

PROPOSED REFURBISHMENT & EXTENSION OF CLUBHOUSE

MID KENT GOLF CLUB

SINGLEWELL ROAD

GRAVESEND

KENT DA11 7RB

TRAVEL PLAN

FOR

MID KENT GOLF CLUB

25th April 2022

Report No.: 4942 TP

P01

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Gravesham Borough Council

Preamble

Considine Limited have been appointed to prepare a Travel Plan (TP) to support a planning application for a proposed refurbishment, reconfiguration and extension of the existing clubhouse at the Mid Kent Golf Club, Singlewell Road, Gravesend.

Please note that the Golf Club and the appointed Travel Plan Co-ordinator from within their senior staff will be responsible for managing and operating the TP.

Refer to Figure 1.1 below which shows the Site within the context of the local area and highway network. The Mid Kent Golf Club site is located on the east side of Wrotham Road to the northeast of the A2 Tollgate Junction at the southern edge of Gravesend within a residential area. It is a rough rectangular shape covering an area of about 88 acres in size.



Figure 2.1 – Local Context Site Location

The club house has now reached a point where it needs general refurbishment, updating and re-configuring as the needs of the club have changed since the building was last reviewed.

The proposals are therefore to re-organise the interior of the western side of the club house and add a two storey piece to the western side of the building to provide:-

- Additional function/bar/lounge spaces. This will enable non-golf events to be held within the clubhouse separately whilst simultaneously allowing golf members to a bar and existing terrace.
- A first floor viewing room and open gallery to the south elevation to give an improved view looking south across the course.

The overall development provides an additional 265sqm of internal floor space.

The purpose of this TP is to set out a long-term strategy for promoting travel to the Site by means other than the private car. Its main objective is to reduce private car usage in favour of more sustainable modes of travel, which reflects current government policy in respect of transport. This will be achieved by setting an overall target to reduce car use and dependency by:-

- increasing staff and visitor awareness of the advantages and potential for travel by more environmentally friendly modes, and
- introducing a package of physical and management measures that will assist travel by modes other than the private car.

This document sets out the TP that will become operational prior to the completion of the new development. It sets targets, outlines proposed measures/initiatives, and proposes measures and mechanisms for monitoring the implementation of the TP. Whilst providing guidelines for the Golf Club, its success will depend upon the co-operation and enthusiasm of staff, as much as on the measures defined herein.

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Definitions

Travel Plan shall mean a comprehensive document including the initial commitments and amended and supplemented from time to time under the provisions of the Annual Travel Plan Reviews.

Annual Travel Plan Review means a yearly report including the results and analysis of the **Staff Travel Survey** and **Visitors Travel Survey** indicating how the Travel Plan is performing.

Staff Travel Survey shall mean a questionnaire approved by Kent County Council (KCC) undertaken to identify the main modes of travel used by employees for journeys to and from work and business trips if applicable.

Visitors Travel Survey shall mean a questionnaire approved by KCC, undertaken to identify the main modes of travel used by visitors for journeys to and from the Golf Club.

Travel Plan Co-ordinator shall mean a permanent member of staff appointed by the occupier with the appropriate skills, budgetary provision and resources to produce and update the Travel Plan, manage the continued implementation of the Travel Plan including the provision of information to KCC.

1. Executive Policy Statement

The Mid Kent Golf Club (MKGC) will agree to these Travel Plan arrangements, which demonstrate the importance of the environmental and health benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. MKGC will be committed to developing this programme with the support of the club's management team and the local authority.

Gravesham Borough Council

2. Introduction & Background

A Travel Plan is a package of measures aimed at encouraging more sustainable transport use rather than using the private car. The primary objective of a travel plan is to reduce the adverse effects of transport associated with a development. It is to mitigate impacts upon the local transport network. It has several benefits including health, safety and environmental benefits through reducing congestion and pollution and promoting corporate social responsibility.

2.1 Reasons for Travel Plan at the Site

The purpose for this Travel Plan is to seek to reduce the reliance on the use of private cars by staff and visitors to travel through the encouragement of greater use of public transport and more sustainable forms of transport. The Travel Plan will also reduce the traffic impacts of the development on the local road network.

