

**Land off Areley Common,  
Astley Cross**

**TRAVEL PLAN**

Report prepared for  
Gladman Developments Ltd

March 2022

Report Reference 1510/5/A



**ASHLEY HELME**  
ASSOCIATES

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# Travel Plan

## Land off Areley Common, Astley Cross

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Client: Gladman Developments Ltd  
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# Travel Plan

## Land off Areley Common, Astley Cross

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# 1 Introduction

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1.1 Ashley Helme Associates Limited (AHA) are appointed by Gladman Developments Ltd (GDL) to prepare a Travel Plan (TP) report to support the planning application for residential development on land off Areley Common, Astley Cross (henceforth referred to as the Site). The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

## 1.2 Proposed Development

1.2.1 The Site is presently agricultural/ field land. The proposed development comprises a residential development of up to 145 dwellings. All matters are reserved, except access.

## 1.3 Planning History

1.3.1 The current application Site is substantially similar to the red line boundary of an outline planning application submitted by GDL in 2017. The 2017 application, for 125 dwellings and land safeguarded for an extra care facility, was submitted to:

- (i) Wyre Forrest District Council (WFDC): 17/0045/OUTL,
- (ii) Malvern Hills District Council (MHDC): 17/00142/OUT.

1.3.2 AHA prepared the TP report (ref 1510/2/A) that accompanied the 2017 planning application.

## 1.4 Overview

1.4.1 The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.4.2 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.4.3 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.



1.4.4 The Site access strategy comprises:

- Vehicles: Access on Areley Common,
- Cycles: Access on Areley Common and Marlborough Drive,
- Pedestrians: Access on Areley Common and Marlborough Drive.

1.4.5 The proposed Site access arrangements for vehicles, cyclists and pedestrians comprise a priority T-junction on Areley Common, as shown on Drg 1510/01/E (refer TA report).

## 1.5 Travel Plan Objectives

1.5.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.5.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.5.3 It is imperative that the TP measures are effective and efficient.

1.5.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.5.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20155306)

## 1.6 Scope of Travel Plan

1.6.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The development is for residential use, and hence this TP is an 'origin' TP.



- 1.6.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.
- 1.6.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.
- 1.6.4 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

## 1.7 Comprehensive Strategy

- 1.7.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.
- 1.7.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.
- 1.7.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.
- 1.7.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.



1.7.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.



## 2 Policy Context

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### 2.1 National Policy

2.1.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

### 2.2 National Planning Policy Framework (July 2021)

2.2.1 The National Planning Policy Framework (NPPF) explicitly refers to travel planning and the need for TPs in the context of promoting sustainable travel. Paragraph 112 of NPPF states that applications for development should:

- “a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations”*

2.2.2 Paragraph 113 of NPPF states that:

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



## 2.3 Planning Practice Guidance, March 2014 (Travel Plans, Transport Assessments and Statements)

2.3.1 PPG sets out that Travel Plans:

"...support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable." (Reference ID: 42-00620140306)

## 2.4 Wyre Forest Core Strategy (2006-2026)

2.4.1 The Wyre Forest District Local Plan (2016 - 2036) was submitted to the Secretary of State for Examination on 30 April 2020. At the time of preparing this TP report, the new Local Plan is not currently adopted. Thus, the policies in the Adopted Core Strategy, adopted in December 2010, apply to the Site location.

2.4.2 Policy CP03 considers transport choice and accessibility for new development proposals and states that:

### ***“Enhancing Accessibility***

*Development proposals should have full regard to the traffic impact on the local highway network. Major development proposals or those that are likely to have a significant impact on the local transport network will be required to submit a Travel Plan to demonstrate that they have fully considered access by all modes of transport. The Travel Plan should set out targets and measures for addressing travel demand through a package of measures, maximising accessibility by sustainable transport modes, minimising traffic generation and mitigating the effects of additional traffic through a package of multi-modal measures.*

### ***Delivering Transport Infrastructure***

*Where appropriate, new developments will be required to connect into the surrounding infrastructure and contribute towards new or improved walking and cycling facilities within the District and the provision of an integrated public transport network across the District. Future proposals for employment development, particularly along the Stourport Road Employment Corridor, should have regard to the possibility of utilising the existing rail infrastructure for the sustainable movement of freight and to provide sustainable transport links.*

*Developers must take account of the proposals included within the Wyre Forest Transport Measures Package as set out in the current Worcestershire Local Transport Plan. In appropriate circumstances, new development will be required to contribute towards these schemes. The*



following strategic transport infrastructure schemes will be sought to support regeneration during the plan period:

- Provision of a new Kidderminster Railway Station building and improved access for all modes of transport to the station facilities.
- Connection of the Severn Valley Railway line to the national rail network at Kidderminster Station to facilitate improved accessibility to the tourism attractions of the West Midlands Safari Park, Bewdley and the Wyre Forest.
- Improvements to facilitate the multi-modal use of Kidderminster Ring Road and to enhance accessibility to the town centre and in particular pedestrian access.
- Provision of a new A451/A449 Hoobrook link road to facilitate the Stourport Road Employment Corridor.
- Provision of a Stourport Relief Road as a longer term scheme for delivery later on in the plan period during 2021-2026.

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme. Proposals which are likely to prejudice the future development of strategic transport infrastructure will not be permitted."

## 2.5 South Worcestershire Development Plan

2.5.1 The South Worcestershire Development Plan (SWDP) was adopted on 25 February 2016. The SWDP is a planning framework that aims to ensure development has a positive impact on the environment. It has been jointly prepared by Malvern Hills District Council, Worcester City Council and Wychavon District Council and will guide development in the area up to the year 2030. It forms part of the new Local Plan and replaces the existing Local Plans of the three councils.

2.5.2 The South Worcestershire Councils started their review of the SWDP in late 2017. The revised Plan is not expected to be adopted until October 2023. Therefore, the policies of the current SWDP remain relevant.

