



**GILLINGHAM STRATEGIC SITE ALLOCATION,  
NORTH DOREST**

**FRAMEWORK TRAVEL PLAN**

**Client: South Gillingham Consortium**



**i-Transport**

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i-Transport Ref: BT/RH/EF/ITB4057-203A R

Date: 1 November 2017

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## QUALITY MANAGEMENT

Report No.	Comments	Date	Author	Authorised
ITB4057-203 R	Draft	06/10/17	EF	BT
ITB4057-203A R	Final	1/11/17	EF	BT

File ref: T:\Projects\4000 Series Project Numbers\4057\ITB Ham Farm, Gillingham, Dorset\Admin\Report &  
TN\ITB4057-203A R Framework Travel Plan

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## **SECTION 1 INTRODUCTION**

### **1.1 Background**

- 1.1.1 The South Gillingham Consortium has appointed i-Transport LLP to provide transport and highways advice in relation to a strategic residential led mixed-use (including up to 1,800 homes, a primary school, a neighbourhood centre as well as community facilities and public open space) on land to the south of Gillingham. A site location plan is provided at Figure 1.1.
- 1.1.2 The strategic allocation is set out under Policy 21 within North Dorset District Council's (NDDC) adopted Local Plan Part 1 (adopted January 2016) for a sustainable and high quality mixed-use development.
- 1.1.3 Policy 21 states a Master Plan Framework (MPF) should be prepared for the whole of the Gillingham Strategic Site Allocation (SSA) to ensure that the site will be developed in a comprehensive and coordinated manner and will form the main policy basis for determining any subsequent planning applications on the site.
- 1.1.4 The primary purpose of the Framework Travel Plan (FTP) is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives for the development proposal set out in the MPF, including walking, cycling, public transport and tele-commuting, in connection with both the proposed and existing developments within Gillingham and through this to thereby reduce the demand for travel by less sustainable modes of travel.

### **1.2 Policy Context**

#### National Planning Policy Framework (NPPF)

- 1.2.1 The National Planning Policy Framework (March 2012) sets the policy background for the development of Travel Plans. Paragraphs 35 and 36 state that plans should protect and exploit opportunities for the use of sustainable transport modes. A key tool to facilitate this will be a Travel Plan and all developments that generate significant amounts of movement should be required to provide a Travel Plan. The sustainable travel objectives include the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote walking, cycling and public transport use as alternatives to the private car.

### National Planning Practice Guidance (NPPG)

- 1.2.2 The web-based National Planning Practice Guidance (NPPG) brings together planning guidance for England across all disciplines in an accessible way as well as to provide a clear link between guidance and the aims and objectives of the NPPF. The PPG sets out the importance and requirements for Travel Plans and states:

**“The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.”**

- 1.2.3 The now cancelled Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009) sets out the key principles and mechanisms to help secure effective travel plans. It outlines the policy framework for securing travel plans and sets out ways of ensuring the responsibilities for implementing and managing the travel plan are handled effectively after the grant of planning permission. It also provides guidelines on targets and indicators, and describes the important role of monitoring travel plans.

### Local Policy

#### *Dorset Local Transport Plan 3 2011-2026*

- 1.2.4 Dorset Local Transport Plan 3 was adopted in April 2011 and sets out the 15-year strategy, which outlines the long-term vision for how the transport network will be developed over the next 15 years. Part of DCC’s strategy to achieving it transport vision is to ensure the promotion of sustainable travel through smarter modal choices and implementation of a Travel Plan for development that may have significant impact on the transport network.

- 1.2.5 Policy LTP F-1 Active Travel outlines:

**“To encourage more sustainable travel patterns and modal shift to low carbon travel modes, a long term co-ordinated, integrated package of targeted Smarter Choices measures will be pursued. This will seek to inspire positive travel choices and raise travel awareness of public transport, active travel and smarter choices alternatives to car use, and their associated wider benefits to society including health and the environment.”**

1.2.6 Policy LTP F-2 Transport Assessments and Travel Plans state:

**“Requirements for Transport Assessments and Travel Plans will be applied through Local Development Documents for all planning applications for development that may have significant impacts on the transport network. These should consider potential impacts on all modes of transport, including walking and cycling, the safety of all users, and impacts on the environment (including CO2 emissions). Travel Plans should clearly set out measures to reduce single occupancy car use, management arrangements, and quantitative targets and monitoring.”**

1.2.7 The production of a FTP therefore accords with national and local policy and the vision and aims of the Dorset LTP 3.

1.2.8 The Travel Plan has been developed in accordance with Dorset County Council’s ‘Travel Plans in Dorset’ supplementary planning guidance, March 2004.

1.3 **Structure**

1.3.1 The remainder of this Framework Travel Plan is structured as follows:

- Section 2 – Objectives and Benefits;
- Section 3 – Existing Conditions and Travel Patterns;
- Section 4 – Site Layout and Infrastructure Measures;
- Section 5 – Site Wide Travel Plan Management;
- Section 6 – Residential Uses;
- Section 7 – Local Centre Uses;
- Section 8 – Primary School;
- Section 9 – Targets;
- Section 10 – Monitoring;
- Section 11 – Town Wide Smarter Choice Initiatives; and
- Section 12 – Summary.

## **SECTION 2 OBJECTIVES AND BENEFITS**

### **2.1 Site Wide Objectives**

2.1.1 This Framework Travel Plan sets out a overarching sustainable transport strategy for all the proposed uses within the development. In line with the national and local guidance, the headline aims for this plan will be as follows:

- To reduce the number of single occupancy car journeys to the development (compared to a development without a travel plan in place); and
- To improve accessibility to the site by non-car modes of transport.

2.1.2 The plan will have the follow additional objectives:

- To manage parking demand across the development;
- To support a range of sustainable transport alternatives to provide future residents, pupils, parents, visitors and staff of the school and community facilities with options for travel to/from the site;
- To develop an awareness of the options for sustainable travel to and from the site amongst residents and pupils, parents, visitors and staff;
- To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes; and
- To minimise the impact of car based travel to the site on the local strategic highway network and environment.

### **2.2 Benefits**

2.2.1 The development of a Travel Plan has a number of benefits for future residents. Pupils, parents, employees and visitors to the site, as well as to the local community and other surrounding environment.

#### Residents, Pupils, and Parents

- Improve health and fitness through increased levels of walking and cycling;

- Increased travel flexibility offered through wider travel choices;
- The social aspect of sharing transport with others; and
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures reduced.

#### Employees

- The Travel Plan will help reduce the cost of travel to work for staff and may, for certain staff, bring about savings in travel time by offering a wider choice of travel modes;
- The Travel Plan will increase staff satisfaction and benefit staff retention by improving ease of travel to work and by providing associated travel related staff benefits;
- Staff will benefit from a healthier lifestyle through improved opportunities to build exercise into their daily routine as well. A wider choice of modes of transport for travel to work can also help to reduce stress levels amongst staff; and
- The Travel Plan will provide greater convenience to staff in terms of travel choice and information availability.

#### Visitors

- The Travel Plan will provide greater convenience to visitors in terms of travel choice and information availability.

#### Local Community and Environment

- 2.2.2 The sustainable transport strategy for the development proposal and the infrastructure proposed will benefit existing residents in Gillingham. It will improve pedestrian and cycle links between the existing urban area and the site, allowing for wider access to the local services and facilities.
- 2.2.3 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:

- The impact of the development on the local environment will be lessened, in terms of reducing congestion, noise and atmospheric pollution created by vehicle trips to and from the site; and
- A reduction in vehicular movements to and from the site will reduce pollution levels and contribute to a reduction in traffic flows within Gillingham town centre. This will contribute to both local air quality management and national climate change reduction targets.

2.2.4 Overall, it is anticipated that the Travel Plan, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

## **SECTION 3      EXISTING CONDITIONS AND TRAVEL PATTERNS**

### **3.1      Introduction**

- 3.1.1 This section of the FTP sets out the existing local travel patterns and describes the existing accessibility of the site by walking, cycling and public transport.

### **3.2      Site Location**

- 3.2.1 The SSA comprises the Park Farm land to the east of the B3081 Shaftsbury Road, the Ham Farm land to the west of the B3081, the Lodden Lakes site to the east of the B3092 New Road and the Newhouse Farm located north east of the B3092 New Road/Cole Street Lane junction. A site location plan is provided at Figure 1.1.

### **3.3      Travel Patterns**

- 3.3.1 Journey to work data contained within the 2011 Census has been reviewed to identify the existing destinations for employment journeys. North Dorset middle layer super output area (MSOA) ref: 001 has been used. This area encompasses the majority of the Gillingham built up area and is therefore comparable to the development in terms of location. The Ham residential area is excluded from this MSOA.
- 3.3.2 Table 3.1 overleaf summarises the work destinations (excluding those that work at home) for residents of this MSOA.

**Table 3.1: Journey to Work Destinations (excluding Work from Home) – North Dorset Middle Layer Super Output Area Ref: 001 Residents (All Modes)**

Destination	% of Trips
Gillingham (including Milton-on-Stour / Peacemarsh; Excluding Ham)	36.4%
Shaftesbury	9.6%
Wiltshire (Other)	7.3%
North Dorset (Other)	6.7%
Sturminster Newton / Marnhull / Stalbridge	4.6%
Wincanton	3.7%
Yeovil	2.6%
Salisbury City	2.5%
Mere	2.3%
South Somerset (Other)	1.8%
East Dorset	1.8%
Blandford Forum	1.7%
Templecombe / Milbourne Port	1.7%
Mendip	1.5%
Sherborne	1.5%
West Dorset	1.4%
London	1.4%
Bruton	0.9%
Warminster	0.8%
Stour Row	0.6%
Frome	0.4%
East and West Stour	0.4%
Bourton	0.3%
Other	8.2%
<b>Total</b>	<b>100.0%</b>

Source: 2011 Census

- 3.3.3 Table 3.1 demonstrates that Gillingham has a relatively high level of containment with some 36% of local residents both living and working in Gillingham. An additional 16% also work elsewhere within North Dorset, of which some 10% work in Shaftesbury and 5% in and around Sturminster Newton. Approximately 7% work in the surrounding rural hinterland within Wiltshire to the north of Gillingham. The remaining workplace destinations are relatively dispersed with a further 4% of residents working in Wincanton, 3% in Yeovil, and 2-3% in both Salisbury City and Mere.

- 3.3.4 The modal split for North Dorset MOSA ref: 001 residents' journey to work is summarised in Table 3.2.

**Table 3.2: North Dorset Middle Layer Super Output Area Ref: 001 Residents – Journey to Work Modal Split**

Mode	Percentage
Car Driver	68.6%
On Foot	17.9%
Car Passenger	5.5%
Bicycle	2.4%
Bus	0.7%
Motorcycle	1.2%
Taxi	0.1%
Train	3.5%
Other	0.0%
<b>Total</b>	<b>100.0%</b>

Source: 2011 Census

- 3.3.5 Table 3.2 demonstrates that the main mode of travel for journeys to work for residents of North Dorset 001 is car (driver and passenger) which accounts for 86.5% of all journeys to work. A further 17.9% walk to work, with cycling accounting for approximately 2.4%. Journeys by public transport by rail and bus are low at 3.5% and 0.7% respectively.

- 3.3.6 The modal split for those people that work in North Dorset MSOA ref: 001 is summarised in Table 3.3.

**Table 3.3: North Dorset Middle Layer Super Output Area Ref: 001 Employees – Modal Split**

Mode	Percentage
Car Driver	67.1%
On Foot	20.3%
Car Passenger	5.4%
Bicycle	3.6%
Bus	0.9%
Motorcycle	1.0%
Taxi	0.1%
Train	1.6%
Other	0.1%
<b>Total</b>	<b>100.0%</b>

Source: 2011 Census

- 3.3.7 Table 3.3 demonstrates that the main mode of travel for journeys to work for North Dorset MSOA ref: 001 employees is by car (driver and passenger), which accounts for 72.5% of all journeys to work. A further 20% walk to work, with cycling accounting for approximately 4%. Bus and rail usage are low, with the combined proportion for both just over 2% of the total number of journeys.