In light of the above the main motivation(s) for this Travel Plan is:

- Parking management
- Health, fitness and welfare of staff/visitors
- Access to site
- Environmental concern
- Reduced congestion

2.2 Proposed Site

Refer to the proposed Site layout plans attached at **Appendix 1** which shows the proposed clubhouse. The extension will be 6m wide from the existing western elevation and will be the full depth of the existing building. It will also extend to the south by about 2.8 m which is around 750mm longer than the existing canopy roof over the southern terrace. The proposed additional internal floor area is 265sqm with a 59sqm external 1st floor viewing area.

The extension will also add a new entrance way to the proposed function rooms nearer to the main car park area to provide for an event that needs to run simultaneously or independently to the Golf Club. This will allow parts of the building to be used without the whole building having to remain open as currently happens.

The clubhouse is generally open between 07:30-22:00hrs every day of the week although can be open to midnight for special evening events. The Golf Club is an 18-hole private golf course with approximately 850 members and holds regular competitions and society days in addition to general play. The clubhouse dates from the mid-1960s and has been extended for various facilities to include drying room, games room, practice range, Pro-shop, trolley store, Kitchen, bar store and board room. The club house is split into 2 halves being split by the main building entrance. The western half provides a bar, kitchen, accommodation and back of house bar facilities/storage. An external terraced viewing area with extending canopy is located to the south of this part of the building for views across the golf-course. The eastern half of the building contains the changing and locker spaces, administration offices, board room, pro shop and trolley/ buggy storage.

The course has 23 staff in total consisting of 9 greens, 3 office, 2 site and 9 bar staff but only about half of these on site at any given normal trading time, increasing to 75% on busier event/function days. Staff on site but not paid by the club are 2 in the Pro Shop and 3-4 for catering.

The proposal does not make any alterations to the existing vehicle access junction to Singlewell Road or the parking areas to the north and west of the clubhouse. The use of these parking areas will be managed by the club's management team to ensure that unauthorised parking does not occur.

2.3 Site Accessibility

2.3.1 Pedestrian & Cycle Access

Refer to Figures 2.1 and 2.2 below for accessibility plans showing time isochrones up to 20 minutes for walking (up to 1 mile) and cycling (up to 3.25 miles) respectively to/from the site. For walking, the 20-minute walk time (in green) from the site covers up to the Gravesend town centre. For cycling, the 20-minute cycle time (in green) covers the majority of Gravesham and extends to Ebbsfleet.