2.5.3 SWDP4 'Moving Around South Worcestershire' sets out the Council's position on 'Managing Travel Demand', being:

*"A. Proposals must demonstrate that: the layout of development will minimise demand for travel, they offer genuinely sustainable travel choices, they address road safety and they are consistent with the delivery of the Worcestershire Transport Plan objectives.*



*B. Travel Plans will be required for all major developments. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport use through agreed targets and monitoring arrangements.*

*C. New development should have regard to the design criteria and principles set out in Manual for Streets, Worcestershire County Council's Local Transport Plan, and Worcestershire County Council's Highways Design Guide."*

2.5.4 SWDP4 sets out the Council's position on 'Providing Alternative Modes of Travel', being:

*"D. Priority will be given to improving public and community transport provision, walking and cycling infrastructure during the plan period. In accordance with policy SWDP 7, developments will be expected to contribute to the provision of sustainable transport infrastructure necessary to support them, either through direct investment in facilities or by financial contributions.*

*E. In order to promote more transport choice in rural areas, community transport and innovative transport projects, including those that promote the use of new vehicle technology, will be encouraged in conjunction with new development proposals.*

*F. All town centre development will need to show that the needs of alternative powered vehicles have been considered."*

2.5.5 SWDP4 sets out the Council's position on 'Transport Assessment Strategy', being:

*"K. Transport Assessments are required for all major developments and must be carried out as required by the Local Transport Plan and the following supporting policies and guidance:*

- i. Worcestershire Local Transport Plan 3 Development Control (Transport) policy.*
- ii. Worcestershire Local Transport Plan 3 Requirements for Transport Assessments and Statements.*
- iii. Worcestershire Local Transport Plan 3 Highways Design Guide."*

2.5.6 SWDP4 sets out the Council's position on 'Implementation', being:

*"L. Financial contributions from development towards transport infrastructure will be secured either through the Community Infrastructure Levy charging schedule or developer contributions as appropriate."*



## 2.6 Worcestershire County Council Local Transport Plan (LTP4) 2018-2030

2.6.1 Worcestershire County Council (WCC) is the local highway authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP). The fourth LTP was adopted in November 2017 and covers the period 2018-2030.

2.6.2 The WCC LTP4 sets out five objectives, being:

### **The Economic Objective**

*"To support Worcestershire's economic competitiveness and growth through delivering a safe, reliable and efficient transport network."*

### **The Environment Objective**

*"To limit the impacts of transport in Worcestershire on the local environment, by supporting enhancements to the natural environment and biodiversity, investing in transport infrastructure to reduce flood risk and other environmental damage, and reducing transport-related emissions of nitrogen dioxide, particulate matter, greenhouse gases and noise pollution. This will support delivery of the desired outcomes of tackling climate change and reducing the impacts of transport on public health."*

### **The Health and Safety Objective**

*"To contribute towards better safety, security, health and longer life expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel."*

### **The Equality Objective**

*"To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society."*

### **The Quality of Life Objective**

*"To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, for people, wildlife and habitats, conserving our historic built environment and preserving our heritage assets."*

2.6.3 The underlying theme of the LTP is to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.



## 3 Existing Conditions: Key Information from TA

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### 3.1 Site Location

3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

### 3.2 Accessibility by Walk

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

#### 3.2.2 National Travel Survey (2019)

3.2.2.1 The National Travel Survey (NTS) of 2019 confirms that 26% of **all** trips are undertaken on foot. However, for trips up to 1 mile (1.6km), over three-quarters of journeys are carried out on foot.

3.2.2.2 The NTS also sets out that, on average, people:

- (i) undertake 250 walk trips per year,
- (ii) walk a total of 205 miles per year,
- (iii) spend 17 minutes walking per trip.

Based on the total walk distance of 205 miles and 250 trips per year, this means that the average walk trip is about 0.8 miles (circa 1.3km).

#### 3.2.3 Manual for Streets

3.2.3.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is **not an upper limit** and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km."* (MfS para 4.4.1, AHA emphasis)



### 3.2.4 Walk Isochrones and Local Amenities

3.2.4.1 The CIHT provides guidance about journeys on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of 5 minutes, based upon typical normal walking speed. Figure 3.1 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, and taking account of the pedestrian infrastructure.

3.2.4.2 The walk isochrones presented in Figure 3.1 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.

3.2.4.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by footway. The walk isochrones presented in Figure 3.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.4.4 Indicated on Figure 3.1 are examples of local facilities near to the Site. Figure 3.1 shows that the following amenities are located within or just beyond an 800m walk of the Site:

- Travel: Bus stops,
- Education: Primary school,
- Community: Place of worship, community centre,
- Shopping: Convenience store, post office, ATM, newsagent,
- Health: Pharmacy,
- Leisure: Public house, playground.

3.2.4.5 Areley Kings Village Hall is located within a convenient walk of the Site. There is a wide range of activities held at the hall and these are summarised in Table 5.1 of the TA report.

### 3.2.5 Public Rights of Way

3.2.5.1 Figure 3.2 presents the existing Public Rights of Way (PROW) near to the Site. Footpath FP 545(C) is aligned through the application Site between Areley Common and Bridleway BW 547(C)/BW 46(C).



3.2.5.2 Bridleway 547(C) is aligned in a north-west direction from Longmore Hill through the application Site. To the north of FP 545(C), the bridleway is referred to as BW 46(C) and connects with Marlborough Drive, which is public highway. The bridleway can be used by cyclists and the route between Longmore Hill and Marlborough Drive is identified on the Worcestershire cycle map.

### **3.2.6 Walk Routes to School**

3.2.6.1 The nearest primary school to the Site is St Bartholomew's Church of England (C of E) Primary School on Princess Way. This is about a 750m walk from the centre of the Site. The most direct route to the primary school, involves:

BW 46(C) – Marlborough Drive – Redstone Lane – Princess Way.

3.2.6.2 Marlborough Drive is a residential cul-de-sac road serving about 25 properties. Marlborough Drive includes a sealed surface footway and lighting and the residential properties offer a degree of neighbourhood surveillance. This provides an environment conducive to walking.

3.2.6.3 The route between the application Site and St Bartholomew's C of E Primary School involves crossing Redstone Lane. The AHA traffic counts presented in Appendix B of the TA confirm that Redstone Lane does not carry high levels of traffic in the peak hours. Redstone Lane benefits from footway on both sides of the road and street lighting.

3.2.6.4 Princess Way is a residential road with sealed footways and lighting along both sides. Princess Way is fronted by residential properties and this offers neighbourhood surveillance. This provides an environment conducive to walking.

### **3.2.7 Proposed Walk Measures**

3.2.7.1 Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.

## **3.3 Accessibility by Cycle**

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.



### **3.3.2 National Travel Survey (2019)**

3.3.2.1 The NTS 2019 sets out that, on average, people:

- (i) undertake 16 cycle trips per year,
- (ii) cycle a total of 54 miles per year,
- (iii) spend 23 minutes cycling per trip.