### **Walking and Cycling**

- 3.3.8 The local highway network in the vicinity of the site provides a range of pedestrian and cycling provision.
- 3.3.9 The footway on the B3081 Shaftesbury Road commences immediately south of the existing Park Farm Roundabout, with the footway on the eastern side extending as far as the existing bus lay-by. At the roundabout, there is tactile paving and pedestrian refuge islands on all arms providing safe crossing points. The existing eastern arm of the Park Farm Roundabout, serving Kingsmead Business Park, provides 2.0m wide footways on both sides of the carriageway as far as the site boundary.
- 3.3.10 Continuing northwards, there are typically footways on both sides of the B3081 Shaftesbury Road towards Gillingham town centre. The footways generally vary between 1.2m and 2.0m in width and is therefore sufficient to accommodate a wheelchair or pushchair, or for two pedestrians to pass each other for the majority of its length.
- 3.3.11 The B3081 Shaftesbury Road forms a series of signalised junctions with the principal minor road junctions along its length. The Shaftesbury Road / Kingfisher Avenue signalised junction provides dedicated pedestrian crossing facilities on the southern and western arms of the junction. There are also advanced stop lines (ASL) for cyclists on these approaches. The junctions with Rookery Close / Hine Close and King John Road provide dedicated crossing facilities on all arms of the junctions.
- 3.3.12 There is short section, approximately 45m in length where there is no footway on the western side of the carriageway between Park Farm Roundabout and the access to Lockwood Farm. There is also a section approximately 125m in length on the eastern side of the carriageway between Kingscourt Road and King John Road where there is no footway.

- 3.3.13 There is a pedestrian refuge island located on Shaftesbury Road approximately 50m south of the junction with the B3092 New Road to assist pedestrians crossing. The Shaftesbury Road / New Road signalised junction provides dedicated pedestrian crossing facilities on the western and northern arms. There is currently no pedestrian provision at the B3081 Shaftesbury Road / Newbury (High Street) Junction mini-roundabout junction. A 2.0m wide, lit footpath link located immediately north of the railway overbridge provides direct pedestrian access to Gillingham railway station.
- 3.3.14 The residential development located to the west of the Park Farm parcel, including Cale Way and Fern Brook Lane, provides good quality pedestrian network with a combination of 2.0m wide footways and shared surface squares. These provide pedestrian linkages to the B3081 Shaftesbury Road via Rockery Close, which has 1.8m wide footways on both sides of the carriageway, and Lockwood Terrace. This residential development provides lightly trafficked residential roads suitable for cycling.
- 3.3.15 The residential development located to the north of the central parcel including Kingfisher Avenue, Pheasant Way, Chaffinch Close and Jay Walk provide a series of good quality 2.0m wide, lit footways along lightly trafficked, slow speed residential roads and provides an attractive pedestrian route. These pedestrian facilities provide a link to Bridge Close, which has 1.8m wide footways on either side of the carriageway, for access onto the B3081 Shaftesbury Road, approximately 500m south of the town centre.
- 3.3.16 These links, combined with the footways on Shaftesbury Road, provide a direct link from the central and Park Farm parcels towards Gillingham town centre.
- 3.3.17 A 3.0m wide pedestrian and cycling footbridge over the River Lodden between Wren Place and Lodden View provides a direct connection between the residential development to the north of the central parcel and Brickfield Business Park, as well as to Gillingham rail station, via Addison Close.
- 3.3.18 Addison Close is a lightly trafficked residential road which provides a 1.8m wide footway on either side of the carriageway. The existing footway on the southern side ends approximately 90m east of the junction with the B3092 New Road.

- 3.3.19 There is footway provision on both sides of the B3092 New Road through the built up area, varying in width between 1.1m and 1.7 in wide. To the south, the footway provision on New Road ends to the south of the junction providing access to Brickfield Business Park.
- 3.3.20 Approximately 150m to the north of Addison Close, there is a public footpath located along Brickyard Lane and together with an informal link to the southern facing platform, provides a pedestrian route to the south of the railway station. The footways on both sides of New Road continue north-eastwards towards the junction with the B3081 Shaftesbury Road.
- 3.3.21 To the west of the B3081 Shaftesbury Road / Newbury (High Street), there are 2.0m wide footways on both sides of Le Neubourg Way as far as the junction with the B3081 Wyke Road. The Le Neubourg Way / Station Road signalised junction provides dedicated pedestrian crossing facilities on the northern, eastern and western arms of the junction. There are also ASLs for cyclists on these approaches.
- 3.3.22 The B3092 Le Neubourg Way / B3081 Wyke Road Junction provides pedestrian crossing facilities on all arms of the junction with an ASL on the B3081 Wyke Road approach. The eastern arm is a dedicated demand dependent cycle-only link with push-button facility. This facility accommodates National Cycle Network (NCN) routes 25 and 253 which run through Gillingham. National Route 25 provides a link to Frome and Poole and National Route 253 runs in a loop around North Dorset linking Blandford Forum, Shaftesbury, Gillingham, Sturminster Newton and Okeford Fitzpaine.
- 3.3.23 Throughout the town centre there is good pedestrian provision, with footways generally provided on both sides of the carriageway throughout. There are good quality, wide footways on both sides of the carriageway on the High Street and Newbury with dropped kerbs and tactile paving on the raised-table junctions with Barnaby Mead, School Road, School Lane and Hardings Lane.
- 3.3.24 Approximately 70m north-westwards of the Shaftesbury Road / Newbury (High Street) junction, Hardings Lane forms the principal pedestrian link to Gillingham Secondary School and Gillingham Leisure Centre and provides 1.4m wide footways on both sides of the carriageway. Parking restrictions are also in place during school hours making it a safe environment for children walking to the school.

3.3.25 Access to Gillingham Primary School is via School Road where a 1.8m wide footway is provided on the western side of the road. The primary school can also be accessed via School Lane where a footway is provided on the eastern side of the carriageway.

#### Public Rights of Way

3.3.26 There is a network of Public Rights of Way that run through and near the site as shown in Figure 3.1, including:

- Footpath No. 64/33 provides a north-south connection between Bridge Close and Cole Street Lane via Jay Walk and Pheasant Way;
- Footpath No.64/34 – provides a connection across the River Loddon to the west of the site through Addison Close and the Meadows;
- Footpath No.64/35 runs through the site and provides a northeast-southwest connection between Chaffinch Chase and Cole Street Lane;
- Footpath No.64/47 and 64/48 – runs west from New Road along Brickyard Lane and across River Stour to the west of the railway station and continues north towards the B3081 Le Neubourg Way;
- Footpath No. 64/48 – routing south to north from New Road through Brickfields Business Park and Industrial Estate;
- Bridleway No. 69/6 routing west to east between Kingscourt Road and Kings Courts Wood; and
- Footpath No. 69/20 – routing north to south from Kings Court Place to Woodwater Farm and beyond to the east of Gillingham town centre.

#### Catchment

3.3.27 800m is a “comfortable” walk distance but by no means an upper limit. A walk distance of 2km offer the greatest potential to replace car trips and is therefore considered a “reasonable” walking distance. Some people may walk further than this and, as such, a walk distance of 3.2km (2 miles) is an “absolute maximum” for non-leisure activities.

- 3.3.28 Figure 3.2 shows a 2km radius from the centre of the site. Whilst it is acknowledged that this distance is shown as a crow fly distance and some actual walking distances may be longer, it is clear that the town centre and many of the other destinations are within a reasonable walk distance of the site meaning that there is the opportunity for many future residents to make these journeys on foot.
- 3.3.29 A cycling distance of up to around 5km (3 miles) offers the greatest potential to replace cars trips and is therefore a “reasonable” cycling distance although commuter journeys may be longer at 8km (5 miles). Cycling also frequently forms part of a longer journey in combination with public transport. Figure 3.3 shows 5km from the centre of the site. All of Gillingham and Gillingham Rail station are within a reasonable cycle distance of the site meaning that there is the opportunity for many future residents to make these journeys on bike.
- 3.3.30 Taken together, the analysis demonstrates that there is a wide and varied range of facilities for future residents that can easily be accessed from the site by walking and cycling.

### 3.4 Public Transport

#### Bus

- 3.4.1 There are a number of bus stops located in the proximity of the site. There is a southbound bus stop, complete with bus lay-by located on the B3081 Shaftesbury Road approximately 100m to the south of the Park Farm roundabout. The northbound bus stop is located some 50m to the north of the junction. There are further bus stops located on Shaftesbury Road towards the town centre, including south of the junction with Kingscourt Road and south of the junction with Rookery Close. On the western part of the site, there are bus stops located on the B3092 New Road at the access to Brickfields Business Park, north of Addison Close and at the Madjeston bends to the west of Cole Street Lane. These bus stops generally comprise a flag on a pole with timetable information and no shelter provision.
- 3.4.2 The principal bus routes serving these stops is the X2 which provide a half hourly service between Shaftesbury and Gillingham. From the New Road bus stops, the X4 service provides one service every 2-hours between Sturminster Newton, Gillingham and Bourton.

- 3.4.3 The first available service towards Shaftesbury leaves the stops nearest the Park Farm Roundabout at 0727 and the last return journey is at 1819. The earliest service for Gillingham town centre leaves at 0805 and the last return journey is at 1757.
- 3.4.4 Additional services are available from Gillingham Railway Station providing links to destinations further afield including Salisbury and Frome.
- 3.4.5 A summary of the bus services and frequencies are provided in Table 3.4 and the main routes shown on Figure 3.4.

**Table 3.4: Bus Routes and Frequencies**

Bus Stops	Service		Typical Daytime Frequency		
			Mon-Fri	Sat	Sun
B3081 Shaftesbury Road (Park Farm and Ganymede)	<b>X2</b>	Shaftesbury-Gillingham	30-mins	2-Hourly Service	No Service
	<b>659</b>	Shaftesbury – Gillingham – Wincanton	1 daily return journey only (School Service)	No Service	No Service
B3092 New Road (Madjeston)	<b>X4</b>	Sturminster Newton-Gillingham- Bourton	2-Hourly Service	3 services per day	No Service
Gillingham Railway Station	<b>25</b>	Salisbury- Gillingham- Tisbury	1 daily return journey only	No Service	No Service
	<b>80</b>	Gillingham – Kilminster- Frome	1 return journey on a Wednesday	No Service	No Service

Source: Traveline, Southeast

- 3.4.6 The site is therefore accessible to regular bus services that provide direct connections to Gillingham town centre and the main nearby key destination, i.e. Shaftesbury, to accommodate a range of journey purposes, including travel to/from work and shopping trips.
- 3.4.7 With regards to community transport services, there is a wide range of pre-bookable transport services for the communities across North Dorset, including Gillingham. A summary of the services provided is set out below:

- Gillingham Area Voluntary Car Link Scheme – a community run scheme offering transport for people who are unable to/ find it difficult to use public transport. The scheme matches people requiring transport with volunteer drivers willing to provide transport;
- North Dorset Community Accessible Transport (NORDCAT) – a door to door on demand service for people aged 60 and over; and
- Age Concern Gillingham – a voluntary car scheme which takes people to medical appointments.

3.4.8 PLUSBUS also offers a weekday trip across Dorset to neighbouring villages for anyone unable to easily access public transport.

#### Rail

3.4.9 Gillingham rail station is situated between the development site and the town centre, approximately 1.2km from the centre of the site. Vehicular access to the station is from Station Road to the north of the site. The station is also accessible on foot via an off-road pedestrian route which runs parallel to the railway line and accessed from the B3081 Shaftesbury Road immediately to the north of the road over rail bridge. There is also a separate pedestrian link to the rail station via Brickyard Lane to the south of the station.

3.4.10 Gillingham rail station is situated on the West of England main line between London and Exeter St David's and is operated by South West Trains. It is the only rail station within North Dorset. Gillingham rail station has facilities for some 34 sheltered cycle parking spaces and provides some 140 car parking spaces, including four accessible spaces.

