



LAND AT GRANGE FARM, CANNINGTON

Framework Travel Plan

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IMA-18-040

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PLANS

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Appendix 1	-	Illustrative Site Layout Plan
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1 Introduction

1.1 Background

- 1.1.1 This Framework Travel Plan has been produced by IMA Transport Planning Ltd on behalf of Mrs D Yorke to support an outline planning application for a scheme of up to 73 dwellings on land at Grange Farm, Cannington. The site location is illustrated on Plan 1.
- 1.1.2 This document is a Framework Travel Plan (FTP). It outlines measures to encourage travel by modes other than single occupancy car use for residents of the proposed development.
- 1.1.3 It is intended that future occupants of the development site will use this framework document to develop their own Full Travel Plan appropriate to their travel needs and characteristics.

1.2 Overview of a Travel Plan

- 1.2.1 The Ministry of Housing, Communities & Local Government defines a Travel Plan as follows:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way this is unsustainable and could have negative impacts on the surrounding streets.

Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.

Where there may be more effective or sustainable outcomes, and in order to mitigate the impact of the proposed development, consideration may be given to travel planning over a wider area.”

- 1.2.2 A successful Travel Plan will influence travel behaviour and achieve a shift towards sustainable transport and needs to be tailored to suit the site characteristics.
- 1.2.3 The site is well located in terms of access to local services and facilities by walking, cycling and public transport.

1.3 Framework Travel Plan Overview

- 1.3.1 This Framework Travel Plan has been produced to promote a reduction in the number of journeys and distance travelled by car, in accordance with government and local authority planning policy.
- 1.3.2 Framework Travel Plans are required by Somerset County Council (SCC) as part of outline planning applications to provide details of the proposed development and the measures to be adopted to encourage travel using sustainable modes.
- 1.3.3 This Framework Travel Plan sets out a commitment to measures to reduce car travel, particularly by single-occupants, through use of more sustainable alternatives.

2 Site Audit and Existing Mode Share

2.1 Introduction

- 2.1.1 This section describes the development before setting out key information about travel associated with the site.

2.2 Development Description

- 2.2.1 The development proposes up to 73 dwellings... The proposed site layout is shown in plans produced by Greenslade Taylor Hunt for the planning application included in Appendix 1.
- 2.2.2 The site will be accessed via a new arm on the A39/Main Road roundabout. A pedestrian/cycle refuge island will be provided as part of the site access to facilitate crossing movements. The site access road will be 5.5m in width with 2.0m wide footways provided either side which provide a continuous link from the site to the existing shared footway/cycleway provided to the east of the A39/Main Road roundabout.
- 2.2.3 Parking standards for development in Somerset are set out in the county wide Parking Strategy adopted in September 2013. At this stage the application is in outline form with only access to be determined, however, parking provision will be considered in detail as part of a future reserved matters application. The parking provision will therefore have due regard to the standards identified in the Parking Strategy or any other relevant guidance at the time of the submission of the reserved matters application.
- 2.2.4 The Parking Strategy also sets out requirements for cycle parking, specifying one space per bedroom. As identified above, the cycle parking requirements for the proposed development will be considered as part of a future reserved matters application.

2.3 Access by Non-Car Modes

- 2.3.1 The existing pedestrian, cycle and public transport facilities/services are illustrated on Plan 2.

Pedestrian Infrastructure

- 2.3.2 Cannington village centre lies to the north of the site and the site has access to existing streetlit pedestrian facilities that are provided to the east of the A39/Main Road roundabout.
- 2.3.3 Footways are provided either side of Main Road, with a controlled pedestrian crossing provided to the south of the Brook Street/Duke Avenue junction, providing an opportunity for pedestrians to cross between the eastern and western footways on Brook Street.
- 2.3.4 There is a wide range of everyday amenities within walking distance of the site including a primary school, college, health centre and shops.

Bicycle Infrastructure

- 2.3.5 A shared footway/cycleway is provided adjacent to the western boundary of the site. The shared footway/cycleway provides a connection to the on-road cycling facilities on Sandford Hill which routes through Wemdon, which in turn connects to a series of cycle routes within Bridgwater.