Based on the total cycle distance of 54 miles and 16 trips per year, this means that the average cycle trip is 3.4 miles, which is just over 5km.

### **3.3.3 CIHT Guidance**

3.3.3.1 The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

*"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person."*(para 2.3)

### **3.3.4 Cycle Isochrones and Local Amenities**

3.3.4.1 The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The cycle isochrones presented in Figure 3.3 discounts footpaths which do not permit cyclists.

3.3.4.2 Figure 3.3 indicates the 2km and 5km cycle isochrones for the Site. Figure 3.3 highlights that all of Astley Cross, Areley Kings and The Walshes is within a 2km cycle ride. All of Stourport-on-Severn is within a 5km cycle ride of the Site.

### **3.3.5 Existing Cycle Infrastructure**

3.3.5.1 Figure 3.1 shows that there are a number of amenities on Areley Common that are located within or just beyond 800m of the Site. These amenities are well within a distance that can be completed by cycle. The route between the Site and the majority of village amenities will involve a cycle ride along Areley Common.

3.3.5.2 Areley Common is a single carriageway road, and is subject to a 30mph speed limit. There is no segregated cycle infrastructure within the village, and cycle trips are accommodated on the main carriageway.



3.3.5.3 The maximum recorded two-way AM and PM peak hour traffic flows on Areley Common (north of SJ3) comprise:

- AM Peak Hour: 210 vehicles,
- PM Peak Hour: 169 vehicles.

This confirms that existing peak hour traffic volumes on Areley Common are **low**.

3.3.5.4 Taking into account the volume of vehicles using Areley Common, it is considered that Areley Common is a suitable route for cycle trips.

### 3.3.6 Cycle Routes to Schools

3.3.6.1 The nearest primary school to the Site is St Bartholomew's C of E Primary School on Princess Way. This is about 750m from the centre of the Site, which would represent a distance that could be completed by cycle. The most direct route to the primary school, involves:

BW 46(C) – Marlborough Drive – Redstone Lane – Princess Way.

3.3.6.2 Bridleway 46(C) is available to be used by cyclists. Marlborough Drive, Redstone Lane and Princess Way are all residential roads, which carry relatively low levels of traffic and benefit from lighting. Taking into account the route between the Site and the nearest primary school, existing infrastructure and traffic levels, it is considered that the route is conducive to school cycle trips.

### 3.3.7 Proposed Cycle Measures

3.3.7.1 Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

## 3.4 Accessibility by Public Transport

### 3.4.1 Existing Bus Stops & Routes

3.4.1.1 There is a frequent bus service operating near to the Site. Service No 3, by Diamond Buses, operates on a circular route starting and ending in Kidderminster and calling at stops in Astley Cross and Stourport-on-Severn. The service frequency is every 20 minutes Monday to Saturday daytime. There are additional services operating along Redstone Lane and Areley Common, on a less frequent basis.



3.4.1.2 Figure 3.1 identifies the locations of existing bus stops in the vicinity of the Site. There are 2no bus stops located on Redstone Lane, close to the junction with Areley Common and Red House Road. These are within a 400m walk of the Site.

### 3.4.2 Bus Services & Frequencies

3.4.2.1 Table 3.1 summarises the scheduled bus services operating near to the Site, and the frequency of service.

3.4.2.2 The existing bus services summarised in Table 3.1 offer travel to a range of destinations including Areley Kings, Stourport-on-Severn, Birchen Coppice, Kidderminster and Worcester.

3.4.2.3 The first and last buses to Stourport-on-Severn, Kidderminster and Worcester are:

SERVICE	TO STOURPORT		TO KIDDERMINSTER		TO WORCESTER	
	FIRST	LAST	FIRST	LAST	FIRST	LAST
3	0558	2118	0558	2118	-	-
294	1707	1815	1707	1815	0736	1656
296	0859	1507	-	-	0952	1552

3.4.2.4 The first and last buses from Kidderminster, Stourport on Severn and Worcester are:

SERVICE	FROM STOURPORT		FROM KIDDERMINSTER		FROM WORCESTER	
	FIRST	LAST	FIRST	LAST	FIRST	LAST
3	0553	2113	0540	2100	-	-
294	0727	1649	1705	1630	1633	1740
296	0933	1533	-	-	0825	1433

3.4.2.5 These services coincide with typical workplace start and finish times. This means that residents of the Site have genuine opportunity to complete commuting journeys to/from Stourport-on-Severn, Kidderminster and Worcester by bus.

3.4.2.6 Typical bus journey times are:

SERVICE	DESTINATION	JOURNEY TIMES (mins)
3	Areley Kings (opp Abberley Avenue)	5
	Stourport-on-Severn (High Street)	10
	Near Stourport-on-Severn High School	10-11
	Birchen Coppice (Walter Nash Road East)	16
	Kidderminster	22
294	Stourport-on-Severn	7



	Kidderminster	26
	Worcester	37-42
296	Stourport-on-Severn	7
	Worcester	36

3.4.2.7 The existing bus services operating in the vicinity of the Site offer a good level of frequency and a range of destinations.



## 4 Objectives & Outcomes

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4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in Chapter 1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.



## 5 Targets & Indicators

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5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

<b>Specific</b>	there must be no ambiguity in the output,
<b>Measurable</b>	the policy target(s) can be set against directly observable output(s),
<b>Achievable</b>	the policy must be feasible,
<b>Realistic</b>	target should be within reasonable bounds and not too optimistic,
<b>Time bound</b>	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

### 5.3 Benchmarking: Census Data

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

### 5.4 Census Data

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/Borough is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:



- Wyre Forest (District),
- Areley Kings (ward).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- A portion of the Site is within Wyre Forest district which provides the overall Borough context,
- Areley Kings: Part of the Site is situated in Areley Kings ward which falls under Wyre Forest district. The remainder of the Site is situated in Baldwin ward which falls under Malvern Hills district and covers a large predominantly rural area extending beyond Astley Cross. However, the residential areas of Astley Cross in the immediate vicinity of the Site are in Areley Kings ward. Therefore, it is considered most appropriate to use data for Areley Kings ward for determining the likely journey to work modal split of residents of the proposed development.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 5.1.