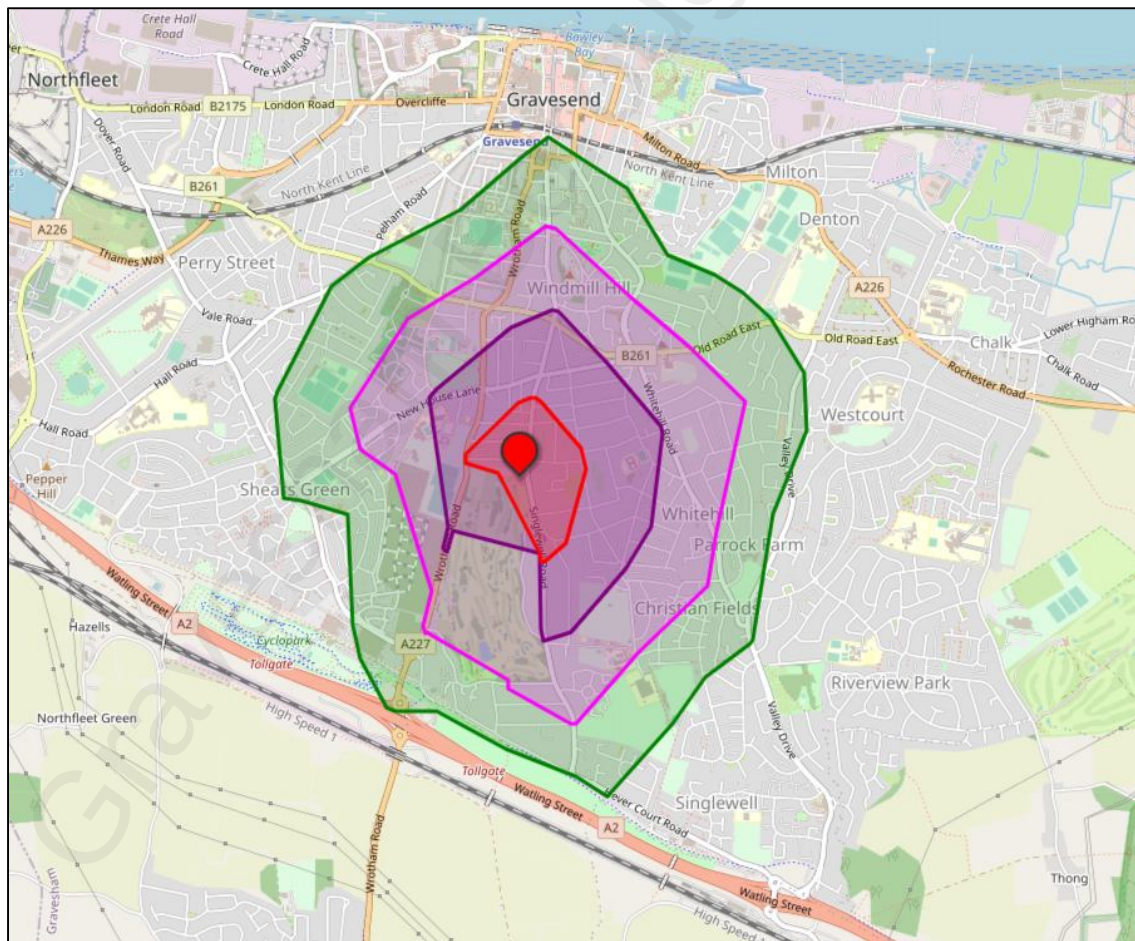


Figure 2.1 – 5 (red), 10 (purple), 15 (pink) & 20 (green)-minute Walking Isochrones from site