Public Transport Infrastructure

- 2.3.6 There are bus stops located approximately 100m north of the site on Main Road, a walk of about one-minute. The stops are served by the 14 and 15 bus services. The 14 service operates at hourly intervals Monday to Saturday between Cannington and Bridgwater. Weekday services run from 07:10 to 19:06 and Saturday services from 08:21 to 17:41.
- 2.3.7 The 15 bus service is a college service providing access to Bridgwater College during term time weekdays.
- 2.3.8 The site is therefore in a highly accessible location with a range of day to day amenities within walking distance and employment opportunities in Bridgwater accessible by bus services located within walking distance of the site.

2.4 Predicted Development Traffic

- 2.4.1 The development is only likely to attract in the order of 40 vehicle movements during the weekday morning and evening peak hours, as set out in the Transport Assessment prepared to support the planning application.
- 2.4.2 The traffic predictions have been based on data included in the TRICS trip generation database using data from comparable residential sites. Modelling by Transport Research Laboratory software shows that the site access would operate with no significant queues or delays.

2.5 Existing Mode Share

- 2.5.1 Residents of the development are likely to exhibit similar travel patterns to that of existing residents in the local area. A summary of the 2011 Census, obtained from the Office for National Statistics (ONS) via the NOMIS website. The commuting data is from ONS table QS703EQ - Method of Travel to Work.
- 2.5.2 The table shows travel to work modes for people in employment living in the Lower Level Super Output Area covering the site.

Commuting Mode	Local LSOA (E01029123)
Train	0.2%
Bus, minibus or coach	2.6%
Taxi	0.2%
Motorcycle, scooter or moped	1.2%
Driving a car or van	72.5%
Passenger in a car or van	8.2%
Bicycle	3.3%
On foot	11.0%
Other	0.8%

Table 1: Commuting Modes from 2011 Census (Resident Population)

- 2.5.3 This identifies a car borne mode share of 80.7%, with car driver comprising some 72.5%. Walking and cycling account for 14.3% and public transport usage (bus and train accounts for 2.8%.

3 Objectives and Targets

3.1 Introduction

- 3.1.1 This section sets out the objectives of the Framework Travel Plan and the benefits likely to arise.

3.2 Objectives

- 3.2.1 This Framework Travel Plan sets out a sustainable transport strategy for the proposed development on the site, the headline objectives for the plan will be as follows:

- To improve accessibility to the site by non-car modes of transport; and
- To reduce the number of single occupancy car journeys to the site.

3.3 Benefits

- 3.3.1 The development of a Travel Plan has a number of benefits for future residents as well as the existing local community and surrounding environment.

Residents

- Improved 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 are reduced.

Local Community and Environment

- 3.3.2 The sustainable transport strategy for the development proposal will benefit existing residents in the local area in a number of ways. 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 vehicular turning movements to/from the site. This will contribute to both local air quality management and national climate change reduction targets.

- 3.3.3 Overall, it is anticipated that the Travel Plan will result in benefits for residents of the site and the wider community in the vicinity of the development.

3.4 Targets

3.4.1 Firm targets will be set when the baseline surveys have been completed after one year of occupation of the new dwellings. These would form part of a finalised Travel Plan which would be reviewed and agreed with Somerset County Council. Notwithstanding this, indicative targets have been set out below.

3.4.2 One of the main aims of the Travel Plan is to reduce single occupancy car use for travel to the site. It is therefore proposed to set the following target:

- To reduce single occupancy car use for residents to the site by 10% from the 2011 Census baseline by the end of the five-year monitoring period.

3.4.3 Using the Census data as a base, Table 2 below sets out the initial modal split target for residents of the proposed development.

Mode	2011 Census	Initial Target
Car Driver	72.5%	65.3%
Other Modes (inc car passenger)	27.5%	34.7%
Total	100%	100%

Table 2: Residents Travel - Initial Targets

3.4.4 The interim target to reduce single occupancy car travel for residents would result in a modal shift for car drivers of 7% (percentage points) from the base 2011 Census data over a five-year period from first occupation of the site.