## 5.5 Residents Travelling From The MSOA/District

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 5.1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 5.1 identifies the following key information:

Car driver:	73.5% of Areley Kings ward journeys to work, and lower for Wyre Forest as a whole (70.4%),
Car passenger:	6.8% of Areley Kings ward journeys, and lower for Wyre Forest as a whole (6.2%),
'Car driver + car passenger':	80.3% of Areley Kings ward journeys to work, and lower for Wyre Forest as a whole (76.6%),



Cycle:	low for Areley Kings ward being 1.2% and higher for Wyre Forest as a whole (1.7%),
Walk:	6.3% of Areley Kings ward journeys and higher in Wyre Forest as a whole (9.7%),
Bus:	higher for Areley Kings ward journeys (4.8%), than for Wyre Forest as a whole (1.9%),
Train:	1.2% of Areley Kings ward journeys and higher in Wyre Forest as a whole (2.5%),
Working from Home:	lower in Areley Kings ward (4.1%) than in Wyre Forest as a whole (5.7%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Areley Kings ward and Wyre Forest as a whole, highlights that:

- A higher percentage of people living in Areley Kings ward drive to work than people living in Wyre Forest as a whole,
- Bus and car passenger are the most popular sustainable mode of travel to work at ward level.
- Rail, cycle and walk all less popular modes of travel to work at ward level than district level.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

## 5.6 Trip Rates

5.6.1 The trip rates adopted in the TA are:

<b>TIME</b>	<b>ARRIVALS</b>	<b>DEPARTURES</b>	<b>2-WAY</b>
0800-0900	0.138	0.369	0.507
1700-1800	0.338	0.182	0.520.



## 5.7 Trip Generation

5.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application of up to 145 dwellings, there is estimated to be 74 vehicle movements (2-way) in the AM peak hour.

## 5.8 TP Target Methodology

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school.

5.8.4 The approach/philosophy adopted for the TP target setting is to:

- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),
- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

## 5.9 TP Residential Target

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 145 dwellings.



- 5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 145 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 145 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 145, then the Framework TP target may not be sufficiently challenging.
- 5.9.3 The approach agreed within the Framework TP is to set the TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.
- 5.9.4 Furthermore, a practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.
- 5.9.5 The residential TP target is set as **maximum AM peak hour 2-way vehicle trip rate of 0.456 vehicles/hour/dwelling.**
- 5.9.6 The explanation of how this is derived is as follows:
- 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development is 0.507 vehicles/hour/dwelling: this represents the 'business as usual' situation,
  - Apply reduction factor of 10% to the 2-way peak hour trip rate of 0.520, ie  $0.9 \times 0.507 = 0.456$ ; the Framework TP target 2-way peak hour vehicle trip rate.
- 5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum peak hour 2-way vehicle trip rate of 0.456 vehicles/hour/dwelling.
- 5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 145 dwellings:



- TP target for residential:  $0.456 \times 145$  dwellings = 66 vehicles (total 2-way) in AM peak hour,
- The TA estimates of peak hour traffic (total 2-way) generated by the proposed 145 dwellings (and that is used in all the TA modelling of junctions) are 74 vehicles in the AM peak hour,
- Hence, the TP target represents a reduction of 8 vehicles in the AM peak hour.

5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a significant reduction in the AM peak hour.

5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

## 5.10 Timescale

5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

## 5.11 Indicators

5.11.1 TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.



## 6 Management Strategy

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### 6.1 Over-Arching Strategy

6.1.1 For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

### 6.2 Pre-Occupation

6.2.1 PPG highlights that:

*"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation."* (Reference ID: 42-003-20140306)

### 6.3 Travel Plan Co-Ordinator (TPC)

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,
- Email contact details,
- Date of taking up post.



- 6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:
- Manage the implementation of measures set out in the Framework TP,
  - Collect data and other information relevant to the implementation and future monitoring of the TP,
  - Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
  - Set up appropriate management arrangements, eg contact arrangements with local authority.
- 6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.
- 6.3.7 In general terms, the duties of the TPC include:
- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
  - Arranging questionnaire Travel Surveys and statistical analysis of findings,
  - Arranging other travel/monitoring surveys,
  - Monitoring and review of TP,
  - Preparation of annual Monitoring & Review report for submission to the Council,
  - Liaison with the residents, local authority and other key stakeholders.
- 6.3.8 More specifically, the TPC responsibilities include inter alia:
- Day to day operation of the TP,
  - Maintaining all public transport and database records up-to-date,
  - Promotion of car sharing & ongoing promotion of the car share scheme,
  - Liaison with local public transport operators,
  - Promotion of bus and rail travel,
  - Promotion of walking and cycling to work,
  - Liaison with the local authority,
  - Liaison with residents of the development, including for example promotional activities,
  - Undertaking and analysing questionnaire Travel Surveys,
  - Monitoring car and cycle usage,
  - Preparing and maintaining information/promotional material for the TP,
  - Managing TP social media,
  - Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.



- 6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

## **6.4 Financial Arrangements**

- 6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).
- 6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

## **6.5 Community Interaction**

- 6.5.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.



## 7 Measures to Encourage Sustainable Travel

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### 7.1 Walk

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the masterplan layout; the details will be the subject of reserved matters approval from the Council.
- 7.1.3 Figure 3.1 shows that there is a cluster of amenities on Areley Common, which are located within or just beyond 800m of the centre of the application Site. These amenities are within a convenient walk distance for residents of the proposed development. The most direct route between the Site and these amenities is along Areley Common.
- 7.1.4 There is continuous sealed surface footway, and lighting, along the east side of Areley Common between the Site and the local amenities. However, the footway between the proposed Site access and Redstone Lane, representing a distance of about 90m, is typically about 1.0m wide. It is proposed that this section of footway is widened to provide a minimum footway width of 2.0m and an additional lighting columns are introduced. The widening of the footway along Areley Common is subject to confirmation that the grass verge sections are within the control of the highway authority. The proposed footway improvements are identified on Drg No 1510/01/E.
- 7.1.5 Bridleway 546(C) is aligned through the application Site and connects with Marlborough Drive, which is public highway. At present, BW 546(C) is at a slightly lower level to Marlborough Drive and there are steps at the northern end of BW 546(C). Subject to confirmation of land availability, the applicant proposes to regrade BW 546(C) so that it forms an at-grade connection with Marlborough Drive. The applicant also proposes to widen and re-surface BW 546(C) through the application Site so that it is 3.0m wide.

