

For the Creation of an 62 Bed Care Home

at

Central Avenue, Gravesend, DA12 5AW

Framework for Green Travel Plan

(February 2021)



Avery Healthcare Group



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1.0 Introduction

This Green Travel Plan is produced on behalf of Avery Healthcare Ltd. for the proposed care home development of the former Public House, The Ascot Arms, Central Avenue, Gravesend, DA12 5AW. The proposal is for the creation of a new build 62 bed care home.

As a part of the planning submission, the operator has undertaken preliminary research in connection with sustainable travel and transportation issues. The following outline and approach to the issue is believed to be in line with Best Practice.

This Green Travel Plan takes account of the guidance given in the Development for Transport publications 'Using the Planning Process to Secure Travel Plans- Best Practice Guidance for Local Authorities, Developers and Occupiers' (July 2002), and 'The Essential Guide to Travel Planning' (March 2008). The operators are committed to the provision of an effective Workplace Travel Plan in order to reduce the impact of traffic generation from the care home development on the local highway network, the reliance on single occupancy car travel, and to promote the use of more sustainable/environment friendly ways of travel, and to minimise the impact the organisation has on the environment.

The operators will be committed to the provision of an effective Workplace Travel Plan for the care home, to encourage staff and visitors to consider using alternative methods of transport to help reduce the impact of car travel on the environment. By working in close partnership with the Council's Highway Department and other strategic partners, the operators plan to continue developing and improving this Green Travel Plan over time.



2.0 Objectives of Green Travel Plan

According to the DFT's document 'Using the Planning Process to Secure Travel Plan - Best Practice Guidance'; a travel plan is one of a number of tools that will help achieve strategic environmental, social and economic objectives, by influencing the behaviour towards more sustainable method of travelling using a mixture of increased transportation opportunity, providing information, persuasion, incentive and coercion. In this instance, all staff and visitors of the care home will be made aware of the measures included within this Workplace Travel Plan as part of the welcome pack at the point of occupation in order that positive benefit can be taken and the number of trips made by sustainable means are increased. By monitoring of the effectiveness of initial measure contained within this travel plan they shall evolve over time to ensure the information within the Workplace Travel Plan is in compliance with the changing circumstances.

3.0 Benefits of Travel Plan Development

Potential Benefits to the Organisation

Reduced complaints associated with car parking and congestion

Improved staff recruitment and retention

More environmentally aware staff and visitors

Better relationships with external partners and local community

Potential Benefits to the Individual

Reduced stress and time taken to arrive at destination

Improved convenience through increased travel choices

Improved health due to better air quality and active forms of alternative travel service discount

A Workplace Travel Plan is ...

a strategy for managing the travel generated by the organisation, with the aim of reducing its environmental impact. Travel plans typically combine measures to support walking, cycling, public transport and car sharing. These are reinforced with promotion and incentive and by the management of workplace parking. Travel plans also include action to reduce the need to travel, such as telecommuting ...

The Essential Guide to Travel Planning (DFT, 2008)

Potential Benefits to the Local Community

Reduce noise, congestion and parking issues on local roads

Improved local air quality due to reduction in vehicle emission

Improved public transport giving better links to key sites and travel hub

4.0 Site Assessment and Local Highway Network

Site assessment

The site is located on the of the former Public House, The Ascot Arms, Central Avenue, Gravesend, DA12 5AW, which is currently derelict. The site is accessed on the corner of Central Avenue and Ascot Road, proposed access utilizes the existing access on the corner of Ascot Road, which will allow vehicles to access the car park.