3.4.11 Table 3.5 summarises the destinations, typical frequencies and journey durations for services from Gillingham Rail Station.

**Table 3.5: Gillingham Station – Rail Services**

Destination	Typical Frequency		Typical Journey
	Peak	Off-Peak	Duration
Sherborne	30 mins**	Hourly	15 mins
Yeovil Junction	30 mins**	Hourly	20 mins
Salisbury	30 mins*	Hourly	26 mins
Exeter St David's	Hourly	Hourly	1 hr 25 mins
London Waterloo	30 mins*	Hourly	2 hrs

Source: National Rail

Note: \* = AM Peak only

Note \*\* = PM Peak only

3.4.12 Table 3.5 demonstrates that Gillingham rail station provides frequent rail services to a number of destinations including Sherborne, Yeovil, Salisbury, as well as London. This provides the opportunity for future residents to travel further afield for leisure, employment and retail opportunities via direct connections.

3.4.13 Bus service 68 provides a frequent connection from Yeovil Junction Station to Yeovil town centre, from Monday to Saturday. This service departs from Yeovil Junction Station to Yeovil Bus Station with an hourly frequency from 0705 to 1935. Journeys to Yeovil town centre can therefore be easily accommodated by a linked trip by rail and bus.

## SECTION 4 SITE LAYOUT AND INFRASTRUCTURE MEASURES

### 4.1 Introduction

- 4.1.1 This section describes the on and off-site infrastructure measures which will encourage residents to travel via sustainable modes.

### 4.2 Site Layout / Uses

- 4.2.1 The provision of a Local Centre (including retail, health centre, community hall and pub/restaurant), a primary school, and open space in addition to the proposed residential development provides the opportunity for many journeys to be contained within the site without impacting on the external local transport network. This directly accords with the first part of paragraph 38 of the NPPF which states that for larger scale residential developments in particular, a mix of uses should be promoted in order to provide opportunities to undertake day-to-day activities including work on site.

- 4.2.2 Indeed, the provision of this mix of uses ensures walkable neighbourhoods with these facilities being within an 800m “comfortable” walk distance of many residential areas and within a 2km “reasonable” walking distance of all residential areas. This directly accords with the second part of paragraph 38 of the NPPF which states that where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.

### 4.3 Site Access Arrangements

- 4.3.1 An overview of the site access strategy is summarised below:

#### Vehicular Access

- Central Parcel (i.e. Ham Farm and Newhouse Farm):
  - Via signalised junction on the B3081 Shaftesbury Road to the south of the existing Park Farm roundabout;
  - Extension of Woodpecker Meadow into the site to serve approximately 100 dwellings; and

- Via Principal Street and realigned B3092 New Road in vicinity of junction with Cole Street Lane.
- Park Farm (east of the B3081 Shaftesbury Road):
  - Extension of the eastern arm of the existing Park Farm roundabout (currently serving Kingsmead Business Park);
  - Eastern end of Cerne Avenue / Cale Way junction (serving a limited number of dwellings); and
  - Eastern end of Trent Square / Fern Brook Lane junction (serving a limited number of dwellings).
- Lodden Lakes:
  - Priority junction to the south of Addison Close (via approved access as part of the consented 90 dwelling scheme); and
  - New access from the B3092 New Road to south of Lodden Lakes (simple priority junction in advance of extension to Brickfields Business Park coming forward).

#### Pedestrian / Cycle Access

- Pedestrian / cycle access via Pheasant Way via existing Footpath N64/33;
- Pedestrian / cycle access from the central parcel to the informal footpath along Lodden Valley;
- Pedestrian / cycle access from the Lodden Lakes parcel to the informal footpath along Lodden Valley; and
- Series of public footpath links to the south linking to Cole Street Lane.

#### 4.4 Promoting Sustainable Transport

##### Journey Purpose

- 4.4.1 In promoting sustainable transport, it is important to consider the reasons why future residents of the site will make journeys. The Department of Transport's National Travel Survey identifies the proportion of all trips by purpose as set out in Table 4.1.

**Table 4.1: Proportion of Trips per Year by Journey Purpose**

Journey Purpose	Proportion of Trips
Leisure	26%
Commuting / Business	19%
Shopping	19%
Education/Escort Education	12%
Personal Business	9%
Other Escort	9%
Other (Including Just Walk)	6%

Source: Table NTS0409 Average number of trips by purpose and main mode: England NTS – 2016 Edition

- 4.4.2 The main reasons for travelling are therefore for leisure, commuting / business, shopping and education.

##### Local Facilities – Gillingham

- 4.4.3 The principal destinations for future residents of the site within the local area are outlined in Table 4.2. A plan illustrating the location of these local facilities and services is provided at Figure 4.2.

**Table 4.2: Key Local Destinations within Gillingham**

Facility	Description	Reference
<b>Town Centre</b>	Gillingham Town Centre including: Post office, Costa Coffee, Lidl supermarket, Lloyds bank, takeaways & a public house	TC1
<b>Leisure</b>	<b>On-Site Playing Fields</b>	<b>L1</b>
	<b>On- Site Pub/Restaurant</b>	<b>L2</b>
	<b>On- Site Local Community Hall</b>	<b>L3</b>
	The Orchard Garden Centre	L4
	Lodden Lakes	L5
	Kings Court Palace	L6
	Gillingham Library and Museum	L7
	Riversmeet Leisure Centre	L8
	Recreation Ground	L9
	Gillingham Football Club	L10
	Youth Centre	L11
	Red Lion Public House	L12
<b>Commuting Business</b> /	Brickfield Business Park	EM1
	Kingsmead Business Park	EM2
	Sydenhams Ltd	EM3
	Gillingham Town Council	EM4
	Old Market Centre	EM5
<b>Shopping</b>	<b>On- Site Local Convenience Food Store</b>	<b>R1</b>
	<b>On- Site Retail (Non-Food)</b>	<b>R2</b>
	Waitrose	R3
	Asda	R4
	Lidi	R5
	Harwood Retail Centre – Pets at Home, Iceland	R6
	The Co-Op Food	R7
<b>Education</b>	<b>Extension to St Mary the Virgin C of E Primary School</b>	<b>ED1</b>
	<b>On-Site Primary School</b>	<b>ED2</b>
	Saint Mary the Virgin Church of England Primary School	ED3
	Gillingham Secondary School	ED4
	Gillingham Primary School	ED5
	Topsie Rabbit Kindergarden	ED6
	Fly Start Pre-School	ED7
	Little Harts Day Nursery	ED8
<b>Health</b>	<b>On- Site Health Centre</b>	<b>H1</b>
	The Barn Surgery and Pharmacy	H2
	ADP Dental Co	H3
	Dudley Taylor Pharmacy	H4
<b>Other</b>	Gillingham Baptist Church	O1
	St Marys Church	O2

Source: Consultant's Estimates

Note: Destinations in bold are proposed on-site facilities

4.4.4 Table 4.2 and Figure 4.2 demonstrate that the proposed Gillingham SSA along with Gillingham combined provides a wide range of leisure, retail, employment, and education facilities for existing and future residents. The vast majority of these facilities and services are situated to the north of the site. The town centre has a wide range of facilities that are accessible within a reasonable walking distance of the site. Gillingham Station is also within a reasonable walking and cycle distance of the site meaning that there is the opportunity for many future residents to make longer journeys to further destinations in combination with public transport.

#### Walking and Cycling Improvements

4.4.5 A fundamental element of the access strategy is to achieve integration between the site and Gillingham town centre and other key destinations through improved linkages and connectivity. This is to be achieved through walking and cycling improvements on the links into Gillingham town centre through junction improvements and better crossing provision for pedestrians and cyclists.

4.4.6 Against this background, off site highway / junction improvements which provide significantly enhanced pedestrian facilities and a wider public benefit, are proposed in the following locations:

- B3081 Shaftesbury Road / B3092 New Road Junction; and
- B3081 Le Neubourg Way / Newbury (High Street) Junction.

4.4.7 A walking and cycling audit has identified a number of off-site infrastructure improvements between the site and the town centre and other key destinations within Gillingham which the proposed development will bring forward as off-site S278 improvements, as follows:

- Route 1 – New Road from Addison Close to Shaftesbury Road;
- Route 2 – Shaftesbury Road from junction with Rookery Close (including link to Trent Square/Fern Brook Lane) to Newbury (High Street);
- Route 3 – Station Road from Gillingham Rail Station to town centre; and
- Route 4 – Newbury (High Street) and Hardings Lane to Gillingham Secondary school.

4.4.8 The improvements include the introduction of dropped kerbs / tactile paving where they are currently missing to improve accessibility for vulnerable road users and the mobility impaired including those in wheel chairs and mobility scooters.

4.4.9 In addition to the proposed improvements to the core pedestrian/cycle routes between the development site and key local destinations set out above, the development will also assist in bringing forward, through financial contribution, improvements to pedestrian/cycle provision within Gillingham, including between the site and Gillingham town centre and other local facilities; including:

- Improvements to pedestrian access to Gillingham rail station via the off-road route on Brickyard Lane to the south of the railway line;
- Improvements to the footpath links along the Lodden Valley between the site boundary and Shaftesbury Road; and
- Improvements to Footpath No.64/47 and 64/48 to the west of Gillingham rail station, including the pedestrian bridge over River Stour.

#### Public Transport Improvements

4.4.10 The public transport strategy has been the subject of discussion with DCC and the agreed strategy is set out below:

#### Bus

- Bus stop infrastructure improvements at the existing bus stops within a reasonable walk distance of residential properties along Shaftesbury Road and New Road, as well as additional key bus stops within Gillingham town centre and at the rail station;
- Phased increases in bus service frequency (in conjunction with development completions) on the Gillingham – Shaftesbury corridor to a service level of approximately one every 20 minutes between 07:00 – 19:00 Monday – Saturday and potentially a Sunday service (subject to demand and viability) with a good level of service to an extended Brickfields Business Park (once developed);

- Financial contribution towards the enhancements of the community transport schemes and community led transport initiatives within Gillingham; and
- Bus season tickets and personalised travel planning (as included in the Framework Travel Plan).

#### Rail

- A financial contribution towards provision of additional cycle parking at Gillingham rail station.

### **4.5 Parking Strategy**

- 4.5.1 On-site parking provision will be secured with subsequent reserved matters applications.
- 4.5.2 The applicant is willing to provide a commitment to provide electric car charging points throughout the development, subject to a review of need and new technology at reserved matters stage.

## **SECTION 5 SITE WIDE TRAVEL PLAN MANAGEMENT**

### **5.1 Introduction**

- 5.1.1 This section of the document sets out the proposed regime for the site wide travel plan management. In effect, this will form an umbrella management regime which travel plan measures, targets and monitoring for individual uses within the site will have regard to.

### **5.2 Transport Management Association**

- 5.2.1 The management structure will be different for different types of development and at different stages in the development process. Where a number of travel plans are being implemented within an area such as the Gillingham SSA development, a Transport Management Association (TMA) can also help to oversee the process. A TMA is a private, not for profit, company that is set up to provide an institutional framework for the delivery of travel planning for a defined geographical area. TMAs are member-controlled and therefore offer benefits over and above simplified travel plan networks. It is suggested that the TMA is secured through a planning obligation. The TMA manages the individual travel plans of the various land uses/organisations and provides the area-wide travel plan elements. Each occupier is required to be a member of the TMA through legal obligation and would potentially pay a membership fee on an annual basis.

- 5.2.2 Establishing a TMA to deliver the travel plans in multiple use developments brings the following benefits:

- Provides a mechanism for the continuity and longevity of travel planning at the development after the developer involvement is finished;
- Means for long term funding of travel planning at the development;
- Delivery of economies of scale to travel planning measures;
- Equity for all occupiers in achieving travel plan objectives and targets;
- Allowing occupiers of different sizes to offer meaningful travel planning benefits to their employees;

- Provides a means to reward individual occupier success and penalise failure in meeting global targets;
- Enables provision of ongoing advice to occupiers;
- Enable keen residents to partake in the travel plan process;
- Establishes a membership that speaks with one voice and has credibility with the local authorities; and
- Provides a means to bid for future public sector finding/grants.