### 7.2 Cycle

- 7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
- 7.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.
- 7.2.3 Bridleway 546(C) is aligned through the application Site and connects with Marlborough Drive, which is public highway. At present, BW 546(C) is at a slightly lower level to Marlborough Drive and there are steps at the northern end of BW 546(C). Subject to confirmation of land availability,



the applicant proposes to regrade BW 546(C) so that it forms an at-grade connection with Marlborough Drive to assist cycle users. The applicant also proposes to widen and re-surface BW 46(C) through the application Site so that it is 3.0m wide.

7.2.4 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters application.

7.2.5 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.6 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.7 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.

### **7.3 Public Transport**

7.3.1 As set out in Chapter 3, there are two bus stops on Redstone Lane near to the junction with Areley Common (refer Figure 3.1).

7.3.2 The applicant proposes to make the following financial contributions towards public transport enhancement:

- |  |          |
|--|----------|
| (i) Real time information at bus stops in Areley Common: | £30,000  |
| (ii) Community Transport:                                | £30,000. |

7.3.3 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.



## 7.4 Car Share

- 7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.
- 7.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, Liftshare, a well-established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Stourport-on-Severn, and indeed residents at other locations that may share a route for journey to work with residents of the development.
- 7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.
- 7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:
- A car share scheme is to be promoted to residents;
  - Information about this scheme is to be included in Induction Packs;
  - The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.
- 7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

## 7.5 Electric Vehicles

- 7.5.1 To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of a 32Amp single phase electrical supply that will allow for the future inclusion of an individual electric car charging point for each property.



## **7.6 Work at Home**

- 7.6.1 The 2011 Census data records that 4.1% of employed residents in Areley Kings ward at home.
- 7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.
- 7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

## **7.7 Behavioural Strategies**

- 7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.
- 7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.
- 7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.
- 7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).
- 7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.



## 7.8 Summary

- 7.8.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.



## 8 Marketing Strategy

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- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
  - Promote individual measures and initiatives,
  - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
  - Occasional promotional initiatives,
  - Residents Induction 'Travel Pack',
  - Website/social media.
- 8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.
- 8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
  - TPC: description of role and contact details,
  - Walk: health benefits of walking,
  - Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
  - Public Transport: information about bus and rail services,
  - Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,



- Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

## 8.7 Social Media

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well-established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc,
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc,
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.



- 8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.
- 8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.



## 9 Monitoring & Review

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- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
  - Assesses the effectiveness of the TP measures and provides opportunity for review,
  - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the morning peak hour vehicle trip generation of the residential development,
  - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
- 9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 9.8 The initial travel surveys will:
- Be the vehicle traffic counts during the AM peak hour,
  - Be undertaken at the development access,



- Establish the baseline travel characteristics of the residential development,
- Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).

9.9 Subsequently, AM peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

9.10 The residential questionnaire travel surveys will be undertaken:

- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
- Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.

9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents' work journey distance and/or location,
- Travel mode choice,
- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

9.13 Data collected from all the surveys will comply with the data protection regulations. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.



- 9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
  - A schedule of meetings held throughout the year, and other key contact information,
  - A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
  - A record of promotional activities,
  - Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.



## 10 Action Plan & Budget

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- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum AM peak hour 2-way vehicle trip rate of 0.456vehicles/hour/dwelling.**

### 10.2 Action Plan

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

#### **Prior to occupation:**

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus and rail operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC.

#### **Upon occupation and subsequently:**

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg bike buddy scheme, etc;

#### **Within 3 months of occupation of 50 houses:**

- AM peak hour vehicle traffic count survey at the development access to be undertaken and subsequently analysed,



**Within 1 month of first year's anniversary of first occupation:**

- TPC to prepare and submit Annual Monitoring & Review report to Council,

**Within 9 months of occupation 50 houses:**

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

**Annually, within 1 month of anniversary of first occupation:**

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent **traffic count surveys** as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential **questionnaire travel surveys:**

- Biennially until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

## 10.3 Funding/Budget

10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3 In practice, if there is more than a single residential developer, then:



- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

## 10.4 Summary

10.4.1 Table 10.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.



## 11 Conclusions

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- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 11.2 This Framework TP report is prepared to support the current outline planning application for up to 145 dwellings. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: **maximum AM peak hour 2-way vehicle trip rate of 0.456 vehicles/hour/dwelling.**
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

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## Tables

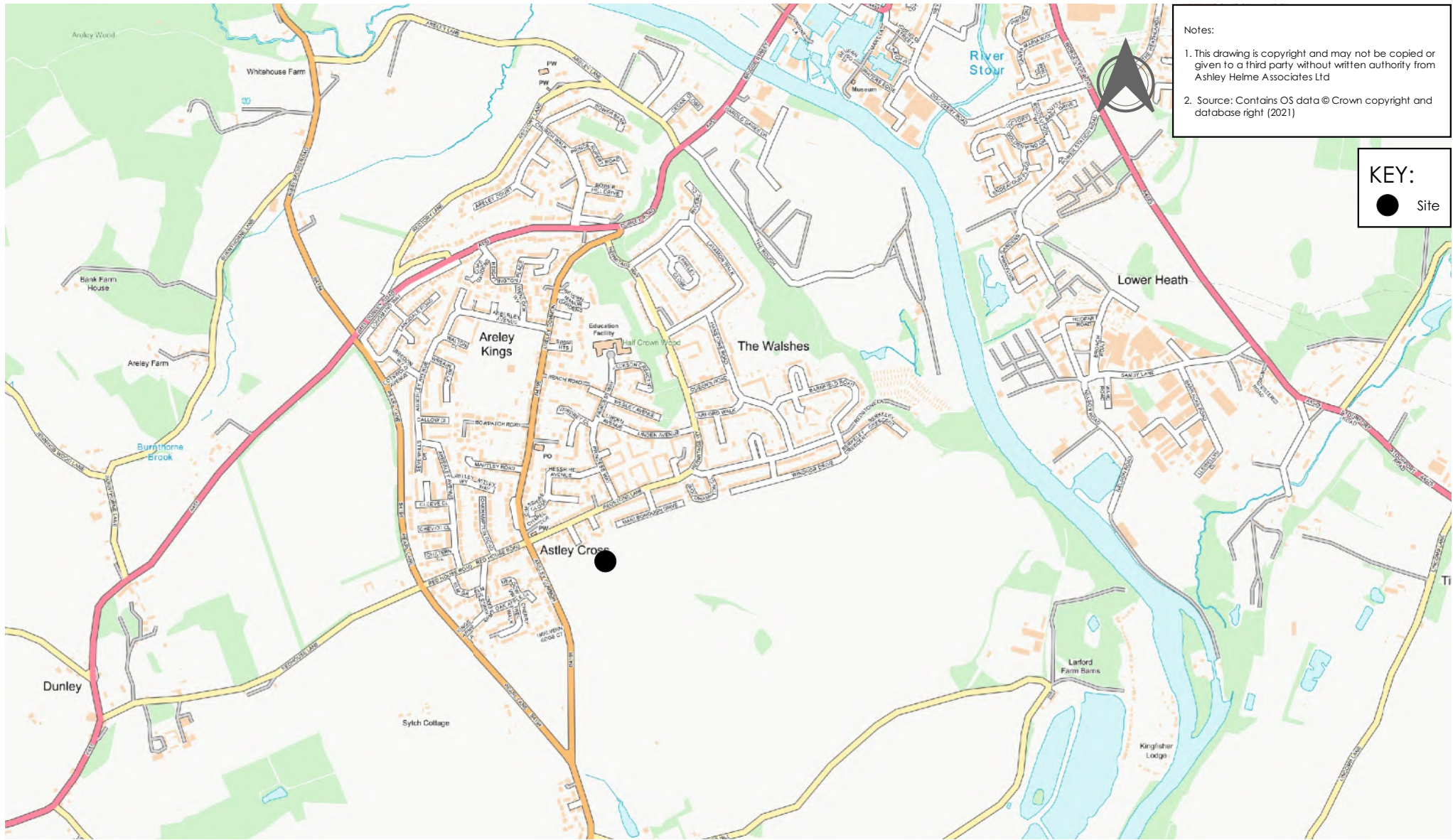
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## Figures

