime; and
- Information on the benefits of public transport use will be disseminated through the marketing regime.

#### **4.4 Measures to Promote and Encourage Car Sharing**

4.4.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents that live in close proximity to one another and have common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work, school, and/or recreational activities.

4.4.2 The following measures are to be implemented to promote and encourage residents to car share when travelling to and from the proposed development:

- The Lead TPC would set up a car share database for the site as a whole using Medway's Liftshare website; [www.liftshare.com/uk/community/medway](http://www.liftshare.com/uk/community/medway)
- Information on car sharing opportunities at the site would be provided to residents through the marketing regime;
- Information on what car sharing is and its potential benefits would be disseminated to residents; and
- Information on 'car sharing' events such as Liftshare week would be publicised.



4.4.3 The nature of the Car Share database will be for final determination by the Lead TPC. This could be done via the implementation of a bespoke Community Car Share Scheme database created with access provided through the Community website (see below).

#### 4.5 **Measures to Reduce the Need to Travel**

4.5.1 Home Working is another effective manner of reducing traffic congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to promote and encourage residents of the proposed development to work from home:

- Infrastructure for broadband access will be provided to facilitate remote home working;
- Information on what home working is and its potential benefits, disseminated through the marketing regime; and
- Similar measures could also be introduced to reduce unnecessary non-work travel, for example, home shopping, home learning and home entertainment opportunities.

#### 4.6 **Marketing and Promotion of the Travel Plan Measures**

4.6.1 In order to deliver the behavioural change required to meet the targets, there will need to be a sustained and long-term commitment to communicating and marketing the TP objective to the residents of the proposed development. The main responsibility of marketing and promotion of the measures will lie with the Lead TPC.

4.6.2 The promotional methods utilised to increase awareness and prompt people to think about their travel choices are set out below.

##### *Household Welcome Packs*

4.6.3 Household Welcome Packs will be given to all new residents and these packs will include the following:

- Details of the TP and its purpose;
- Contact details of the Lead TPC;
- Information leaflets on the benefits of adopting more sustainable travel practices;
- Local walking and cycling route maps;



- A map showing key local facilities and amenities;
- Information on local Bicycle User Groups that may be operating in the local area;
- Information on public transport services including schedules, maps and [www.nextbuses.mobi](http://www.nextbuses.mobi);
- Information on key sustainable travel events such as 'National Bike Week' and 'Liftshare Week';
- Information and marketing material on car sharing;
- Information on the economic, social, environmental and health benefits of travelling by sustainable modes;
- Information on home delivery services;
- Information on working at home and its potential benefits;
- Website links to, for example, the Council's sustainable travel page and national websites such as Sustrans; and
- Feedback survey forms.

4.6.4 The Lead TPC will agree the content of the Household Welcome Packs with the local authority.

*Community Website*

4.6.5 A website/ webpage advertising and providing information on the development would be created by the Developer. It is proposed that this would provide information on a range of issues, such as:

- Local/proposed amenities, including schools, shopping facilities, leisure and so on;
- The development and sustainable travel opportunities, including information on the TP;
- Upcoming community events and activities such as walk to work/school days; and
- Up-to-date news/ press releases on the development.



*Promotional Travel Leaflets*

- 4.6.6 As part of the ongoing marketing regime, promotional leaflets advertising upcoming community events and relevant travel information will be distributed to residents by the Lead TPC as and when appropriate.

## **5.0 TRAVEL PLAN TARGETS AND INDICATORS**

### **5.1 Introduction**

5.1.1 The overall TP objective for the development is to reduce the percentage of occupants travelling by car and this chapter provides an indication as to the overall impact travel planning could have on reducing car trips.

### **5.2 Outcomes**

5.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to TPs. It states that:

*"The 'outcomes' approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important."*

5.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to commit to meeting these targets, and agrees to a monitoring and review process. Should the targets not be met within the timescales stated, then it may be appropriate to implement remedial measures (see **Section 6.4**).

5.2.3 It is identified in the Good Practice Guidelines that, for new developments in particular, outcome targets should be expressed in terms of a maximum end level of car use. This figure should be lower than what would be expected should the development not have a TP.

### **5.3 Preliminary Baseline Mode Share**

5.3.1 In order to estimate a preliminary baseline mode share for the proposed development, reference has been made to the existing journey to work mode share for the Middle

Super Output Area (MSOA) of Medway 018. This information is summarised in **Table 5**. The baseline position would be reviewed following completion of the first travel survey.

**Table 4** – Preliminary Baseline Mode Share (Medway 018)

Method of Travel to Work	Base Mode Share
Driving a car or van	67.0%
On foot	11.5%
Passenger in a car or van	6.8%
Bicycle	2.2%
Bus, minibus, coach, or Train	10.7%
Motorcycle, scooter or moped	1.2%
Underground/ Metro/ Light Rail	0.1%
Other	0.3%
Total	100.0%

## 5.4 Mode Shift

5.4.1 The Access and Movement Strategy outlined in **Chapter 2** has been designed to reduce the number of private car trips by promoting more sustainable modes of travel to and from the site. Given the measures proposed, an initial 10% mode shift reduction target for car use has been identified for the development site. This target was estimated based on predicted mode shifts by sustainable travel modes, as set out in **Table 6** below.