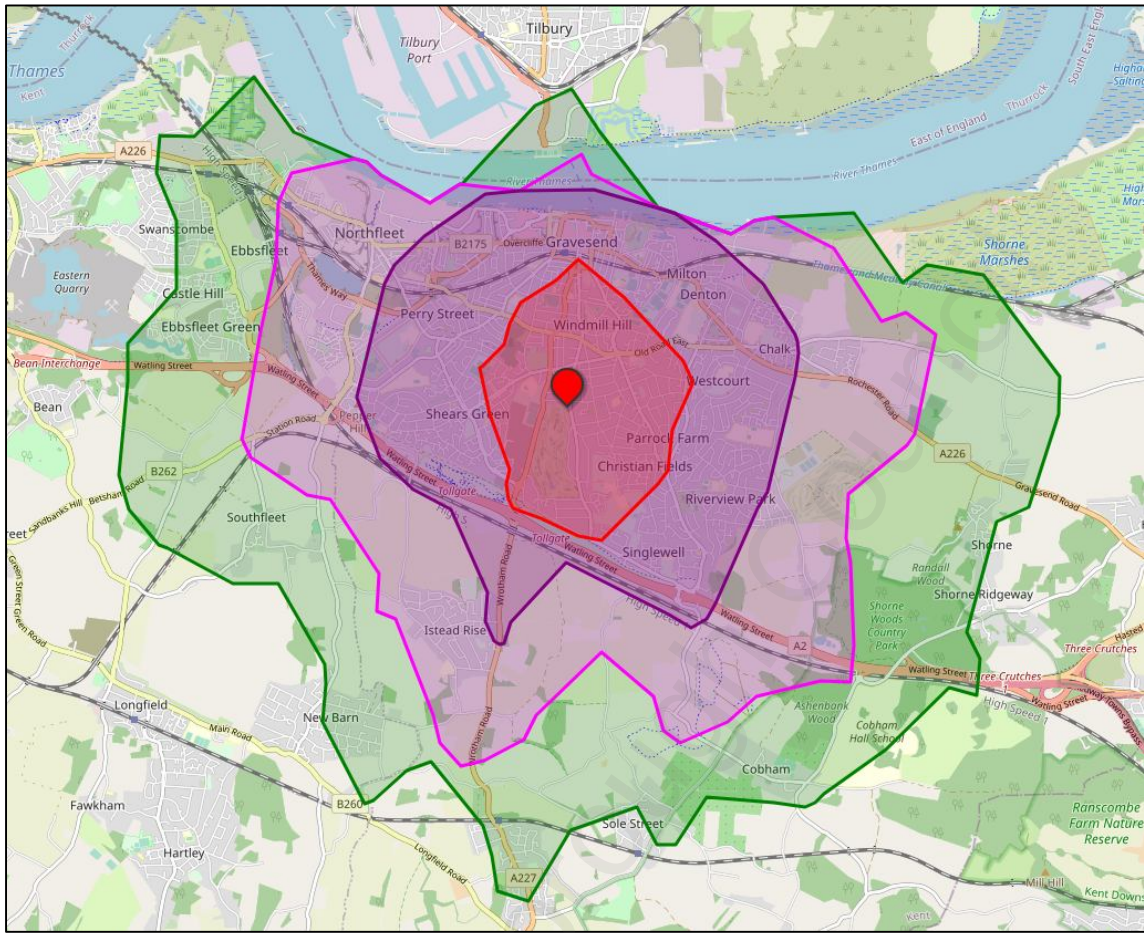


Figure 2.2 – 5 (red), 10 (purple), 15 (pink) & 20 (green)--minute Cycling Isochrones from site

The existing surrounding residential area has streets provided with footways, dropped kerb crossings and street lighting. As a result, the permeability of the immediate area for pedestrians and cyclists is good, reflecting the use of the area by all modes of transport and not just the private car. There is no formal cycling infrastructure along Singlewell Road but there are extensive cycling facilities along Wrotham Road in the form of on-street cycle lanes in both direction and along the former A2 route. Many of the existing roads in the area are relatively flat with low traffic movements which would be suitable for on road cycling.

Due to the nature of the site, it is extremely likely that those playing golf will travel to/from the club by car except for those living locally to which many club members do. Nonetheless it is more likely that a higher proportion of staff or non-playing visitors will be able to travel to the club by walking, cycling or by public transport.

2.3.2 Public Transport

The nearest bus stops are situated on Singlewell Road, approximately a 130m walk from the site access and are served by bus services 111 and 455 between Singlewell and Gravesend town centre, operated by Merlin Coaches and Arriva respectively. The 111 is a school bus service with the 455 operating only 3 services on a weekday and 2 on a Saturday. The bus stops located on Wrotham Road at the north-western corner of the site, a 400m walk from the site access, have

more frequent bus services (hourly) being served by the 306/308 bus routes between Bluewater and Sevenoaks via Gravesend, Meopham and Borough Green. These services are operated by Redroute. For further information on bus services, timetables and providers visit the web site – <http://www.travelinesoutheast.org.uk>.

Gravesend train station is located approximately 1 mile to the north of the site and is on the London Charing Cross – Ramsgate with High-Speed services available to St Pancras International line.

Gravesend Borough Council

3. Roles & Responsibilities

3.1 Travel Plan Co-ordinator (TPC)

The Golf Club will nominate a senior staff member to take responsibility to lead on this initiative and will act as the correspondent between the Local Authority and the organisation. This is likely to be the General Manager. The TPC will ensure ongoing development and implementation of the Plan, taking responsibility for liaison with external agencies as appropriate, whilst ensuring that the workforce and visitors are kept fully informed of any new developments in the Plan's implementation. It is difficult to predict the number of hours that are to be allocated to the TPC role but adequate resources/time will be allocated to ensure the Travel Plan measures are implemented and adjusted if necessary depending on the results of the travel surveys.