3.4.5 Once the first travel survey has been undertaken, the targets will be reviewed and updated as necessary.

4 Proposed Measures

4.1 Introduction

4.1.1 This section sets out the measures proposed to achieve the objectives set out in the previous section.

4.2 Travel Plan Coordinator

4.2.1 The developer will appoint an individual or company to act as the Travel Plan Coordinator (TPC) for the site. Contact details will be supplied to Somerset County Council prior to first occupation of the development proposal.

4.2.2 The TPC will be retained throughout the lifetime of the Travel Plan and prior to their appointment their role will revert to the developer. The post will be funded by the developer throughout the lifetime of the Travel Plan.

4.2.3 The role of the TPC will be as follows:

- To manage the day to day delivery of the measures contained in this section of the Travel Plan;
- 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 journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
- To organise the annual monitoring of the Travel Plan in line with the strategy outlined in Section 5 of this document; and
- To provide monitoring feedback to residents and the steering group and to liaise with the local authority as necessary.

4.3 Promotion of Walking and Cycling

4.3.1 The development will facilitate walking and cycling, in particular for local journeys to key destinations. All dwellings will be provided with cycle parking having regard to local parking standards. Information on the walking and cycling routes and local facilities including public rights of way, will be made to new residents through the resident's travel information pack and other means described below.

4.3.2 A bicycle user group will be set up for the new development. 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.

4.3.3 The TPC will assist with the dissemination of information regarding the bicycle user group and will help residents get in contact with one another. Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores and will also inform residents of any discounts with local cycle stores.

- 4.3.4 The TPC will also promote ‘Bikeability’ cycle training courses to residents and will attempt to organise group training sessions at the site if enough residents are interested.

4.4 Promotion of Public Transport

- 4.4.1 Information on public transport routes and facilities serving new development will be made available to new residents through the residents’ travel plan website (see below) and the other means described below.
- 4.4.2 The direct public transport services to local destinations will be emphasised.

4.5 Car Sharing Scheme

- 4.5.1 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas.
- 4.5.2 Residents will be provided with information about car sharing via the Liftshare.com website. Details of the benefits of the car share scheme and how to register will be included on the residents travel plan website.

4.6 Information Provision and Marketing

- 4.6.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and sales staff will be trained in personal journey planning in order that this service can be offered to new residents during the purchase process.
- 4.6.2 To assist with achieving the objectives of the Travel Plan, details of the package of measures will be provided on the Travel Plan website, which will cover the following:
- Provision of up-to-date travel information for walking, cycling and public transport;
 - Details regarding the provision of broadband to enable easy access to local home delivery services and home working;
 - Details about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
 - A plan of the new development, highlighting local facilities and nearby key destinations, the walking and cycling routes to these and public transport routes and the location of bus stops;
 - Details of any negotiated discounts at local cycle stores;
 - Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, local school travel plans and schemes;

- Maps showing the 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 destinations;
- Bus and rail maps and timetable information;
- Information about journey planning services e.g. www.traveline.info;
- Information about car sharing through the www.liftshare.com website;
- Information about the home delivery services offered by supermarkets in the local area, and potentially a voucher for free home delivery on first use; and
- The offer of personalised journey planning for residents. The offer will be available to the first residents of each dwelling upon occupation.

4.6.3 If required the above information can be provided in hard copy form.

5 Monitoring

5.1 Introduction

- 5.1.1 Monitoring and review of the Travel Plan will be organised by the TPC. Monitoring is important in order to understand if the proposed objectives and targets have been met.