### **5.3 Site Wide Travel Plan Co-ordinator**

5.3.1 Within the TMA, the owner / developer will fund a Site Wide Travel Plan Co-ordinator for the duration of the building programme and two-years thereafter. The Travel Plan Co-ordinator will be responsible for implementing the Travel Plan measures, promoting the Travel Plan amongst residents, ensuring resident participation and monitoring the Travel Plan outcomes against targets. Contact details will be supplied to DCC at least 6 months prior to first occupation of the development proposal.

5.3.2 The role of the Site Wide Travel Plan Co-Ordinator will be to:

- Ensure the final Site Wide Travel Plan is or has been submitted to DCC for approval in accordance with the requirements of the planning obligation;
- Ensure, where practical, that the infrastructure measures contained in Section 4 of this document are delivered;
- Conclude any discussions with third parties, e.g. the transport operator to ensure their needs are met, e.g. in the design;
- Ensure that any changes in the travel plan required are clarified in accordance with any mechanisms for reviewing the plan;
- Develop the action plan for implementation;
- Procure Car Club;
- Set up a site-specific car share scheme;

- Develop a site-wide community travel website (for individual occupiers to link to from their website/intranet);
- Develop the resident's and employer's travel packs;
- Develop Bicycle User Group;
- Negotiate any site wide discounts, e.g. with bike stores;
- Liaise with Travel Plan Co-Ordinators appointed for each housebuilder as part of the residential uses, each organisation as part of the employment uses, and for the proposed primary school on the site (if different), to ensure that they are aware of the overall travel plan and site wide travel plan co-ordinator role and responsibilities. Provide details of all land use specific/end occupier TPCs to DCC;
- To set up and act as chairperson to the TPA steering group, through which the progress of the Travel Plan will be monitored and key decisions taken as necessary;
- Ensure that site wide monitoring is undertaken in accordance with the requirements of the travel plan;
- Overall responsibility for delivering site wide travel plan monitoring to DCC;
- Manage the site-specific car share database;
- Be the main point of contact on the Travel Plan for DCC; and
- Be the travel plan "champion".

5.3.3 The Site Wide Travel Plan Co-Ordinator will be allocated sufficient time to undertake the above tasks. Time will vary week by week and it is likely to be more intensive at the start but an average of around two days per week is envisaged for this role.

5.3.4 The specific management structure for the TMA that can be charged with overseeing the work of the travel co-ordinator and the ongoing delivery of the travel plan does not need to be set at this point in time but could include:

- Steering groups;

- Community trusts; and
- Management companies.

## 5.4 Funding

5.4.1 The owner / developer will fund the following items:

- The transport infrastructure outlined in Section 4 of the FTP;
- Setting up the Transport Management Association;
- The Site Wide TPC role for a period from at least 6 months prior to first occupation of the development until 2 years after 90% completion of the residential development;
- The Site Wide monitoring surveys outlined in Section 11; and
- The Site Wide monitoring reports to be submitted to DCC.

5.4.2 The long-term deliverability of the travel plan is important beyond the end of the owner / developer funding.

## **SECTION 6      RESIDENTIAL USES**

### **6.1      Introduction**

6.1.1 This section of the FTP describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to car-share;
- Information provision; and
- A new resident's travel pack.

### **6.2      Travel Plan Co-Ordinators**

6.2.1 The Consortium will fund a Travel Plan Co-ordinator from at least 1 month prior to first occupation of the residential development until 2 years after 85% completion of the residential development.

6.2.2 The TPC will be appointed one month prior to first occupation of any residential dwellings, in order to commence development of the initial Travel Plan measures and to ensure that the Travel Plan is implemented in time for the first residents of the site.

6.2.3 The role of the TPC will be as follows:

- Sit on the TMA steering group;
- Ensure the final Residential Travel Plan is or has been submitted to DCC for approval in accordance with the requirements of the planning obligation;
- Develop the action plan to manage the day to day delivery of the measures contained in this section of the FTP;
- Liaise with Site Wide Travel Plan Co-Ordinator (if different) to provide details of the residential travel plan;

- Ensuring the residential monitoring is undertaken in accordance with the requirements of the travel plan and provided to the Site Wide TPC for submission to DCC;
- To market the Travel Plan to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, ie. how to access school, employment and local facilities by non- car modes; and
- To provide monitoring feedback to residents as necessary.

### **6.3 Promotion of Walking and Cycling**

6.3.1 As described in Section 4, it is envisaged that this development will be designed to facilitate walking and cycling and provides good links to key local destinations on the site and in the surrounding area of Gillingham. All dwellings will be provided with cycle parking in line with current local parking standards. The promotion of walking and cycling will be enhanced via the resident's travel information pack which will supply new residents with information on the walking and cycling routes and facilities within the development as well as addition information on journey planning resources.

6.3.2 Each TPC will assist with the distribution of information regarding the bicycle user group, and will help residents get in contact with one another (to be developed by the Site Wide TPC). This will enable cyclist to share information on local routes, safety and maintenance as well enabling less experienced cyclists to contact established cyclist to give them confidence and potentially a 'cycling buddy' to accompany them on cycle journeys.

### **6.4 Promotion of Public Transport**

6.4.1 Information on the public transport routes and services will be made available to the new residents of the development via the resident's travel information pack and other means described below.

6.4.2 The frequency and direct bus and rail services to key destinations as described in section 3 will be highlighted, and any relevant information including the travel information pack will emphasised the good walking, cycling and bus links.

## **6.5 Car Sharing Scheme**

- 6.5.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to travel to work. Car sharing not only reduces the costs of travel to work for the individual but also contributes to reducing the number of residents making similar journeys at the same time and therefore reducing congestion during the peak hours on routes between the development and local employment areas. This in turn will help reduce vehicle emissions, contributing to meeting local air quality targets.
- 6.5.2 The Site Wide TPC will set up a site-specific car sharing scheme to provide an easy and safe way for potential car sharers to identify other residents who undertake similar journeys. This is likely to comprise a web based database car sharing matching system.
- 6.5.3 In addition, residents will be provided with information about the existing car sharing scheme, including Dorset County Council car sharing scheme (ie. [liftshare.com/uk/community/dorset](http://liftshare.com/uk/community/dorset)).

## **6.6 Car Club**

- 6.6.1 A car club enables access to a car to those people who have the occasional need but do not wish to own their own vehicle. Typically, an annual fee is paid by the residents plus a charge per mile for access to a car, which is owned and maintained by a car club operator and parked within the neighbourhood. The benefits of car club schemes include:
- Reduce the need for car ownership;
  - Access to a car for all;
  - Can replace the need for a second household car;
  - Car club members tend to drive fewer miles per year than car owners, resulting in reduced CO2 and particulate emissions, and reduced congestions on local roads; and
  - Car clubs tend to use new or energy efficient cars, which produce fewer and less harmful vehicle emissions than older vehicles.

6.6.2 The Site Wide TPC will be responsible for procuring a site-specific car club. At this stage, it is envisaged that the car club will be operated by a commercial operator with the developer making provision for car club spaces across the development.

## 6.7 Information Provision and Marketing

6.7.1 All new residents will be provided with travel information during the purchase of their new home. The initial sale pack will include a leaflet about the sustainable credentials of the development and sales staff will be trained in personal journey planning in order that they can offer this service to new residents shortly after completion of their purchase.

## 6.8 Residential Travel Information Packs

6.8.1 The first occupier of each household will be provided with a residents' travel pack. The pack will contain all the information on the above listed measures and contain information on the about the objectives of the Travel Plan, in addition to non car modes travel options and provide a range of incentives to encourage use of non- car modes of transport. It is proposed that the pack will contain the following:

- A £100 sustainable travel voucher for every household (first owner of each dwelling only), with a choice of the following:
- A bus travel voucher to encourage public transport use from first occupation;
- A cycle purchase voucher for each household as part of the initial purchase. Again, would influence the use of alternative transport use from first occupation; or
- A voucher towards a rail season ticket to encourage travel by rail.
- A £100 voucher for credit towards the on-site Car Club;
- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working;
- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how it will be monitored;
- Information about the social networking Travel Plan group;

- A plan of the new development, highlighting local facilities and nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of nearby bus stops;
- Information on opportunities to travel to local schools in the vicinity of the site using sustainable modes of travel and include information of any local Travel Plans;
- Travel Plan mapping leaflets showing local key destinations and services and walking and cycling isochrones to demonstrate to residents how long it will take to get to these facilities;
- Details of cycle training schemes – Bikability cycle training courses run by DCC;
- Bus and rail maps and timetable information;
- Information about journey planning services e.g. [Nationalrail.co.uk](http://Nationalrail.co.uk); [travelinesoutheast.co.uk](http://travelinesoutheast.co.uk)
- Details of local multi modal bus and rail ticketing;
- Information on the site-specific car share scheme and other existing car share schemes;
- Information about home delivery services offered by local supermarkets and potentially a voucher for a free home delivery on first use; and
- The offer of personalised travel planning for all new residents.

6.8.2 A Facebook or other local social network site group will also be set up to enable the dissemination of the information. It will provide interactive travel planning resource; e.g. Residents can discuss Travel Plan matters in an open forum. It could also be used to enable residents to post their own helpful information advice and tips to share with others and envisaged that this will continue as a functioning page indefinitely.

## 6.9 Framework for Implementation

6.9.1 Table 6.1 provides an initial framework for implementation of the measures for the residents uses set out in this section.

**Table 6.1: Framework for Implementation – Residential Uses**

Measure		Timescale	Responsibility
Infrastructure Measures as per Section 4		To be phased in line with the development.	Developer
Travel Plan Co-ordinator		Appointed one month prior to 1 <sup>st</sup> occupation.	Developer
Steering Group		1 <sup>st</sup> meeting one month after occupation of 50 <sup>th</sup> dwelling. Subsequent 6 monthly meetings for first two years after first occupation, annual meetings thereafter.	Developer
Information Development and Provision	Training of sales team about the Travel Plan	Training as part of induction process.	Developer
	Production of Travel Plan information for sales packs	To be developed before 1 <sup>st</sup> occupation.	Travel Plan Co-Ordinator
	Production of resident's travel information packs including Personalised Travel Planning	To be developed before 1 <sup>st</sup> occupation. Initial occupations to have simplified version of pack, with club/bicycle user group information to be provided at a later date in line with implementation of these schemes.	Travel Plan Co-Ordinator
Choice of a £100 sustainable travel voucher for every household (first owner of each dwelling only)		Choice of £100 voucher to be included in resident's travel packs at 1 <sup>st</sup> occupation for each dwelling.	Developer
£100 Credit for Car Club		£100 credit for Car Club to be included in the resident's travel pack at 1 <sup>st</sup> occupation for each dwelling.	Developer
Set up site specific car share scheme		By 250 <sup>th</sup> occupation.	Travel Plan Co-Ordinator
Promote existing car share schemes		With resident's travel information pack and on website/community notice boards.	Travel Plan Co-Ordinator
Procure Car Club		Three car club vehicles/parking spaces on the occupation of the 100 <sup>th</sup> dwelling. Investigation of funding of initial car club joining fee for one-year membership to be provided upon 1st occupation of each dwelling.	Developer
Walking/cycling/local facilities maps		With residents' travel information pack and on Facebook Travel Plan group.	Travel Plan Co-Ordinator
Develop bicycle user group		By 250 <sup>th</sup> occupation.	Travel Plan Co-Ordinator

Source: Consultant's Estimates

## **SECTION 7      LOCAL CENTRE**

### **7.1      Introduction**

7.1.1 This section of the FTP describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for employees at proposed Local Centre. It covers:

- Measures to encourage employees to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future employees to car-share;
- Information provision; and
- A new employee's travel pack.

7.1.2 Each workplace, will be responsible for developing, implementing, and monitoring its own Travel Plan and encouraging buy- in from employees and visitors. Each occupier will be provided with copies of the Travel Information Packs described in Section 6 above (minus the sustainable travel voucher), to distribute to employees as part of the induction process.