The TPC will take reference from the Department for Communities and Local Government's 'Planning Practice Guidelines' document which within the 'Travel Plans, Transport Assessments and Statements' category outlines the role and benefits of Travel Plans and provides guidance on how to get a Travel Plan up and running. Depending on the experience of the Travel Plan Coordinator some training may be required to enable them to fulfil their role.

The duties of the **Travel Plan Co-ordinator** will include:

- Presenting a business case to secure a budget for Travel Plan development and ensure its efficient and effective use
- Recording visitor's mode of travel
- Undertaking annual KCC compliant Staff & Visitor Travel Surveys over three consecutive years and supply evidence of this to the Council with summary of visitors mode of travel
- Taking responsibility for data collection and review of the Travel Plan
- Overseeing the development and implementation of the Travel Plan on a day-to-day basis
- Obtaining and maintaining commitment and support from senior managers, staff etc
- Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan
- Acting as a point of contact for all staff requiring information
- Ensuring the travel information available is always up to date
- Liaising with external organisations, e.g. local authorities
- Co-ordinating the monitoring programme for the Travel Plan, including target setting (in agreement with KCC) and making necessary changes if the targets are not being met.

The contact details for the **Travel Plan Co-ordinator** will be submitted to KCC's Workplace Travel Plan Team on occupation of the redeveloped site.

4. Overall Objectives

The primary objectives of the Travel Plan are to:

- Reduce the number of employees and visitors travelling to the Site alone by car
- Increase travel awareness and promote sustainable travel behaviour, thus supporting the reduction of traffic congestion and pollution
- Encourage car sharing by staff and visitors that live local to each other.
- Ensure that all staff and visitors are made aware of alternatives to the car
- Ensure that all staff and visitors are made aware of the Travel Plan

Gravesham Borough Council

5. Staff/Visitors Travel Survey

The Travel Plan Co-ordinator will organise and undertake KCC agreed Staff and Visitor Travel Surveys within 12 months of occupation of the redevelopment from which baseline data will be established. Occupation is expected to be in 2023/24 so the surveys will need to be completed by 2024/25.

5.1 Analysis of Survey

The results of the Staff Travel Survey and Visitor's Mode of Transport Data will provide information on the established travel choices of staff/visitors and hence will provide a basis for the setting of targets in the Travel Plan.

The survey will aim to:

- Identify which modes of transport could be promoted in light of the survey findings
- Establish the popular alternative modes of travel to the site. What do people want to use but currently do not / cannot?
- Analyse travel on business data
- Establish if staff have synergy between other local establishments

6. Targets

Targets for modal shift will be set following the initial Staff and Visitor Travel Surveys and will be reviewed on an annual basis in conjunction with the Local Authority. Indicative percentages are shown below in Table 6.1.

Table 6.1 – Indicative Modal Share Targets

Objective	Targets	Timescale		
		Baseline	2023	2024
Reduce single car occupancy	Increase journeys to site by bus/train	0%	0%	0%
	Increase journeys to site by walking	2%	2%	3%
	Increase journeys to site by cycling	1%	1%	1%
	Increase car sharing	40%	40%	45%
	Reduce journeys to site by single occupancy car	57%	57%	52%

*Subject to separate Staff & Visitors Travel Survey within 12 months of development completion

At this stage the modal split and travel behaviour is not known. Analysis of the multi-modal TRICS database for similar golf courses in comparable locations gives the likely modal splits to/from the site as indicated in Figure 6.2 below and have been used in the above Table as a baseline.