5.2 Travel Surveys

- 5.2.1 The objective of the monitoring process is to regularly assess the resident travel patterns and identify if any elements of the Travel Plan may need to be changed or if further marketing initiatives are required. The monitoring will also assess the success of achieving the headline targets.
- 5.2.2 An Automatic Traffic Count (ATC) survey will be undertaken at the vehicular access within one year of the first occupation of the dwellings in order to assess the vehicle trip generation from the site.
- 5.2.3 A resident questionnaire survey will also be undertaken alongside the ATC survey, one year after the first occupation. The surveys will cover the following areas:
- Where residents work;
 - Travel patterns;
 - Duration of travel;
 - Any barriers to particular types of travel;
 - Residents who are most willing to change their travel habits; and
 - The popularity of the various incentives and measures that staff may consider to change their methods of transport.
- 5.2.4 The first surveys will be used to refine the measures that are being promoted in response to the performance against the mode share targets to help ensure that the 10% reduction in single occupancy car trips is achieved within the lifetime of the Travel Plan.
- 5.2.5 The surveys will be repeated in years three and five following the baseline travel surveys.

6 Implementation

6.1 Introduction

6.1.1 This section summarises the implementation framework of the Travel Plan.

6.2 Framework

6.2.1 The TPC will be appointed three months before the first occupation at the development, in order to commence the initial Travel Plan measures in time for the first occupations. Table 3 provides an initial framework for implementation of the measures.

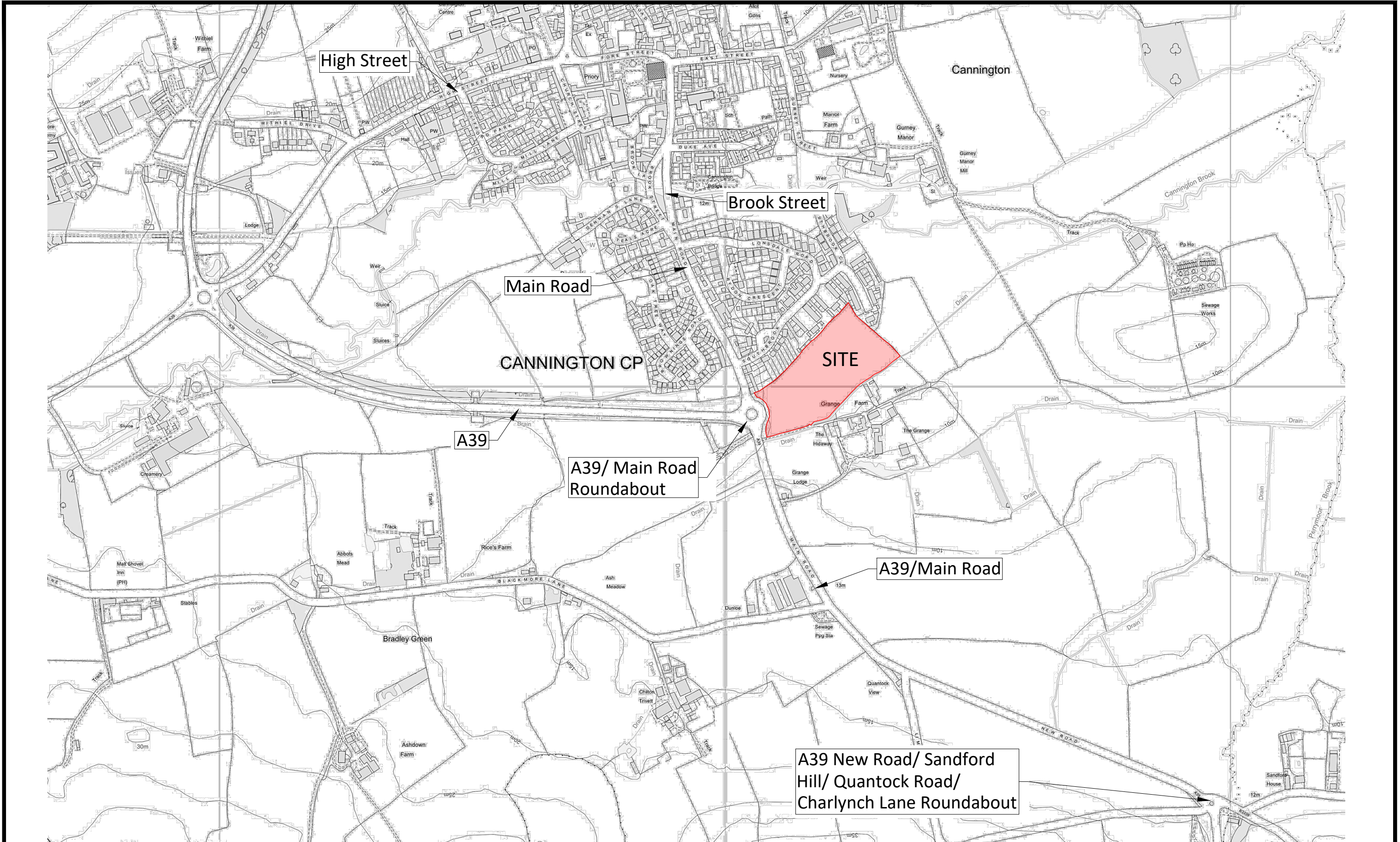
Measure		Timescale
Infrastructure Measures as per Section 5		To be phased in line with the development.
Travel Plan Co-ordinator		Appointed at least 3 months prior to 1 st occupation. Contact details to Somerset County Council before 1 st occupation.
Steering Group		1 st meeting one month after appointment of TPC. Subsequent 6 monthly meetings for first two years after first occupation, annual meetings thereafter until 5 years after first occupation.
Information Development and Provision	Training of sales team about the Travel Plan and in personal journey planning	Training as part of induction process.
	Production of Travel Plan information for sales packs	To be developed prior to 1 st occupation.
	Production of travel plan website	To be developed before 1 st occupation. Hard copies of the information will be made available for those who request them.
Promote car share schemes		With travel leaflet and on website.
Walking/cycling/local facilities maps		With travel leaflet and on website.
Develop bicycle user group		By 50 th occupation.