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KEY:  
 ● Site

Project:  
 ARELEY COMMON, ASTLEY CROSS

Title:  
 LOCATION PLAN

FIGURE 1.1

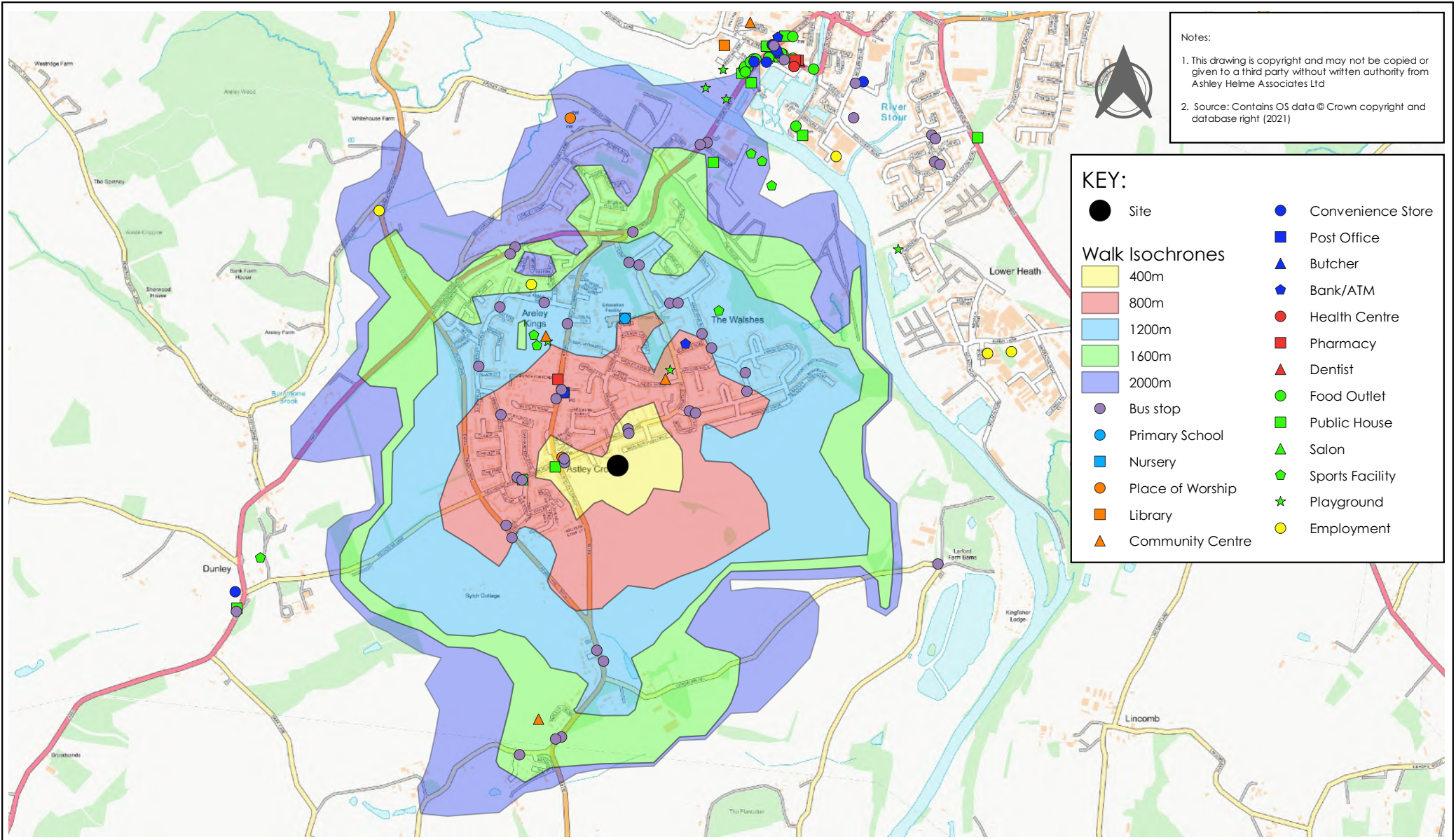
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 GLADMAN DEVELOPMENTS

Date:  
 NOVEMBER 2021

Scale:  
 NTS



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**KEY:**

● Site	● Convenience Store
■ Post Office	▲ Butcher
▲ Bank/ATM	● Health Centre
● Pharmacy	▲ Dentist
● Food Outlet	● Public House
▲ Salon	● Sports Facility
● Playground	● Employment
● Bus stop	
● Primary School	
■ Nursery	
● Place of Worship	
■ Library	
▲ Community Centre	