### **7.2      Travel Plan Co-ordinators**

7.2.1 Each individual organisation within the Local Centre will fund a Travel Plan Co-ordinator for a period from at least one month prior to first occupation until 2 years after 85% completion of that employment use.

7.2.2 If possible, a TPC will be appointed one month before the first occupation of that organisation, in order to commence development of the initial Travel Plan measures that aren't covered by the Site Wide TPC and to ensure that the Travel Plan is implemented in time for the first occupation. Named individuals will be identified to DCC within 3 months of first occupation.

7.2.3 The role of each individual TPC will be as follows:

- Sit on the TMA steering group;

- Ensure the final Travel Plan for the organisation is or has been submitted to DCC for approval and in accordance with the requirements of the planning obligation;
- Liaise with Site Wide Travel Plan Co-ordinator (if different) to provide details of the Local Centre travel plan;
- Ensure that monitoring is undertaken in accordance with the requirements of the travel plan and provided to the Site Wide TPC for submission to DCC;
- Develop the action plan to manage day to day delivery of the measures contained in this section of the FTP;
- To market the Travel Plan to ensure that interest and involvement of employees within the organisation is maintained;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for employees travelling to/from work;
- To provide material to feed into the site wide community travel website;
- To provide support to that organisation within this process and facilitate consistency between the objectives of the workplace and residential Travel Plans; and
- To provide travel information noticeboards and updates to their respective company website to include sustainable travel information and link to the site-wide community travel website.

### **7.3 Promotion of Walking and Cycling**

- 7.3.1 As described in Section 4, although this FTP supports the emerging development proposal set out in the Master Plan Framework, it is envisaged the Local Centre will be designed to facilitate walking and cycling, in particular for local journeys to/from nearby residential areas. Information on the walking and cycling routes and facilities within the development as well as cycle journey planning resources will be made available to new employees through the travel information pack to be provided to each new employee as part of their induction process and the other means described below.
- 7.3.2 Each TPC will assist with the dissemination of information regarding the bicycle user group (to be developed by the Site Wide TPC), and will help employees get in contact with one another. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.
- 7.3.3 Secure and covered cycle parking will also be provided to serve the proposed employment uses in accordance with local parking standards at the time of the Reserved Matters Applications.
- 7.3.4 To enable staff to walk and cycle to work, each unit will include the provision of showers, lockers and changing facilities for staff use. Schemes to provide raincoats and umbrellas to those employees that regularly walk to work will also be developed.
- 7.3.5 Each TPC will encourage their organisation to join an employee cycle purchase scheme to provide staff with an interest free loan to purchase a bicycle. Loans will normally be repaid through salary deductions over a period of 12-18 months.

### **7.4 Promotion of Public Transport**

- 7.4.1 Information on the routes and frequency of public transport serving the new development will be made available to new employees through the travel plan pack to be provided to each new employee as part of their induction process and other means described below.

7.4.2 The direct bus and rail services will be emphasised connecting the site to key local destinations as well to destinations further afield for employment, leisure and retail opportunities. The Travel Information Pack will emphasise the good walking, cycling facilities in the vicinity of the site.

7.4.3 Each TPC will encourage their organisation to offer interest free loans to staff, which can be used to purchase bus/rail season tickets. Loans will normally be repaid through salary deductions.

## **7.5 Car Sharing Scheme and Car Park Management**

7.5.1 Car sharing will be promoted amongst new employees of the development particular in relation to travel to work. Car sharing not only reduces the costs of travel to work for the individual but also contributes to reducing the number of residents making similar journeys at the same time and therefore reducing congestion during the peak hours on routes between the development and local employment areas. This in turn will help reduce vehicle emissions, contributing to meeting local air quality targets.

7.5.2 The Site Wide TPC will set up a site-specific car sharing scheme to provide an easy and safe way for potential car sharers to identify other residents who undertake similar journeys. This is likely to comprise a web based database car sharing matching system.

7.5.3 In addition, residents will be provided with information about the existing car sharing scheme, including Dorset County Council car sharing scheme (ie. [liftshare.com/uk/community/dorset](http://liftshare.com/uk/community/dorset)).

7.5.4 Each TPC will also encourage their organisation to allocate their car parking spaces to car sharers, those who have no realistic alternative to car use and essential car users ahead of their staff. This will encourage car sharing and endeavour to ensure that staff have a realistic opportunity to come by sustainable means do not necessarily have a car parking space. A parking permit scheme to limit/control employee parking on site will also be investigated.

## 7.6 Employee Travel Information Packs

7.6.1 Inclusion of information about the Travel Plan will be included in the induction process for new staff. All new staff will be provided with a travel information pack. The pack will pull together information on the above listed measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included in the employee travel information pack:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored;
- Information about the Facebook (or other social networking site) Travel Plan group;
- A plan of the new development, highlighting local facilities for use at lunchtimes, the walking and cycling routes to these, locations of cycle parking within the development, and the location of nearby bus stops;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destination (if base mapping is made available from Dorset County Council and their current suppliers);
- Details of cycle training schemes offered by Dorset County Council, including 'Bikeability' – adult cycle proficiency training with the nationally accredited Bikeability level 1 – 3 training courses;
- Bus and rail maps and timetable information;
- Information about journey planning services, e.g. [www.nationalrail.co.uk](http://www.nationalrail.co.uk);
- Details of local multi-modal bus and rail ticketing;
- Information on the site specific car share scheme;
- Information about existing car sharing schemes, including Dorset County Council's County-wide car sharing schemes (i.e. <https://Dorset.liftshare.com/> or <http://www.nationalcarshare.co.uk>); and

- The offer of personalised travel planning for all new employees.

7.6.2 A Facebook (or other social networking site) group will also be set up to enable the dissemination of the information above. It will provide an interactive travel planning resource; for example, employees on the site will be able to discuss Travel Plan matters in an open forum (and this might, for example, be helpful in enabling experienced cyclists to guide less experienced ones). It could also be used to enable residents to post their own helpful information, advice and tips and it is envisaged that this will continue as a functioning page indefinitely.

## **7.7 Local Centre Customer Travel Plan Measures**

7.7.1 For customers of the Local Centre, the Travel Plan will focus on ways to reduce the need to travel to the Local Centre by car, including the following measures:

- Include details of how to travel to the site on foot, by cycle and by bus and rail on community travel website. Links will be provided to journey planning tools such as Traveline ([www.traveline.com](http://www.traveline.com));
- Public transport timetables and cycle route maps will be provided in reception areas where appropriate (i.e. health centre, sports halls, health and fitness); and
- The site specific car share scheme, as well as Dorset County Council's County-wide car sharing schemes (i.e. <https://Dorset.liftshare.com/> or <http://www.nationalcarshare.co.uk>), will be promoted to customers / visitors.

## **7.8 Framework for Implementation**

7.8.1 Table 7.1 overleaf provides an initial framework for implementation of the measures for the employment uses set out in this section.

**Table 7.1: Framework for Implementation – Local Centre**

Measure	Timescale	Responsibility
Infrastructure Measures as per Section 4	To be phased in line with the development.	Developer
Travel Plan Co-ordinators for each organisation	If possible appointed one month prior to 1 <sup>st</sup> occupation of each organisation – named individual to be identified to DCC within 3 months of first occupation.	End User
Implement Infrastructure Measures: <ul style="list-style-type: none"> <li>• Pedestrian and cycle access;</li> <li>• Cycle parking;</li> <li>• Shower, lockers, and changing facilities</li> </ul>	Prior to occupation of each individual employment building	Developer
Include Travel Pack and personal journey planning in staff induction process	At Induction	Travel Plan Co-Ordinator
Provide information on walking and cycling routes	Within Travel Pack and on notice boards / website	Travel Plan Co-Ordinator
Provide information on public transport routes	Within Travel Pack and on notice boards / website	Travel Plan Co-Ordinator
Provide Travel Plan notice boards	Prior to occupation of each individual employment building. Updated as necessary	Travel Plan Co-Ordinator
Develop scheme to provide wet weather equipment such as raincoats and umbrellas to those staff regularly walking or cycling to work.	Within 3 months of occupation of first employment uses.	Developer
Promote site specific car share scheme	By 250 <sup>th</sup> occupation of residential dwellings – to be rolled out to employment uses at Induction.	Travel Plan Co-Ordinator
Promote existing car share schemes	At Induction	Travel Plan Co-Ordinator
Promote bicycle user group	At Induction	Travel Plan Co-Ordinator
Allocate 'car share' parking spaces	Within 6 months of occupation of first employment uses.	Travel Plan Co-Ordinator
Gather staff home postcode information and develop car share scheme / guaranteed ride home scheme	Within 3 months of occupation of first employment uses.	Travel Plan Co-Ordinator
Negotiate discounts or promotions for employees at local cycle stores	Within 6 months of occupation of first employment uses.	Site Wide TPC
Join an employee cycle purchase scheme	Within 6 months of occupation of first employment uses.	Travel Plan Co-Ordinator
Provision of interest free loan to staff for bus/rail season tickets	At Induction	Travel Plan Co-Ordinator
Develop bicycle user group	Within 3 months of occupation of first employment uses.	Site Wide TPC
<b>Customers / Visitors Travel Plan Measures</b>		
Include information on website for travelling to the site by non-car modes	Within 3 months of first occupation	Travel Plan Co-Ordinator
Provide public transport timetables, cycle maps etc in reception areas where appropriate	Within 3 months of first occupation	Travel Plan Co-Ordinator

Source: Consultant's Estimates

## **SECTION 8      PRIMARY SCHOOL**

### **8.1      Introduction**

8.1.1 This section of the FTP describes the non-infrastructure or 'soft' Travel Plan measures that will be developed and promoted for the proposed primary school at the new development. It covers:

- Measures to encourage staff / parents / children to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future employees / parents to car-share;
- Information provision; and
- Parent and staff travel pack.

### **8.2      Travel Plan Co-Ordinator**

8.2.1 The developer will fund a Travel Plan Co-ordinator for a period from at least one month prior to first occupation of the primary school until 2 years after 85% occupation of the school.

8.2.2 If it is possible the TPC will be appointed one month before the first occupation of the school, in order to commence development of the initial Travel Plan measures and to ensure that the Travel Plan is implemented in time for first occupation. A named individual will be submitted to DCC within 3 months of first occupation.

8.2.3 The key to the success of the sustainable transport measures will be to involve pupils, parents and staff in the TP. In addition, the TPC will liaise regularly with pupils, parents and staff to understand their particular needs and concerns and to examine ways of addressing them.

8.2.4 The role of the TPC will be as follows:

- Ensure that the final school Travel Plan is or has been submitted to DCC for approval in accordance with the requirements of the planning obligation;
- Sit on the TMA steering group;

- To manage the day to day delivery of the School Travel Plan measures;
- Sign up the school to the Modeshift STARS<sup>1</sup> programme;
- To market the Travel Plan to encourage interest and involvement from parents, pupils and staff;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for pupils, parents and staff;
- To promote the bicycle user group;
- Ensure that primary school monitoring is undertaken in accordance with the requirements of the travel plan and provide to the Site Wide TPC for submission to DCC; and
- To provide monitoring feedback to pupils, parents and staff.

### 8.3 Promotion of Walking and Cycling

8.3.1 It is envisaged the primary school will be designed to facilitate walking and cycling in particular for local journeys to/from nearby residential areas. Information on walking and cycling routes to and from facilities within the development and cycle journey planning resources will be made available to new employees through the travel information pack to be provided to each parent/ pupil/staff member through the TPC and other means outlined below.

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<sup>1</sup> Modeshift STARS (Sustainable Travel Accreditation and Recognition for Schools) is a national schools awards scheme that has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. There are three levels of accreditation that a school can achieve:

Bronze Star: For schools that demonstrate a commitment to promoting sustainable transport by conducting an annual survey, identifying travel issues and solutions and delivering a range of travel initiatives.

Silver Star: For schools that achieve a reduction in car use on the journey to school, deliver a whole-school approach and deliver above and beyond what is normally expected of a school.