Table 3: Framework for Implementation



TRANSPORT PLANNING

Plans



TRANSPORT PLANNING
11 KINGSMEAD SQUARE
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PROJECT:

**Grange Farm,
Cannington**

TITLE:

**Plan 1
Site Location Plan**

SCALE: (A3)
N.T.S

CAD FILE:
Layout_v.1.dwg

PROJECT No:
IMA-18-040

CHECKED:

DESIGN/DRAWN:
AB

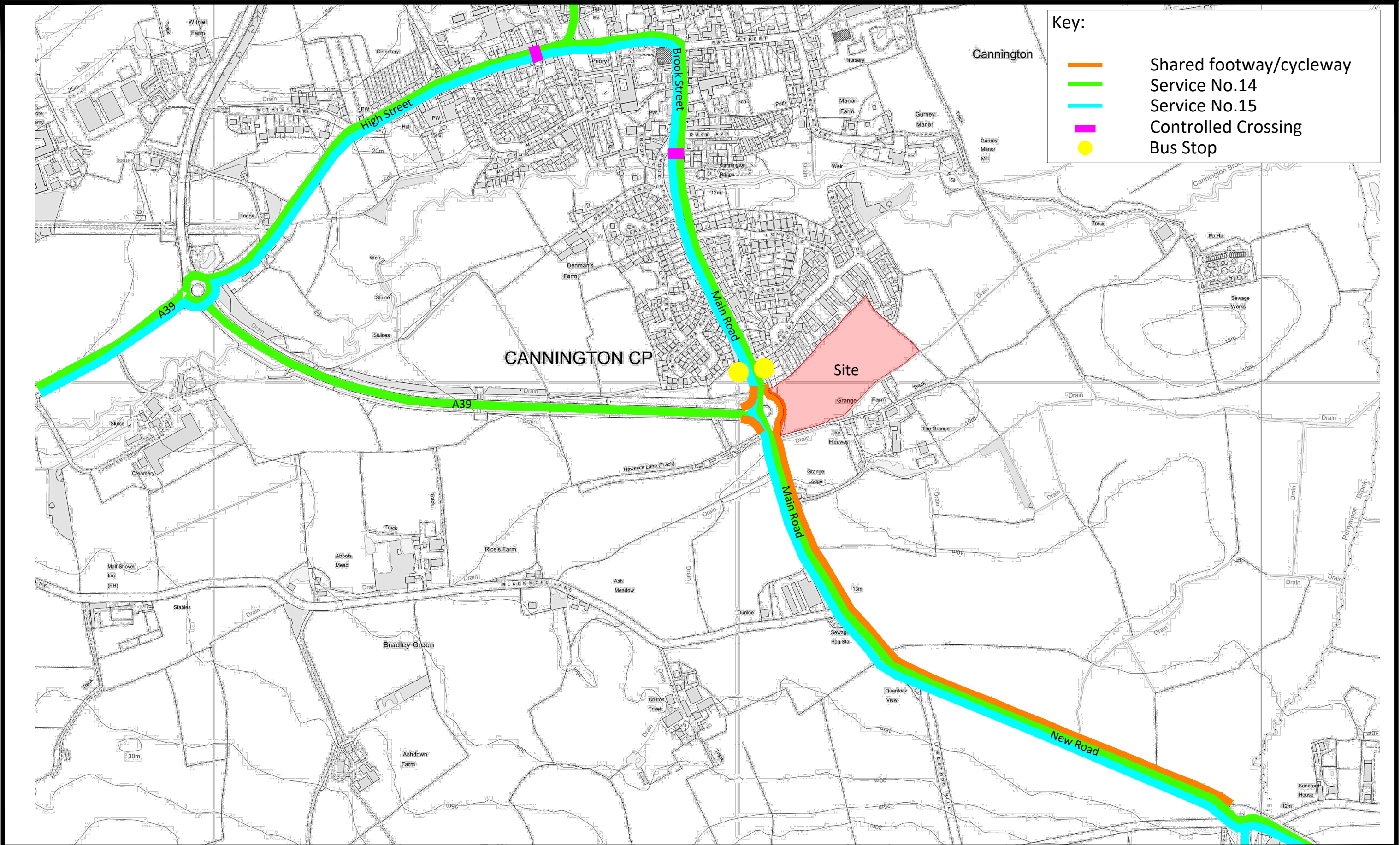
DRAWING No:

004

APPROVED:

DATE:
July - 2018

REV:



<div><div>I</div><div>M</div><div>A</div></div> <div>TRANSPORT PLANNING</div> <div>11 KINGSMEAD SQUARE</div> <div>BATH BA1 2AB</div> <div>t: 01225 444 011</div> <div>www.ima-tp.com</div>	PROJECT: Grange Farm, Cannington	TITLE: Plan 2 Existing Pedestrian/Cycle Facilities and Existing Bus Services	SCALE: (A3)	CHECKED:	APPROVED:	
			N.T.S			
			CAD FILE: Layout_v.1.dwg	DESIGN/DRAWN: AB	DATE: July - 2018	
			PROJECT No: IMA-18-040	DRAWING No: 005	REV:	

Appendix 1



Note:
This drawing is the copyright of Greenslade Taylor Hunt.
It may not be copied, reproduced or altered in any way
without their written authority.
Do not scale for construction purposes - use figured
dimensions only.
Check dimensions on site before work proceeds.
Report discrepancies to the Architect.

Rev	Description	Date	By
A	transferred to topographical survey	20.06.18	lehm

N.B: approx. GIAs

	2 bed - 76m2	x20
	3 bed - 88m2	x28
	3/4 bed - 115m2	x12
	4 bed - 120m2	x13
TOTAL		73
	garages	
	approx. site area	3.03ha
	housing density	24.1 dwellings/ha
excluding swale, buffer strip & pumping station		
	approx. site area	2.42ha
	housing density	30.2 dwellings/ha

SCALE 1:1000
0 10 20 30 40 50m



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PROJECT TITLE	
Land at Grange Farm Cannington	
DRAWING TITLE	
Proposed residential development	
Site Plan	
STATUS	sketch
SCALE	1/1000
DATE	May 2018
DWG NO.	2494-sk-01
DRAWN	lehm
REVISION	A