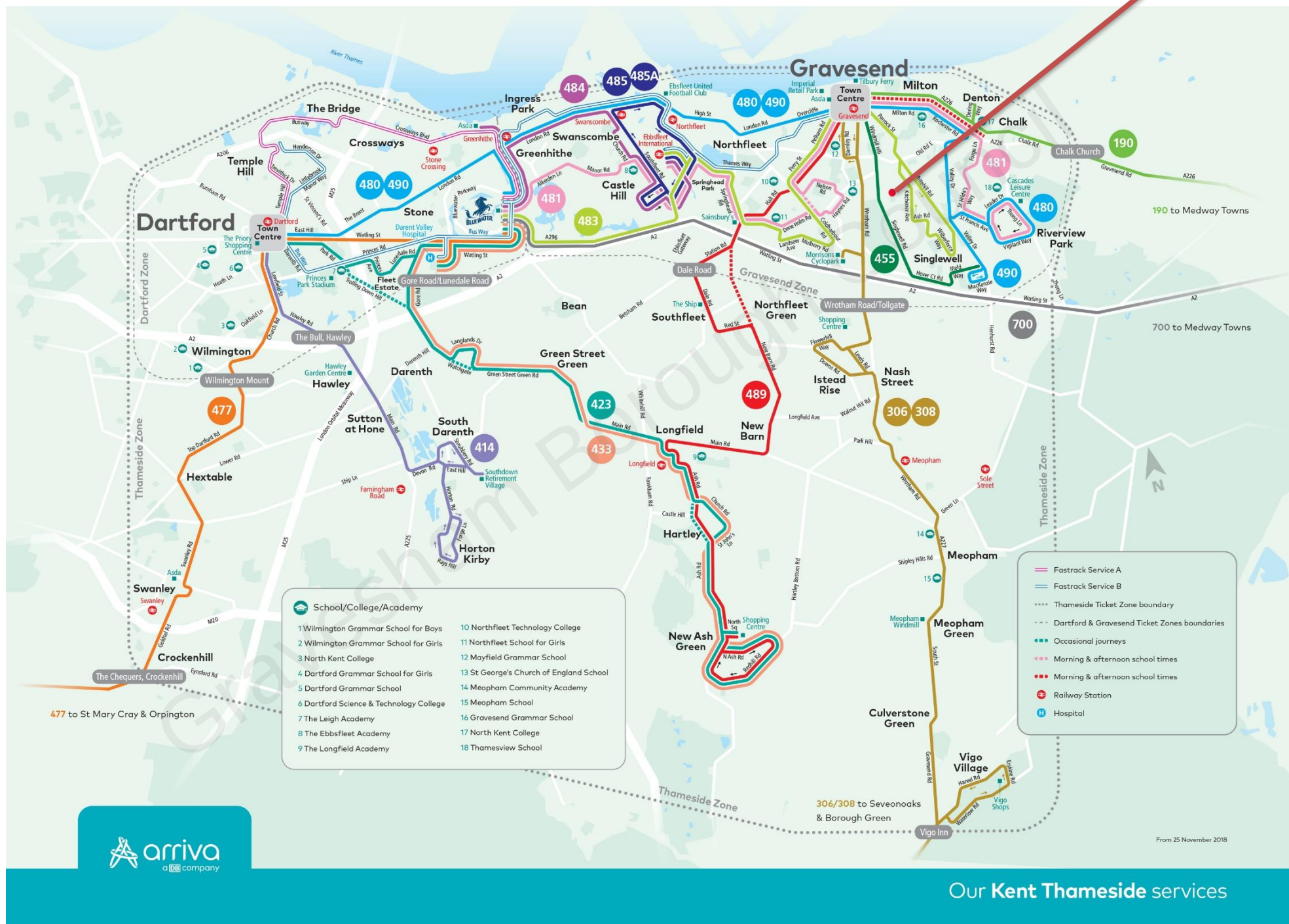
The site sits, 0.2 miles from Singlewell Road, which connects the location to the town centre and the wider road network, with the A2 & M2 2.8 miles from site.

In terms of availability of public transport, the site is served by 2 bus routes, the 455 & 483, which forge a link to the town centre and outlying residential areas. There are multiple nearby bus stops on both Singlewell Road and Whitehill Road.

The site also benefits from good infrastructure connections to Dartford and Rochester.

There are nearby shops and amenity with Tesco Express 10 minutes' walk away and the site benefits from being a 20 minute walk from the town centre.





5.0 Local Travel Conditions

Bus Services

As stated above, there are several bus services available in the local area, which provide connections to various locations within the city and beyond. These bus services are frequent and run services most hours of the day all days of the week.