Gold Star: For schools that have excelled with promoting sustainable travel and achieved a noticeable reduction in car use on the journey to school by fully embracing sustainable travel as the norm throughout the entire school community.

8.3.2 It has been demonstrated that there is a large residential catchment area and a range of important everyday facilities and services are located within a reasonable walking distance of the site outlined in Section 3. Against this background, the following measures will be developed to promote the walking amongst the parents, pupils and staff:

- Parents and staff will be provided with a travel information pack (see below) which will include information on walking and cycling routes and facilities within the local area;
- The TPC will monitor the use of the cycle parking spaces to ensure that there is sufficient capacity to meet the demand;
- Provide staff, parents and pupils with details of cycle routes in the local area, via the Travel Plan Noticeboard and the Travel Information Packs, to raise awareness of the facilities that are available in the area; and
- The TPC will consider measures to promote road safety around the school entrances such as school crossing patrols;
- The TPC will consider setting up a Bicycle User Group for parents and staff. This will enable cyclists to share information on routes, cycle maintenance etc. It will also enable less experienced cyclists to liaise with established cyclists and to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys;
- The TPC will promote 'Bikeability' cycle training courses to parents and staff which are run by DCC; and
- The school will take part in the annual 'Walk to School' week and could become involved in other national campaigns for schools including The Big Pedal and Sustrans' Big Shift as part of the national awareness programmes.

#### 8.4 **Promotion of Public Transport**

8.4.1 Increased use of public transport is important to reducing car dependency. It is noted that the use of public transport will be encouraged only where walking and cycling do not provide feasible travel options. The following measures will be implemented (in accordance with the action plan) at the school:

- Provide all new staff and parents with up to date a Travel Information Packs prior to the start of term showing all the local public transport options;
- Provide up-to-date service and timetable information to staff, parent and pupils via the Travel Plan Noticeboard;
- Offer a personalised travel planning service for staff and pupils/parents identifying on an individual basis opportunities for travel by public transport; and
- Consider the provision of loans to staff for the purchase of public transport season tickets.

## **8.5 Car Sharing Scheme**

8.5.1 Car sharing will be promoted, where possible, amongst parents and staff. Not only does car sharing cut the costs of travel for the individual, but it reduces the numbers of parents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets. It is acknowledged however that, car sharing does not typically offer an effective solution to reducing car travel to primary schools because the age of the children (and the requirement for each child to have a car seat of a specific size).

8.5.2 Notwithstanding this, the TPC will consider setting up a car-share scheme for parents which will identify appropriate car-sharing partners, however, it is important that this does not detract from measures focused at encouraging pupils to walk or cycle to the school, or use public transport where these modes are not feasible.

## **8.6 Parent and Staff Travel Information Packs**

8.6.1 Each parent (for each annual intake of children) and members of staff will be provided with a Travel Plan Pack over a lifespan of the Travel Plan. This will pull together all information on the above measures; outline the objectives on the School Travel Plan, summarise the non-car mode travel options; and highlight the benefits as well as providing a range of incentives to encourage the use of sustainable modes of travel. It is likely that the following proposed items will be included in the travel information pack:

- Information leaflet about the Travel Plan – its aims and objectives and how to get involved and how travel will be monitored;
- Maps highlighting the local facilities in the vicinity and nearby destinations, the walking and cycling routes and locations of any public car parking and bus stops; and
- Bus maps and timetables information as well as information regarding online journey planning services including [www.travelinesoutheast.org.uk](http://www.travelinesoutheast.org.uk).

## **8.7 Framework for Implementation**

- 8.7.1 Table 8.1 provides an initial framework for implementation of the measures for the primary school for both employees and pupils/parents set out in this section.

**Table 8.1: Framework for Implementation – Primary School**

Measure	Timescale	Responsibility
Infrastructure Measures as per Section 4	To be phased in line with the development.	Developer
Travel Plan Co-ordinator	If possible appointed one month prior to 1 <sup>st</sup> occupation – named individual to be identified to DCC and NDDC within 3 months of first occupation.	Developer
Implement Infrastructure Measures: <ul style="list-style-type: none"> <li>• Pedestrian and cycle access;</li> <li>• Cycle parking;</li> <li>• Shower, lockers, and changing facilities</li> </ul>	Prior to opening	Developer
Sign up the school to the Modeshift STARS programme	First Term	Travel Plan Co-Ordinator
Participate in Walk to School week	Annually	Travel Plan Co-Ordinator
Monitor usage of cycle storage to ensure there is enough parking to meet demand	First Term	Travel Plan Co-Ordinator
Setting up school crossing patrols	First Term	Travel Plan Co-Ordinator
Develop bicycle user group	First Term	Travel Plan Co-Ordinator
Establish links with the Cycle Training Programme (i.e. 'Bikeability')	First Term	Travel Plan Co-Ordinator
Provision of loans for the purchase of bus/train season tickets for Staff	First Term	Developer
Promote site specific car share scheme	By 250 <sup>th</sup> occupation of residential dwellings – to be rolled out to staff and parents	Travel Plan Co-Ordinator
Promote existing car share schemes	First Term	Travel Plan Co-Ordinator
Produce and issue Travel Information Pack to new staff and parents/pupils	For the initial pupil intake and annually thereafter; also issue to any new staff members	Travel Plan Co-Ordinator
Provide a travel plan noticeboard and keep up to date	Prior to opening and ongoing thereafter	Travel Plan Co-Ordinator
Provide personalised travel planning advice to staff and parents	As required	Travel Plan Co-Ordinator

Source: Consultant's Estimates

## SECTION 9 TARGETS

### 9.1 Introduction

9.1.1 The key aim of the Travel Plan is to reduce single occupancy car use for travel to/from the development, and the use of targets will enable the TMA including individual Travel Plan Co-Ordinators and DCC to monitor progress against the Travel Plan objectives.

9.1.2 As a result of the proposed measures put forward, the following headline objective has been set for the travel plan:

- To reduce the total number of vehicle trips generated by the site during the morning peak hour (08:00-09:00) and evening peak (17:00-18:00) by **10.0%**.

9.1.3 This mode shift away from car use is the same as that used in the traffic impact analysis in the transport assessment.

### 9.2 Site Wide

#### Initial Traffic Generation Targets

9.2.1 Table 9.1 outlines the traffic generation figures used in the traffic analysis without modal shift along with the target traffic generation figures allowing for a 10% modal shift away from car use.

**Table 9.1: Initial and Target Trip Generations- AM and PM Peak Hour Periods**

Land Use	AM Peak (0800 – 0900)			PM Peak (1700 – 1800)		
	In	Out	Total	In	Out	Total
Residential Uses	212	621	833	542	357	898
Primary School	137	84	221	0	12	12
Local Centre	9	5	15	17	15	32
Initial Vehicle Trip Generation (Full Development)	358	710	1,068	559	384	943
<b>Target Vehicle Trip Generation with FTP (10% Reduction)</b>	<b>318</b>	<b>640</b>	<b>958</b>	<b>499</b>	<b>344</b>	<b>849</b>

Source: Transport Assessment

### 9.3 Residential Uses

#### Interim Modal Split Targets

9.3.1 Journey to Work data contained within the 2011 Census has been reviewed to identify the likely modal split for journeys to and from the residential element of the site. The data for the residents of the 'North Dorset 001' MSOA has been analysed as it is directly comparable to the development in terms of location and has been used to derive the likely modal split for future residents of the site.

9.3.2 Using the Census data as an indicative initial base, Table 9.2 outlines interim modal split targets for travel to the residential element of the site. For the purpose of this FTP it has been assumed that there will be an 11-year build period.

**Table 10.2: Residential Uses – Interim Modal Split Targets**

Mode	Baseline 2011 Census	Year 1 Target	Year 3 Target	Year 5 Target	Year 7 Target	Year 9 Target	Year 11 Target	% Change over Travel Plan Period
Car Driver	68.6%	68.6%	65.1%	63.4%	62.6%	62.1%	61.7%	-6.9%
Car Passenger	17.9%	17.9%	18.5%	18.9%	19.1%	19.1%	19.2%	1.4%
On Foot	2.4%	2.4%	3.1%	3.4%	3.6%	3.7%	3.8%	1.4%
Bicycle	0.7%	0.7%	1.4%	1.8%	1.9%	2.0%	2.1%	1.4%
Rail	5.5%	5.5%	6.2%	6.6%	6.7%	6.8%	6.9%	1.4%
Bus	3.6%	3.6%	4.3%	4.6%	4.8%	4.9%	4.9%	1.4%
Motorcycle	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	0.0%
Other (inc. taxi)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>
<b>AM Peak Vehicle Trip Generation</b>	<b>833</b>	<b>833</b>	<b>805</b>	<b>790</b>	<b>783</b>	<b>780</b>	<b>776</b>	<b>-57</b>

Source: 2011 Census, Consultant's Estimate and Table 3.2

- 9.3.3 The interim target of 10% reduction of total residential trips would result a modal shift for car driver from 68.6% to 61.7% based on the 2011 Census data as a base. The proposed increase in the proportion of trips by the various non-car modes are not 'targets' but provide an as suggestion of how the modal shift from car drivers in likely to be achieved. If, through the implementation of the Travel Plan certain modes are providing more popular that others then the travel plan can be targeting specifically towards those modes.
- 9.3.4 The objective is to achieve these targets at the end of the monitoring period, but have been 'front-loaded' to reflect a commitment to sustainable travel measures from the inception of the development with an aim to achieve a significant proportion of the shift upon the occupation of 50% of the homes.
- 9.3.5 Once the first travel survey has been undertaken, these interim targets will be reviewed.

#### 9.4 Local Centre

##### Interim Modal Split Targets

- 9.4.1 Travel to Work data contained within the 2011 Census has been reviewed to identify the likely modal split for employee journeys for the Local Centre to and from the site.
- 9.4.2 The data for employees in the North Dorset MSOA ref: 001 has been used and is considered representative of the proposed employment uses that will be provided on the development site.
- 9.4.3 Using the Census data as an indicative initial base, Table 9.3 below sets out interim modal split targets for travel to the Local Centre element of the site.

**Table 9.3: Local Centre – Interim Modal Shift Targets**

Mode	Baseline 2011 Census	Year 1 Target	Year 3 Target	Year 5 Target	Year 7 Target	Year 9 Target	Year 11 Target	% Change over Travel Plan Period
Car Driver	67.1%	67.1%	63.7%	62.1%	61.2%	60.8%	60.4%	-6.7%
Car Passenger	5.4%	5.4%	6.0%	6.4%	6.5%	6.6%	6.7%	1.3%
On Foot	20.3%	20.3%	20.9%	21.3%	21.4%	21.5%	21.6%	1.3%
Bicycle	3.6%	3.6%	4.3%	4.6%	4.8%	4.8%	4.9%	1.3%
Rail	1.6%	1.6%	2.3%	2.6%	2.8%	2.9%	3.0%	1.3%
Bus	0.9%	0.9%	1.5%	1.9%	2.0%	2.1%	2.2%	1.3%
Motorcycle	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.0%
Other (inc. taxi)	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>
<b>AM Peak Vehicle Trip Generation</b>	<b>15</b>	<b>15</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>-2</b>

Source: 2011 Census, Consultant's Estimates and Table 3.3

9.4.4 The interim target of a 10% reduction of total employment trips would result in a modal shift for car drivers from 67.1% on the basis of the base 2011 Census data to broadly 60.4% at the completion of the development. The proposed increase in the proportion of trips by the various non-car modes are not 'targets' but provide an indication at this stage of how the modal shift from car drivers is likely to be achieved. If, through the implementation of the Travel Plan, certain modes are proving popular then the Travel Plan can be targeted specifically towards those modes.

9.4.5 Once the first travel survey has been undertaken, these interim targets will be reviewed.

## 9.5 Primary School

### Interim Modal Split Targets

#### *Pupils (Escort Education)*

9.5.1 In the absence of any specific DCC targets for primary school pupil trips across the county, and in order to be consistent with the methodology adopted in the transport assessment, it has been assumed that there is a baseline of a 40% car driver mode split for car pupil (escort education) journeys.