**Walk Isochrones**

■ 400m
■ 800m
■ 1200m
■ 1600m
■ 2000m

Project:  
ARELEY COMMON, ASTLEY CROSS

Title:  
WALK ISOCHRONES AND AMENITIES

FIGURE 3.1

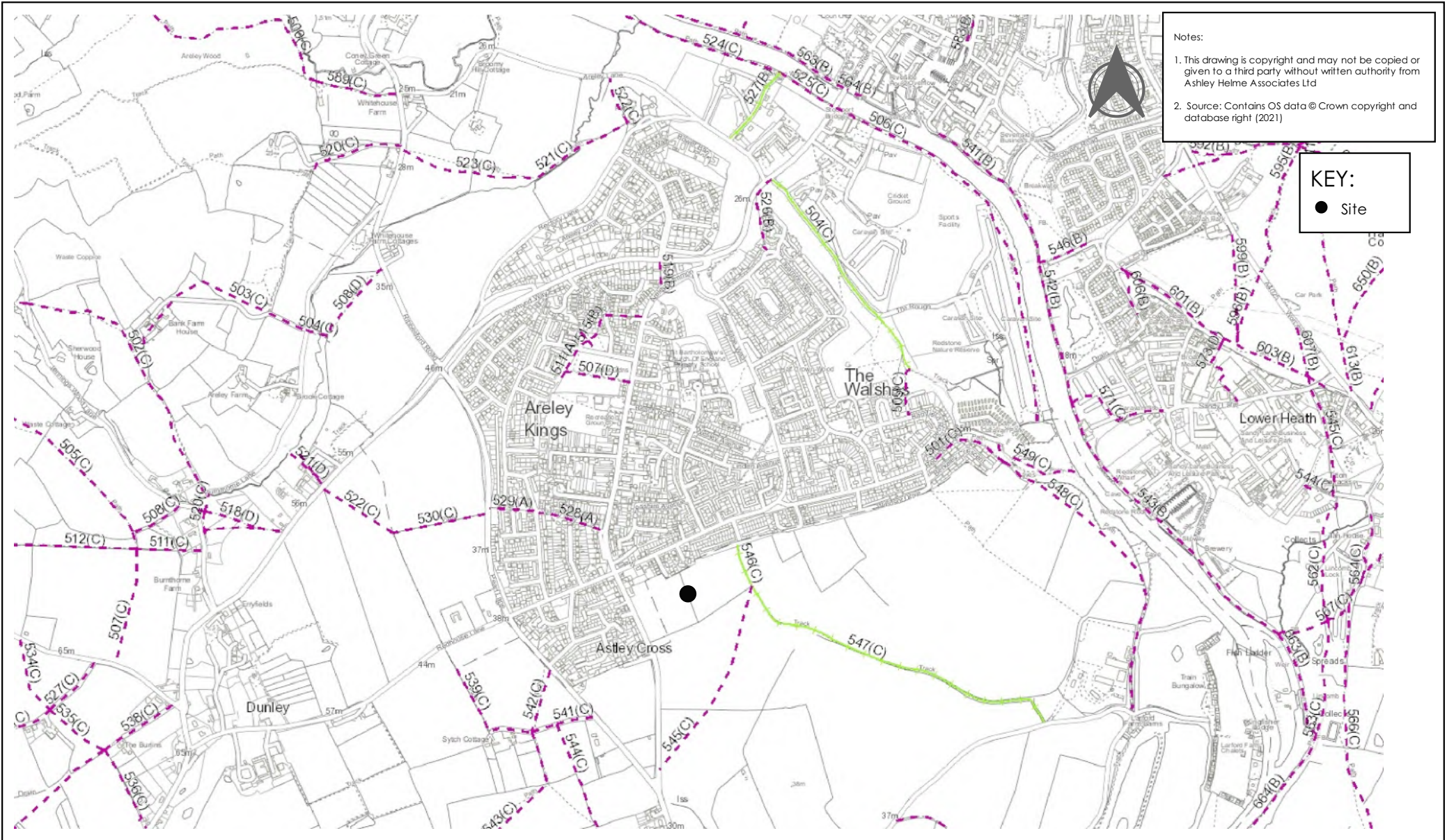
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**KEY:**  
 ● Site

Project:  
 ARELEY COMMON, ASTLEY CROSS

Title:  
 PUBLIC RIGHTS OF WAY

FIGURE 3.2

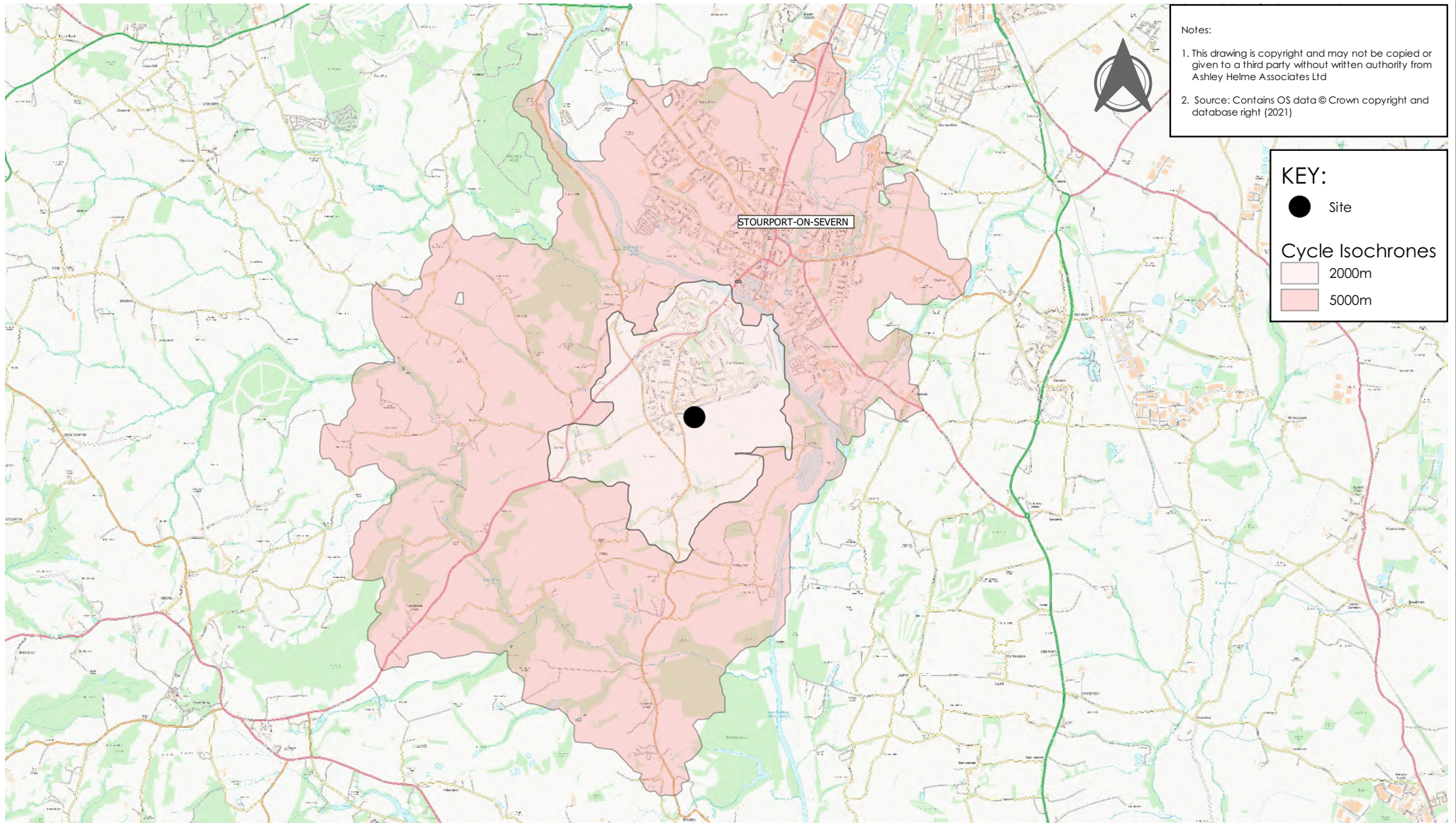
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**KEY:**