Walking

Walking is the most important mode of transport at local level, offering greatest potential to replace short distance car journey under 2km. Walking also provides essential connections for the commuters between public transport facilities and their travelling destinations. The CIHT (Chartered Institution of Highway & Transportations) provide guidance about journeys on foot. Table 3.2 of CIHT's document 'Providing for Journeys on Foot' provides guidance for the acceptable walking distance for pedestrians without mobility impairment for some common facilities:

Suggested Acceptable Walking Distance			
	Town centres	Commuting/ School /Sight-seeing	Elsewhere
Desirable	200 metres	500 metres	500 metres
Acceptable	400 metres	1000 metres	800 metres
Preferred (max)	800 metres	2000 metres	1200 metres
Source: Table 3.2 Providing for Journey on Foot			

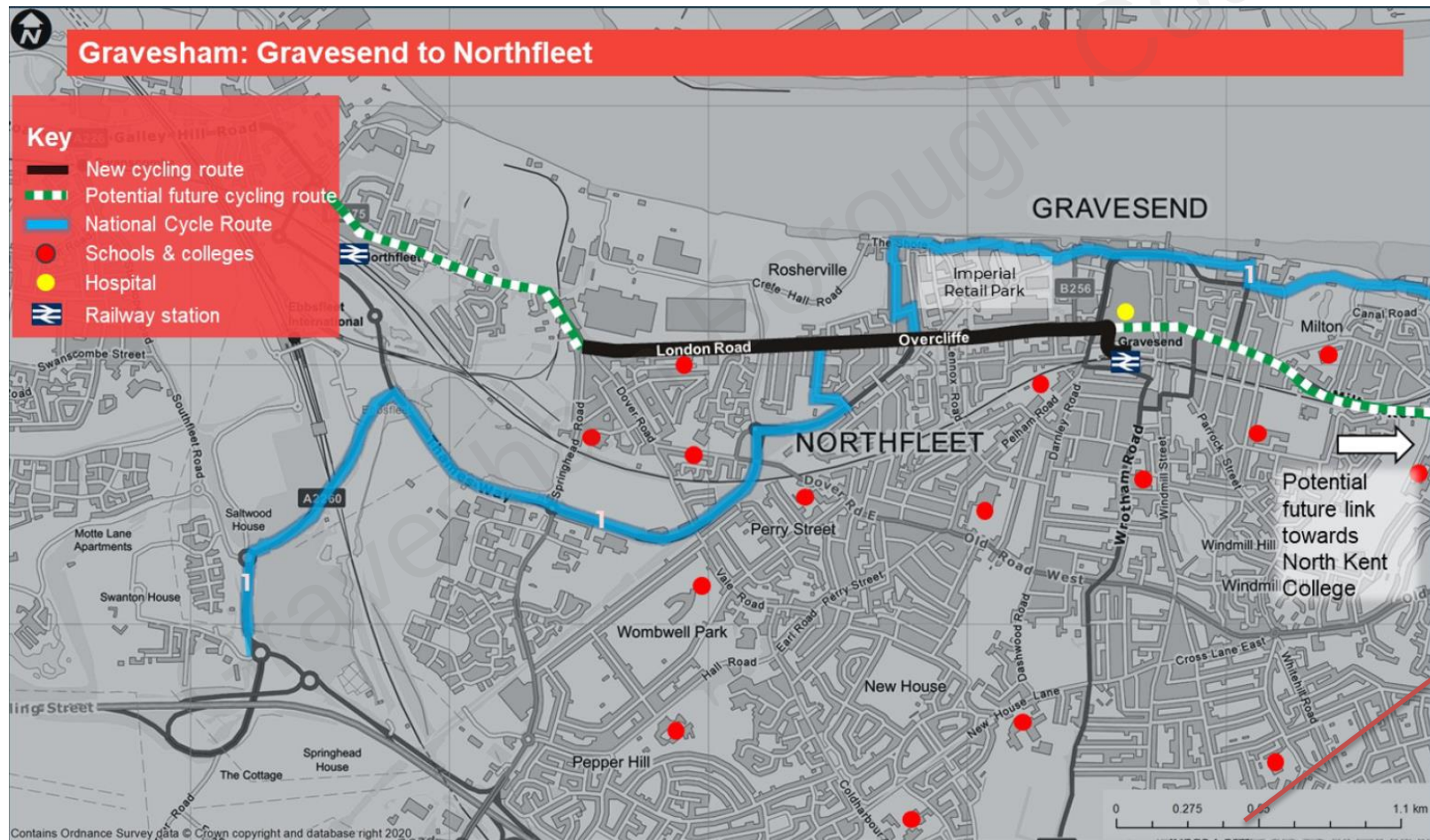
In this instance, the footways in this part of Gravesend are of sufficient standard to accommodate the pedestrian trips generated by this development. There are existing well-lit pedestrian paths from the development to the town centre through residential areas, providing continuous pedestrian links to the nearby bus stop, local shops, and other community facilities. As the care home staff will mostly come from Gravesend itself, walking is considered to be the most convenient option for the majority of staff to travel to work.