9.5.2 On this basis, Table 9.4 below sets out interim modal split targets for pupils (escort education) travel to the primary school the site, so as to provide a more detailed breakdown of how the target will be achieved over the expected build period of the site.

**Table 9.4: Primary School: Pupils (Escort Education) – Interim Modal Shift Targets**

Mode	Baseline 2011 Census	Year 1 Target	Year 3 Target	Year 5 Target	Year 7 Target	Year 9 Target	Year 11 Target	% Change over Travel Plan Period
On Foot	55.0%	56.4%	56.7%	57.1%	57.5%	57.8%	58.0%	3.0%
Car	40.0%	38.2%	37.7%	37.2%	36.7%	36.3%	36.0%	-4.0%
Other (inc. cycle)	5.0%	5.5%	5.6%	5.7%	5.8%	5.9%	6.0%	1.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>AM Peak Vehicle Trip Generation*</b>	<b>196</b>	<b>196</b>	<b>186</b>	<b>181</b>	<b>179</b>	<b>177</b>	<b>176</b>	<b>-20</b>

Source: National School Census, 2011, and Consultant's Estimates

9.5.3 The interim target of a 10% reduction of total primary school trips would result in a modal shift for car pupil (escort education) journeys from 40.0% to 36.0% at the completion of the development. On the basis of the relatively short distances involved, it has been assumed that the modal shift from car drivers is likely to be achieved by an increase in the proportion of journeys on foot. If, through the implementation of the Travel Plan, other modes, i.e. cycling, are proving popular then the Travel Plan can be targeted specifically towards those modes.

9.5.4 Once the first travel survey has been undertaken, the baseline modal split and interim targets will be reviewed.

### Staff

9.5.5 The data for employees in the North Dorset MSOA ref: 001 within the 2011 Census has been used to establish the likely modal split for future employees at the primary school on the site.

9.5.6 Table 9.5 below sets out interim modal split targets for staff journeys to the proposed primary school on the site so as to provide a more detailed breakdown of how the target will be achieved over the build period of the development.

**Table 9.5: Primary School: Staff – Interim Modal Shift Targets**

Mode	Baseline 2011 Census	Year 1 Target	Year 3 Target	Year 5 Target	Year 7 Target	Year 9 Target	Year 11 Target	% Change over Travel Plan Period
Car Driver	67.1%	67.1%	63.7%	62.1%	61.2%	60.8%	60.4%	-6.7%
Car Passenger	5.4%	5.4%	6.0%	6.4%	6.5%	6.6%	6.7%	1.3%
On Foot	20.3%	20.3%	20.9%	21.3%	21.4%	21.5%	21.6%	1.3%
Bicycle	3.6%	3.6%	4.3%	4.6%	4.8%	4.8%	4.9%	1.3%
Rail	1.6%	1.6%	2.3%	2.6%	2.8%	2.9%	3.0%	1.3%
Bus	0.9%	0.9%	1.5%	1.9%	2.0%	2.1%	2.2%	1.3%
Motorcycle	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.0%
Other (inc. taxi)	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>
<b>AM Peak Vehicle Trip Generation*</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>3</b>

Source: 2011 Census, Consultant's Estimates and Table 3.3

- 9.5.7 The interim target of a 10% reduction of primary school staff trips would result in a modal shift for car drivers from 67.1% on the basis of the base 2011 Census data to broadly 60.4% at the completion of the development. The proposed increase in the proportion of trips by the various non-car modes are not 'targets' but provide an indication at this stage of how the modal shift from car drivers is likely to be achieved. If, through the implementation of the Travel Plan, certain modes are proving popular then the Travel Plan can be targeted specifically towards those modes.
- 9.5.8 Once the first travel survey has been undertaken, these interim targets will be reviewed.

## **SECTION 10 MONITORING**

### **10.1 Introduction**

10.1.1 This section of the FTP sets out the proposed monitoring strategy for the development to measure the effectiveness of the plan. Remedial measures are also set out should the FTP not be achieving its targets.

### **10.2 Site Wide**

10.2.1 Dorset County Council provides guidance on the monitoring of development related Travel Plans in the document 'Travel Plans in Dorset – Supplementary Planning Guidance' March 2004.

10.2.2 In accordance, with the guidance, monitoring will be undertaken over an eleven-year period during the first, third and every other year thereafter.

10.2.3 It is proposed that formal monitoring will be undertaken in line with the TRICS Standard Assessment Methodology (SAM) using a combination of methods as follows:

- Automated Traffic Counts (ATCs);
- Multi-modal interview and head counts;
- Travel questionnaires; and
- Sustainable travel voucher uptake etc.

10.2.4 It is proposed that the first SAM survey will be carried out after occupation of the 250<sup>th</sup> dwelling, or the quantum of development that is broadly equivalent to the traffic generation of 250 dwellings.

10.2.5 Annual ATCs will be undertaken at the main vehicular accesses to record the total number of vehicle movements to/from the site.

10.2.6 Subsequent TRICS SAM surveys (i.e. all access points; vehicular and multi modal) will be undertaken every three years until full occupation of the site.

- 10.2.7 The site Wide Travel Plan co-ordinator will supply DCC with observed statistical data showing how the residents/ visitors to the site travel to and from the development and detail of the measure employed to encourage sustainable travel. Questionnaire surveys may also be used to determine the effectiveness of the Travel Plan measures, and enable residents to remain involved in the Travel Plan process.
- 10.2.8 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success. A monitoring report setting out the results of the surveys will be submitted to DCC on an annual basis.
- 10.2.9 The site wide TPC will monitor and review the progress and success of the Travel Plan and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority and the highway authority, as well as the TPC. This information will be disseminated to all the users on noticeboards within the various land uses to assist in informing users of any new measures and give them understand of how the travel plan is operating.
- 10.2.10 The site wide TPC will also monitor bicycle use, to identify and need for additional public car parking. Monitoring will take the form of a morning and afternoon 'snapshot' count of the number of bicycles parked each day over a seven-day period.
- 10.2.11 The frequency of the proposed monitoring for the various land uses on the site is discussed in more detail in the following paragraphs.

### **10.3 Residential Uses**

- 10.3.1 The first surveys will be carried out within a three to six-month period of the occupation of the 250<sup>th</sup> dwelling on the site. This will ensure that the survey captures information about an established critical mass of residents, and will allow time for the measures contained within the Travel Plan to take effect.

### **10.4 Local Centre**

- 10.4.1 The baseline survey will be carried out within a three to six-month period of the occupation of 50% of the total gross floor area of the Local Centre uses on the site. The Local Centre comprises a total gross floor area of 2,750sqm across a number of different buildings / land uses.

10.4.2 If questionnaires are undertaken, an incentive will be provided to encourage responses to respond, i.e. entry into a prize draw to win a voucher worth £50. A minimum response rate will be agreed with DCC in advance of the questionnaires.

## 10.5 **Primary School**

10.5.1 The nature of the primary school facility means that there will be new pupils every September. The first survey will be carried out in the first term following the opening of the school. Annual surveys will be undertaken thereafter also within the first term, during the total build period of the site.

10.5.2 It is proposed that the targets for the primary school will be set following the initial baseline survey which will be carried out each year. This will form part of the monitoring programme report which will be submitted to DCC annually.

## 10.6 **Review**

10.6.1 An annual review of the Travel Plan will be undertaken by the developer after the monitoring is complete. The purpose of the review is to refocus any measures which have been unsuccessful and replace them with more effective measures that will help to achieve the targets of the Travel Plan.

## 10.7 **Reporting**

10.7.1 A monitoring report to support the TRICS SAM survey over the monitoring period will be submitted to DCC. This will set out the results of the travel surveys undertaken against the Travel Plan targets and objectives. It will also assess how the Travel Plan measures have contributed to the achievement of the modal shift targets and to demonstrate the Travel Plan is on track.

10.7.2 On site residents will be informed of the survey results via newsletters and Facebook group. The following information is likely to be provided:

- Recap of the site Travel Plan's objectives and agreed targets;
- The monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;

- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further development the Travel Plan for the future.

## 10.8 Remedial Measures

10.8.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, the developer will work with DCC to agree a strategy and further actions to get the Travel Plan back on track.

10.8.2 The proposed sustainable transport strategy and all of the associated measures will provide a genuine opportunity for a reduction in development traffic flows, especially in peak hours to be achieved.

10.8.3 It is proposed that an annual Travel Plan budget is provided by the developer to fund the 'soft measures', monitoring and implementation costs. The travel Plan steering group would determine how this fund would be allocated and spent. For example, should the first monitoring surveys report that certain schemes or modes are better utilised or more popular, more funds could be invested into those more successful aspects of the Travel Plan.

10.8.4 If at the end of the monitoring period, the measures implemented by the Travel Plan fall significantly short of achieving the targets, it may be appropriate to implement further remedial measures. Such measures could include:

- The implementation of additional on-site Travel Plan measures (either infrastructure or soft measures – such as enhanced personalised travel planning for residents of the site or public transport taster tickets to residents/ employees free of charge to encourage the use of bus services); and
- A final round of sustainable travel vouchers for each household across the development.

10.8.5 Any such remedial measures would be discussed and agreed with DCC at the conclusion of the monitoring period, and would be related in scale to the degree to which the Travel Plan targets have not been achieved.

## SECTION 11 TOWN WIDE SMARTER CHOICE INITIATIVES

### 11.1 Introduction

11.1.1 In addition to the sustainable transport infrastructure package improvements that the proposed development will bring forward to the benefits of existing residents within Gillingham, the development will assist DCC in implementing Town Wide Smarter Choices measures, through Personalised Travel Planning (PTP) across Gillingham, to assist in achieving a modal shift for existing journeys made within the town.

### 11.2 Personalised Travel Planning

11.2.1 PTP forms a key part of DCC LTP 3 as part of Policy LTP F-1 to encourage more sustainable travel patterns. DCC's approach for using PTP is set out as follows:

**“By engaging with people directly, PTP informs travellers, at a personal level, of the full range of travel opportunities that are available to meet their individual needs, based on their typical daily journey patterns. This presents a key opportunity to help people to make more informed sustainable travel choices and avoid unnecessary travel, helping to overcome habitual use of the car”** (*ref: Policy LTP F, DCC LTP 3*).

11.2.2 PTP generally takes the form of individual consultations (either via a one-to one meeting, in the home, or via telephone, with a trained advisor), followed by the provision of tailored information on the range of travel options available for trips and journeys that each individual undertakes. Information is provided on a range of different travel options, and can typically include:

- Public transport timetable and fare information (for the local stops and services);
- Personalised journey plan for trip made on a regular basis;
- Map of local walking and cycling routes;
- Car sharing information;
- A free limited period trial on public transport; and
- A free consultation for future travel advice.

11.2.3 Research indicates the greatest success is likely to be delivered where the PTP is combined with a wider sustainable transport investment programme (i.e. the development led sustainable transport strategy), and where it is implemented in a town where there is a stable and self-contained community with appropriate local facilities, and with local recognition of the problems associated with traffic congestion – these factors are all applicable to Gillingham.

11.2.4 The applicant is willing to deliver or make an appropriate financial contribution, secured through a Section 106 Agreement, to assist DCC in implementing the above Town Wide PTP.

### 11.3 **Summary**

11.3.1 The identified Smarter Choice measures will emphasise on PTP will assist in achieving a modal shift of existing journeys made within the town centre from traffic originating from dwellings within Gillingham, i.e. excluding through movements, from the private car to non-car modes and release spare capacity on the network.