**Table 5** – Target Mode Shift Calculations

Method of Travel to Work	Base Mode Share	Mode Shift	Future Mode Share
Driving a car or van	67.0%	-10%	60%
On foot	11.5%	+20%	13.5%
Passenger in a car or van	6.8%	+20%	8%
Bicycle	2.2%	+10%	3.5%
Bus, minibus, coach, or Train	10.7%	+10%	13%
Motorcycle, scooter or moped	1.2%	-	1.2%
Underground, metro, light rail	0.1%	-	0.1%
Other	0.3%	-	0.3%
Total	100.0%	-	100.0%

5.4.2 The predicted shifts by sustainable travel modes identified in **Table 6** are not fixed, but are intended to give an indication of how the 10% reduction in car driver mode share could be achieved. The assumptions behind the predicted shifts in sustainable travel modes are outlined below:

- **Walking and Cycling** – Delivering permeability, connectivity and initiatives to encourage travel by pedestrians and cyclists form part of the accessibility strategy for the proposed development. Furthermore, a number of key local facilities, including schools, are located within reasonable walking and cycling distances. It is therefore reasonable to assume that there would be some increase in travel by active modes from the base situation. A mode shift of 20% by foot and 10% by bicycle is considered achievable for the development;
- **Car Passenger** – Given that car sharing will be promoted through the dissemination of marketing material, sustainable travel events, and by directing residents to the site car share scheme, some increase in car passenger mode share is likely. A mode shift increase of 20% travelling as a car passenger is therefore considered achievable; and
- **Public Transport** – The proposed development is located in close proximity to bus stops served by frequent services and to Rainham Railway Station. Measures to promote travel by public transport will be implemented at the proposed development. A mode shift of 10% by public transport is therefore considered to be achievable.

5.4.3 The base mode share for the site and associated car driver target will be reviewed within three months of occupation of the 50<sup>th</sup> dwelling. The targets will be measured on a proportional basis against the total number of occupied dwellings at relevant intervals (See **Chapter 6**).

## 5.5 **Indicators**

5.5.1 The Good Practice Guidelines highlights the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is focussed on reducing the number of car trips, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can subsequently be used to identify where the greatest potential for



mode shift may lie and to inform the implementation strategy for the TP over the coming year.

5.5.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the Lead TPC, and will include the following:

- % of residents walking;
- % of residents cycling;
- % of residents using public transport; and
- % of residents that are car sharing and/ or registered car share users.

## **6.0 MONITORING STRATEGY**

### **6.1 Introduction**

6.1.1 As stated within the DfT's Good Practice Guidelines, TPs are living documents that need to be updated regularly and implementing a TP involves "*a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances*".

6.1.2 Monitoring the TP is essential in gauging the success of the measures adopted at meeting the targets set. It would commence following occupation of the 50th dwelling and would continue for a minimum of two years following completion of development. After this time, it is envisaged that the TP would become a voluntary initiative, monitored on a voluntary basis by the site's residents.

### **6.2 Data Collection**

6.2.1 In order to understand how the site is being accessed and how effectively residents' travel needs are being met, a number of multi-modal indicators will be monitored as part of the monitoring regime (including travel by foot, cycle, public transport and car share). This information will be collected through residential travel surveys using questionnaires, which will be undertaken by the Lead TPC. These surveys would also be used to obtain feedback from residents on the TP measures implemented and to identify where the greatest potential for modal shift lies.

6.2.2 The questionnaire surveys would be used to review the base mode share for the site and associated car trip target. This reflects an approach in which the monitoring regime is an iterative process, aiming for continual improvement throughout the implementation period. In line with this approach, there will be a biennial process of review following the collation and analysis of data obtained through the monitoring regime.

### **6.3 Data Reporting**

6.3.1 The Lead TPC will be responsible for the preparation of performance reports setting out the findings of the data collection process and the implications in terms of the ongoing operation of the TP.



6.3.2 The results of the monitoring for the TP would be submitted by the Lead TPC to the TPSG and local authority within 3 months of the survey being completed, and this process would continue for the duration of the monitoring regime.

6.3.3 In addition, the findings will be reported back to the residents via appropriate forms and dissemination methods, such as community e-newsletters.

#### 6.4 **Remedial Measures**

6.4.1 Should the monitoring and review process reveal no change, further remedial measures will be considered for implementation. The monitoring and review process should highlight areas where measures would best be focused in order to achieve the overall 10% mode shift reduction in car use.

6.4.2 These measures are likely to include the ramping up of marketing measures targeted at encouraging a greater shift towards sustainable mode of travel, and could comprise:

- The provision of bus/ cycle vouchers to encourage uptake;
- The introduction of personal travel planning; and
- Targeted campaigns.

6.4.3 Should remedial action be required, the Lead TPC and the local authority will agree a strategy for implementing appropriate measures.

#### 6.5 **Ownership and Handover**

6.5.1 In the short term, the ownership of the TP lies with the Lead TPC and the Developer until the end of the formal implementation period, although this will depend on the attainment of the targets during this time. In the long term, the ownership of the TP will ultimately rest with the future residents. An appropriate handover mechanism will be agreed between the developer and the local authority.

6.5.2 It is anticipated that during the last year, the Lead TPC will adopt a more passive role in monitoring and reviewing the TP, providing a supervisory service to the residents during this period. This would include facilitating the formation of a suitable residents' group to take on this role if appropriate. Whilst the responsibility to ensure that the TP is reviewed and monitored during this period will remain with the Lead TPC and Developer, the



residents will be encouraged gradually to take on more responsibility in order to facilitate the handover process.



**Appendix A**



- ⋯ Medway Ticket Zone boundary
- 🚉 Railway Station
- H Hospital
- 🎓 School/college/university

- 101 Evenings only
- 116 Morning & afternoon peak times only
- 132 Sundays only
- 151 Evenings only
- 176 Morning & afternoon peak times only
- 177 Morning & afternoon peak times only
- 190 Sundays only