Cycling

Cycling is nationally recognised as having a clear potential as a substitute for short car trips, Kent encourages active travel, and are currently in the process of introducing new cycle lanes. Specifically, a consultation has just taken place on the route from Gravesend to Northfleet, to make the route safer.

As this site is in a residential area the roads are mostly slower speeds and with several neighbouring schools the traffic speeds are slow.

Finally, in order to encourage the care home staff to cycle to work, staff changing and showering facilities are also provided within the home. Sheffield cycle stands under weatherproof and well-lit shelter are also provided within the site for the use of staff and visitors. With the Staff cycles located within the secured fence line.



Predicated Traffic Generation from the proposed care home

As a result of old age and infirmity, the residents of the care home are not expected to be car owners or drivers. Therefore, the majority of the car trips are likely to be carried out by care home staff, visitors, emergency and delivery vehicles.

As stated above, it is estimated that approximately 50 full time equivalent staff would be employed and working at the care home, 3-shifts a day with changing over time at 8:00am, 14:00pm and 20:00pm. As a result of shift patterns, approximately 20 staff would be on site at any one time.

The busiest time for traffic generation from the site would be when shifts changeover of the care staff. Other staff, such as admin and cleaners, will work regular hours between 9am-5:30pm. Part time care assistants will work more flexible hours to suit, such as peak times within the main shifts. As a result, any staff member who do travel by car will arrive at staggered times.

In addition, the estimated traffic generation for the servicing and delivering vehicle would be as follows:

Ambulance - for taking residents to hospital for clinic appointment etc. -1-2 vehicular movements a day;

Food Deliveries - by transit van giving bulk deliveries, 2-3 times per week;

Refuse Collection -1-2 times per week;

Doctors and Other Medical Specialist Visits -1-2 vehicular movements per day;

Visitors - 2-8 vehicular movements a day

6.0 Travel Plan

This travel plan has been developed based on the estimated level of staffing of the care home and types of residents of the care home and aims to minimise the number of trips made by private car that are associated with the care home. These following criteria have therefore been identified as importance objectives for this Green Travel Plan:

- To promote the awareness amongst staff and visitors, and encourage the use of alternative modes to private cars.
- To achieve minimum car use of staff and visitors, and to reduce the reliance on single occupancy car journey by staff.
- To provide facilities and services that will encourage staff and visitors to walk and cycle.
- To maximise the use of public transport for all trips from/to the site.

Against this background it is anticipated that the proportion of trips accounted for by car use, particularly single occupancy car use, would fall progressively as the Green Travel Plan develops, and use of other modes increases accordingly. A Travel Plan Co-ordinator will be appointed by the care home operator to act as an information point for employees and be responsible for running the following strategies including promoting travel options to staff and visitors; implementing measure set out in the travel plan; annual monitoring and review; summarising staff travel survey, and liaising with the Council's Highway Officer to review and update the travel plan whenever necessary.

Objective 1: Minimise single occupant car use for staff and visitors			
	Activity	Responsibility and Implementation	Timescale
Staff, visitors and who drive to the care home as their primary mode of travel	Firstly, an in-house car-sharing scheme will be introduced to the care home employees to assist them to match trips, if appropriate. Appointed Travel Plan Coordinator will be responsible for maintaining and updating staff addresses to assist running the scheme. Further, promoting the use of the existing well-established regional car share website www.share-a-lift.com to all employees. This will include comparison of the costs for single occupancy car journey and shared journey, and information on guaranteed free lift home in the event of an emergency. Priority will be given to participants of any car share scheme with regard to allocation of car parking spaces.	Travel Plan Coordinator	Within 3 months of occupation Reviewed Twice yearly
	Providing public transport information packs in the staff rooms and notice board of the care home.	Travel Plan Coordinator	Since the occupation reviewed Twice yearly
	Investigate potential for staff subsidy to use public transport	Travel Plan Coordinator and the operator	Prior to occupation
	Implementation of the care home car parking allocation, by producing and implementing car park management plan.	Travel Plan Coordinator	Within 3 months of occupation. Priorities to be given to car sharers. Reviewed Annually
	Town and district wide public transport information leaflet and map will be available at the front foyer of the care home for the visitors to pick up.	Travel Plan Coordinator	Since the occupation Reviewed Twice yearly