## **SECTION 12 SUMMARY**

- 12.1.1 This Framework Travel Plan has been prepared to support the Master Plan Framework for a strategic residential led mixed-use (including up to 1,800 homes, a primary school, a neighbourhood centre as well as community facilities and public open space) on land to the south of Gillingham.
- 12.1.2 The FTP aims to promote sustainable lifestyle amongst the new residents, employees and visitors to the site, through reducing the need for travel by private car, and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys and influencing modal choice.
- 12.1.3 The provision of a primary school, retail / local convenience, health centre, community hall, and leisure / sport uses and open space in addition to the proposed residential development provides the opportunity for many journeys to be contained within the site without impacting on the external local transport network. This directly accords with the first part of paragraph 38 of the NPPF which states that for larger scale residential developments in particular, a mix of uses should be promoted in order to provide opportunities to undertake day-to-day activities including work on site.
- 12.1.4 Indeed, the provision of this mix of uses ensures walkable neighbourhoods with these facilities being within an 800m “comfortable” walk distance of many residential areas and within a 2km “reasonable” walking distance of all residential areas. This directly accords with the second part of paragraph 38 of the NPPF which states that where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.
- 12.1.5 Principal road access is proposed from the B3081 Shaftesbury Road and B3092 New Road with vehicular access through the existing residential areas in Ham adjacent to the site for a limited number of dwellings. The masterplan is designed to provide a well-connected network of streets as well as pedestrian / cycle routes of different character within the site.

12.1.6 The proposed Gillingham SSA and Gillingham combined provides a wide range of leisure, retail, employment, and education facilities for existing and future residents. The vast majority of these facilities and services are situated to the north of the site. The town centre has a wide range of facilities that are accessible within a reasonable walking distance of the site. Gillingham Station is also within a reasonable walking and cycle distance of the site meaning that there is the opportunity for many future residents to make longer journeys to further destinations in combination with public transport.

12.1.7 A fundamental element of the access strategy is to achieve integration between the site and Gillingham town centre and other key destinations through improved linkages and connectivity. This is to be achieved through walking and cycling improvements on the links into Gillingham town centre through junction improvements and better crossing provision for pedestrians and cyclists.

12.1.8 Against this background, off site highway / junction improvements which provide significantly enhanced pedestrian facilities and a wider public benefit, are proposed in the following locations:

- B3081 Shaftesbury Road / B3092 New Road Junction; and
- B3081 Le Neubourg Way / Newbury (High Street) Junction.

12.1.9 A walking and cycling audit has identified a number of off-site infrastructure improvements between the site and the town centre and other key destinations within Gillingham which the proposed development will bring forward as off-site S278 improvements, as follows:

- Route 1 – New Road from Addison Close to Shaftesbury Road;
- Route 2 – Shaftesbury Road from junction with Rookery Close (including link to Trent Square/Fern Brook Lane) to Newbury (High Street);
- Route 3 – Station Road from Gillingham Rail Station to town centre; and
- Route 4 – Newbury (High Street) and Hardings Lane to Gillingham Secondary school.

12.1.10 The improvements include the introduction of dropped kerbs / tactile paving where they are currently missing to improve accessibility for vulnerable road users and the mobility impaired including those in wheel chairs and mobility scooters.

12.1.11 In addition to the proposed improvements to the core pedestrian/cycle routes between the development site and key local destinations, the development will also assist in bringing forward, through financial contribution, improvements to pedestrian/cycle provision within Gillingham, including:

- Improvements to pedestrian access to Gillingham rail station via the off-road route on Brickyard Lane to the south of the railway line;
- Improvements to the footpath links along the Lodden Valley between the site boundary and Shaftesbury Road, at Lodden Bridge; and
- Improvements to Footpath No.64/47 and 64/48 to the west of Gillingham rail station, including the pedestrian bridge over River Stour.

12.1.12 On-site parking provision will be secured with subsequent reserved matters applications. The applicant is willing to provide a commitment to provide electric car charging points throughout the development, subject to a review of need and new technology at reserved matters stage.

12.1.13 The public transport strategy will provide phased increases in bus service frequency (in conjunction with development completions) on the Gillingham – Shaftesbury corridor to a service level of approximately one every 20 minutes throughout the day on Monday – Saturday and potentially a Sunday service. This would represent a significant increase in service level on this route not only benefitting future residents and employees but also existing residents along this corridor.

12.1.14 The applicant is willing to fund or deliver bus stop infrastructure improvements at the existing bus stops within a reasonable walk distance of residential properties along Shaftesbury Road and New Road, as well as additional key bus stops within Gillingham town centre and at the rail station. This will also benefit existing residents in the local area who currently use these bus stops.

12.1.15 Individual travel plans are proposed for each of the main land uses on the site and a framework for each travel plan, including the various non-infrastructure or 'soft' Travel Plan measures aimed at influencing modal choice for residents/employees/visitors of the new development is set out. A suggested timetable for the implementation of these measures has been put forward.

12.1.16 A Travel Plan Co-ordinator will be appointed by the developer for each land use prior to first occupation of that particular land use, to oversee the development of the proposed measures and ensure the implementation of the Travel Plan ahead of occupation.

12.1.17 It is suggested that a Transport Management Association (TMA) is secured through a planning obligation to manage the individual travel plans of the various land uses across the site and provide the area-wide travel plan elements. As part of the TMA, the developer will fund a Site Wider Travel Plan Co-ordinator for the duration of the building programme and two-years thereafter. The TPC for each land use will sit on the TMA steering group.

12.1.18 A summary of the key measures proposed for each land use is set out below:

#### Residential Uses

- A £100 sustainable travel voucher for every household, with options to encourage public transport use and assist residents with the purchase of bicycles;
- A £100 voucher for credit towards the proposed on-site Car Club;
- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes to local facilities, and a bicycle user group;
- Measures to promote public transport, including provision of public transport timetable and route information and the opportunity to apply for a free short-term season ticket for use on public transport services;
- Provision of a site-specific car share scheme and promotion of existing local schemes;
- Procurement of an on-site Car Club (subject to commercial viability);
- Provision of broadband access to enable easy access to local home delivery services and home working;
- A resident's travel information pack and Facebook Travel Plan Group; and

- Provision of up to date travel information by other means, including a community travel website and community notice boards.

#### Primary School

- Provision of travel information pack to all parents and staff including information on walking and cycling routes within the local area;
- Development of Bicycle User Group for parents and staff;
- Promotion of 'Bikeability' cycle training courses to parents and staff, and participation of the 'Bike It' programme run by DCC / Sustrans and other national awareness programmes.

#### Local Centre

- Provision of a travel information pack to all new staff as part of the induction process including information on walking and cycling routes, public transport services, and promotion of site specific car share scheme;
- Each business to be encouraged to offer interest free loans to staff to purchase bus/rail season tickets;
- Provision for electric charging points;
- Development of Bicycle User Group for staff; and
- Provision of showers, lockers and changing facilities for staff use for each building at the Local Centre.

12.1.19 As a result of the proposed measures put forward, the following headline objective have been set for reductions in vehicular trip generation to/from the site:

- To reduce the total number of vehicle trips generated by the site during the morning peak hour (08:00-09:00) and evening peak (17:00-18:00) by **10.0%**.

12.1.20 The objective is to achieve these targets at the end of the monitoring period, but they have been 'front-loaded' to reflect a commitment to sustainable travel measures from the inception of the development with an aim to achieve a significant proportion of the shift upon the occupation of 50% of the homes. Interim mode split targets for each land use have been established and will be subject to on-going review.

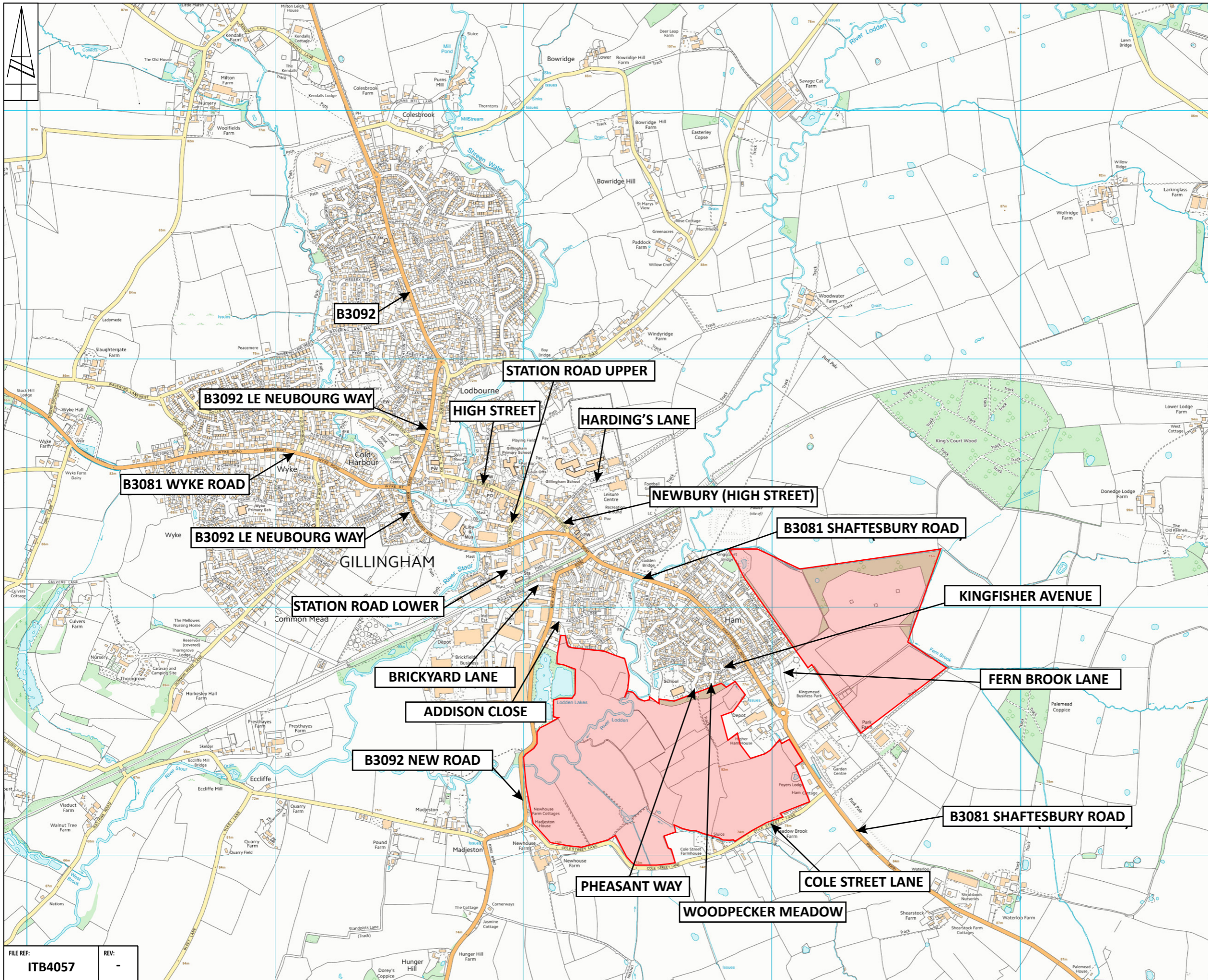
12.1.21 The total monitoring programme of the development will be for the duration of the build period of the site, which is currently envisaged to be a minimum of 11 years. The first SAM survey will be carried out after occupation of the 250th dwelling.

12.1.22 Subsequent SAM surveys will be undertaken every three years until full occupation of the site with annual ATCs undertaken at the main vehicular accesses to the site.

12.1.23 An annual monitoring report over this period will be submitted to Dorset County Council setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan.

12.1.24 The applicant is willing to make a financial contribution, secured through a Section 106 Agreement, to assist DCC in implementing Personalised Travel Planning across Gillingham's existing residents, which will assist in achieving a modal shift of existing journeys made within the town.

## FIGURES



KEY  
SITE BOUNDARY



Grove House, Lutyens Close, Chineham Court,  
Basingstoke, RG24 8AG  
Tel: 01256 338 640  
Fax: 01256 338 644  
[www.i-transport.co.uk](http://www.i-transport.co.uk)

TITLE:  
**GILLINGHAM STRATEGIC SITE  
ALLOCATION, NORTH DORSET  
SITE LOCATION PLAN**

FIGURE No:  
**FIGURE 1.1**

FILE REF:  
**ITB4057**

REV:  
**-**

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