- Site

**Cycle Isochrones**

- 2000m
- 5000m

Project:  
ARELEY COMMON, ASTLEY CROSS

Title:  
CYCLE ISOCHRONES

FIGURE 3.3

Client:  
GLADMAN DEVELOPMENTS

Date:  
NOVEMBER 2021

Scale:  
NTS



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## Tables

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BUS NUMBER	ROUTE	FREQUENCY			OPERATOR
		MONDAY-SATURDAY		SUN	
		DAY	EVE		

Services calling on Redstone Lane (within 400m of Site, a 5 minute walk)					
3	Kidderminster – Areley Kings – Kidderminster (circular)	20 mins <sup>[1]</sup>	4 trips	60 mins	DB
294	Worcester – Hallow – Stourport - Kidderminster	4 trips <sup>[2]</sup>	-	-	AC
296	Worcester – Hallow – Stourport - Bewdley	8 trips <sup>[3]</sup>	-	-	AC
Services calling on Areley Common, near Post Office (within 800m of Site, a 10 minute walk)					
213	Stourport – Astley Burf (Circular)	2 trips <sup>[4]</sup>	-	-	DR

Notes:

1. Source [www.traveline.info](http://www.traveline.info)

Key:

DB Diamond Bus

AC Astons Coaches

DR Wyre Forest Dial a Ride

Notes:

1. Service calls at stop on south side of Redstone Lane (adj Astley Cross). 1 trip at 07:44 departs from Stourport-on-Severn and not Kidderminster bus station,

2. 2 trips in the direction of Kidderminster in PM and 2 trips in the direction of Worcester, 1 in AM and 1 in PM,

3. 4 trips in each direction.

4. 1 trip in the AM and 1 trip in the PM, on Fridays only

**Table 3.1 Bus Services & Frequencies**

DISTRICT	WARD	TOTAL		WORK AT HOME		TRAM etc.		TRAIN		BUS		MOTOR CYCLE		CAR DRIVER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wyre Forest		46339	100	2623	5.7	31	0.1	1176	2.5	866	1.9	398	0.9	32636	70.4
Wyre Forest	Areley Kings	2474	100	102	4.1	1	0.0	29	1.2	119	4.8	30	1.2	1818	73.5

(cont)

DISTRICT	WARD	TOTAL		CAR PASSENGER		TAXI		CYCLE		WALK		OTHER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wyre Forest		46339	100	2855	6.2	219	0.5	794	1.7	4499	9.7	242	0.5
Wyre Forest	Areley Kings	2474	100	168	6.8	9	0.4	30	1.2	157	6.3	11	0.4

Notes:

1. Source: 2011 Census

**TABLE 5.1**

**TRAVEL TO WORK (RESIDENT POPULATION)  
EMPLOYED PERSONS AGE 16-74**

ITEM	MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/BUDGET
Public Transport	Provision of bus timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
	Introduce low floor kerbs at the westbound stop on Redstone Lane near to junction with Areley Common	Prior to first occupation	Developer/LPA	Developer funding
	Upgrade eastbound bus stop on Redstone Lane near Princess Way to provide a shelter (likely to be cantilever) with low floor kerb access and seating/lighting.	Prior to first occupation	Developer/LPA	Developer funding
Walk/Cycle	TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding
	Widen footway to provide minimum 1.5m and an additional lighting column on east side of Areley Common in vicinity of Site access towards junction with Redstone Lane (SUBJECT TO CONFIRMATION OF OWNERSHIP OF GRASS VERGES)	Prior to first occupation	Developer/LPA	Developer funding
	Regrade Bridleway 46(C) so that it forms an at-grade connection with Marlborough Drive. Widen and re-surface Bridleway 46(C) through the application Site so that it is 3.0m wide.	Prior to first occupation	Developer/LPA	Developer funding
Car Share	Worcestershire Liftshare arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Management	Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
	TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time
	Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding

TABLE 10.1

RESIDENTIAL TP ACTION PLAN SUMMARY

Monitoring and Review	Provisional date for AM peak hour vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/sales team	TPC/sales staff time
	AM peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 80 houses. Annually until 5 years after first occupation	TPC	TPC staff time/Developer funding
	Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding
	Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 80 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
	Ongoing monitoring of TP indicators	Start within 9 months of occupation of 80 houses,	TPC	TPC staff time/ Developer funding
Promotion and Marketing	Resident Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
	TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
	Induction meeting for sales staff	Prior to first occupation & ongoing	TPC	TPC staff time
	Each household to be issued with Induction pack	Upon first occupation	TPC/sales team	Developer funding
	Promotional activities to residents by a variety of means	Upon first occupation & ongoing	TPC	TPC staff time/Developer funding

**TABLE 10.1**

**RESIDENTIAL TP ACTION PLAN SUMMARY**