Objective 2: Maximise use of public transport for the journey from/to the care home			
The number of staff and visitors who use public transport as their primary mode of travel to be increased	Activity	Responsibility and Implementation	Timescale
	The operator will introduce a Travel Notice Board, which will contain up to date information on public transport links, availability and timetable of bus services, between the care home and primary residential area within Northampton, and major local infrastructure and facilities.	Travel Plan Coordinator	Within 3 months of occupation Reviewed Twice yearly
	Review working times where possible offer flexible working hours to match the public transport services	Travel Plan Coordinator	Prior to occupation Renewed if necessary
	Investigate potential for staff subsidy or season ticket loans to use public transport	Travel Plan Coordinator and the operator	Prior to occupation
	Investigate provision of public transport season ticket loans	Travel Plan Coordinator	Within 3 month of occupation Reviewed Annually
	Negotiate with the City and County Highway Department and local public transport operators for the possibility of provision for Real Time Display at the reception area of the care home	Travel Plan Coordinator, the Council's Highway Department, The operator	Within 3 month of occupation
	Encourage new staff to use public transport as part of interview and induction process	Travel Plan Coordinator	Since the occupation of the care home
	A visitor location guidance which contains the information on local public transport, cycle way and walking route to be produced and provided to the regular visitors of the residents to promote the use of public transport	Travel Plan Coordinator	Within 3 month of occupation
	By use the notice boards as a forum for information, a bicycle user group and walking buddy group would be formed for staff who walk or cycle to work	Travel Plan Coordinator	Within 3 month of occupation

Objective 3: Encouraging walking and cycling from/to work by improving relevant facilities			
The number of staff and visitors who use public transport, walking and cycling as their primary mode of travel	Activity	Responsibility and Implementation	Timescale
	The Travel Notice Board at the foyer of the care home will also contain up to date information on designed cycling routes of the town and district, cycle map, and defined walking routes between the care home and primary residential area, centre of Northampton, and major local infrastructure and facilities	Travel Plan Coordinator	Within 3 months of occupation Reviewed Annually
	A visitor location guidance which contains the information on local public transport, cycle way and walking route to be produced and provided to the regular visitors of the residents to promote the use of public transport	Travel Plan Coordinator	Within 3 months of occupation Renewed if necessary
	Changing area/shower /locker for staff who travel by bicycle to be provided within the care home.	The operator	Since the occupation of the care home
	Provide information on health benefits of cycling and walking as part of welcome pack to new staff.	Travel Plan Coordinator	Since the occupation of the care home
	Working with the local authority and the Council's Highway Department to explore the opportunities for enhancing security and the environment on key walking and cycling route.	Travel Plan Coordinator, City of Northampton Highway Department	On going
	Working with the Council's Highway Department to improve signage at key pedestrian and cycling routes at the local areas	Travel Plan Coordinator, City of Northampton Highway Department	On going
	Secure, weather proof and well-lit cycle stands are provided within the site for the use of staff and visitors	The operator	Since the occupation of the care home

7.0 Monitoring and Review

It is recognised that this Green Travel Plan is a dynamic living document, which shall adapt and adjust to changing circumstances and needs. It is anticipated that the review and monitoring of Green Travel Plan will take place once a year. Liaison and consultation with the City of Northampton Highway Department will be conducted by the appointed care home Travel Plan Coordinator as a part of annual review of this Green Travel Plan. Issues or initiatives raised by the Council's highway officer will be carefully considered, and implemented to the travel plan, where appropriate and necessary.

Targets within this Green Travel Plan have been set based on the assumptions and data from other care homes of the operator and care homes of similar scale within the region. Within 3 months of the occupation, a staff travel survey is to be undertaken in accordance with the questionnaire contained in Appendix of this travel plan. The findings from the staff travel survey shall then be implemented into the 1st revision of this travel plan. A fresh staff travel survey will then take place every 2 years to assess the changes in staff travel patterns associated with the care home so that necessary amendment to Workplace Travel Plan can be made.

In addition to above, the use of proposed car parking space and cycle stands will also be monitored on a regular basis to gauge the level of use by staff and visitors. A report will then be prepared to provide details of the results of monitoring exercises and staff travel report. Proposals for improvement and changes to the travel plan will be identified what appropriate and agreed with the Council's Highway Department.

Appendix I

Local Bus Route Map



Appendix II

Staff Travel Survey

TRAVEL SURVEY: CONFIDENTIAL

1. Home Postcode

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2. Gender

- ☐ Male
- ☐ Female

3. Job title and grade

.....

4. Age

- ☐ Under 25
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 or over

5. Do you have a disability which affects your travel arrangements

- ☐ Yes
- ☐ No

6. Please indicate your normal hours of work below.

Start

End

7. Is your work:

- ☐ Part time
- ☐ Full time

8. How do you mostly travel to work?

- ☐ Bus
- ☐ Bicycle
- ☐ Car, on your own
- ☐ Car, with other(s)
- ☐ Foot
- ☐ Motorbike
- ☐ Other (please specify).....

9. If you answered 'Car' to question 8, how would you get to work if this mode was not available?

.....

10. Where you aware that Avery Healthcare Ltd has a travel plan?

- ☐ Yes
- ☐ No

11. Do you know who to contact with questions, comments or suggestions?

- ☐ Yes
- ☐ No

If 'Yes' please state

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12. Which of the following do you occasionally use instead of your usual form of transport

- ☐ Bus
- ☐ Bicycle
- ☐ Car, on your own
- ☐ Car, with other(s)
- ☐ Foot
- ☐ Motorbike
- ☐ Train
- ☐ Other (please specify).....
- ☐ No alternative used

13. How far do you travel to work?

- ☐ Up to 1 mile
- ☐ Over 1 mile and up to 2 miles
- ☐ Over 2 miles and up to 4 miles
- ☐ Over 4 miles and up to 10 miles
- ☐ Over 10 miles and up to 20 miles
- ☐ Over 20 miles

14. How long does it currently take to get to work?

- ☐ 0 – 15 mins
- ☐ 16 – 30 mins
- ☐ 31 – 60 mins
- ☐ 61 – 90 mins

15. Which of the following changes would encourage you to cycle to work? (if you already cycle to work which would you most like to see?)

PLEASE TICK NO MORE THAN 2

- ☐ Safer better lit worksite cycle paths.
- ☐ Improved cycle paths on the journey to work.

- ☐ Improved cycle parking at workplace.
- ☐ Improved cycle changing facilities and lockers at work.
- ☐ Arrangements to buy a bicycle at discount.
- ☐ Free cycle map.
- ☐ A buddy to cycle to work with.
- ☐ Other (please specify)
- ☐ None.

16. Which of the following changes would most encourage you to use public transport for your journey to work? (if you already travel to work by public transport, which would you most like to see?)

PLEASE TICK NO MORE THAN 2

- ☐ More direct bus routes.
- ☐ More frequent bus service.
- ☐ Better lighting at bus shelters and workplace footpaths.
- ☐ Discount tickets/passes available at work.
- ☐ More convenient bus drop off points.
- ☐ Better connection to work from the station.
- ☐ Public transport information.
- ☐ Other (please specify)
- ☐ None.

Please complete questions 17-20 if you use a car to get to work.

17. Why do you use a car?

- ☐ Car essential to perform job
- ☐ Dropping/collecting children
- ☐ Health reasons
- ☐ Lack of alternative
- ☐ Other (please specify)

18. Would you be prepared to car share?

- ☐ Yes
- ☐ No

If your answer is No please say why:

.....

.....

19. How often do you use your car in the course of work duties?

- ☐ Never
- ☐ Once a week

- ☐ Twice a week
- ☐ Three times a week
- ☐ More than three times a week

20. If you use your car in the course of your work duties what is your typical journey distance?

- ☐ Less than 1 mile
- ☐ Less than 3 miles
- ☐ Less than 5 miles
- ☐ Less than 10 miles
- ☐ More than 10 miles

21. Please use the space below to comment or make suggestions on how we can encourage staff to travel to work by foot, bike, bus, train or by car share.

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Thank you for your co-operation.

Please be assured that all your answers remain confidential.

Please return this form to the Travel Co-ordinator