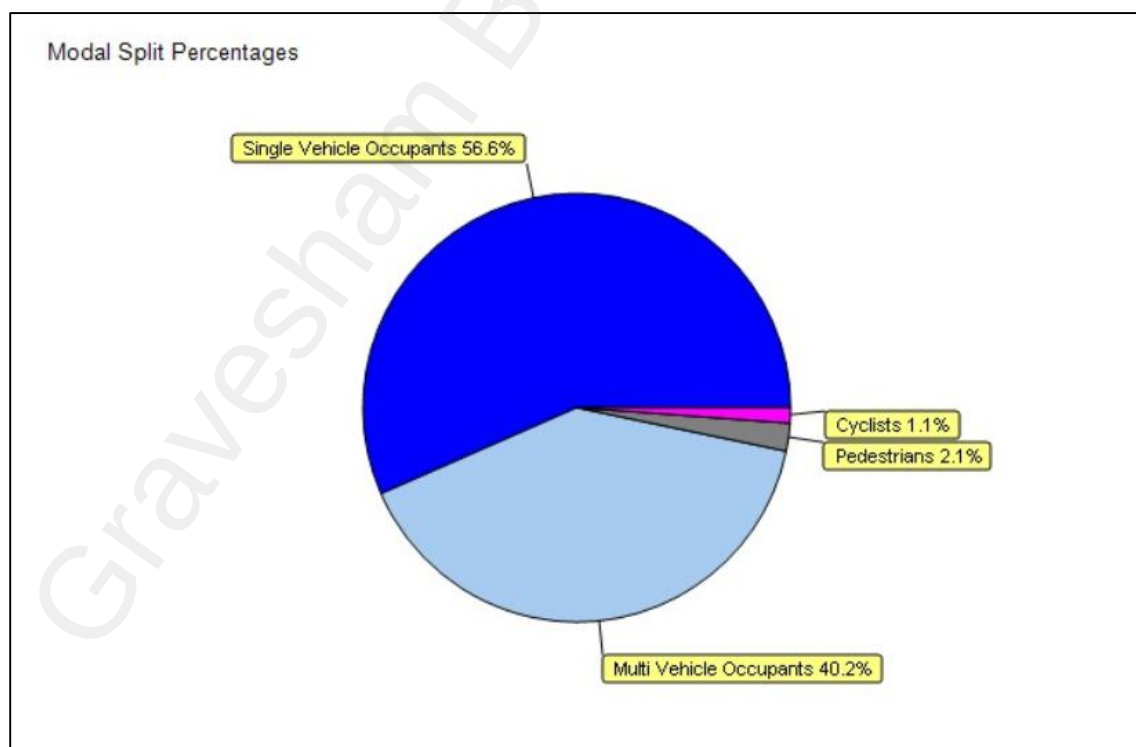


Figure 6.2 – Indicative Modal Share Targets of Golf Club from TRICS database

7. Actions

The actions shown in the tables below will be undertaken in order to work towards achieving the targets set out in Section 6. Progress towards the Travel Plan targets will be reviewed and new actions agreed if necessary. The Actions designed to meet these targets are set out in the tables below detailing the Implementation Date, Method of Monitoring and whose Responsibility each one is.

Table 7.1 – Possible Employees Action Plan

Measures	Action	Implementation Date by	Method of Monitoring	Responsibility
Appointment of TPC	A TPC will be employed to run the TP	Prior to opening of redeveloped clubhouse	N/A	MKGC
Travel Plan Launch	The TP will be publicised through material such as the club magazine and other marketing channels that are available	On-going	N/A	TPC
Travel Plan Notice Boards	The TPC/Club will install specific travel notice board in staff areas. The notice boards will contain information about all modes of transport including: • Car share scheme • Cycle & bus routes, timetables • Info on TP • Location of showers, cycle racks etc	Prior to opening of redeveloped Surgery	N/A	Travel Plan Notice Boards
Information distributed among employees	Through welcome packs/ information boards	Once open		TPC

*Subject to separate Staff & Visitors Travel Survey within 12 months of development completion

Table 7.2 – Possible Visitors Action Plan

Measures	Action	Implementation Date by	Method of Monitoring	Responsibility
Secure Parking Compounds	Secure compound area for visitors	From opening onwards	Spot checks as part of maintenance rounds	Redevelopment Team
Dialogue with local authority about cycle paths to/from the site	Any problems will be discussed with CCC through the TPC	Ongoing		TPC
Provide cycle route maps and other information relating to cycle facilities	Information and maps to be provided on notice boards and the Travel Plan section of the Practice's website. Online information also available through KCC.	From opening onwards		TPC
Dialogue with local authority to improve footpaths	Any problems reported by individuals or desired routes will be discussed with KCC through the TPC	Ongoing		TPC
Travel information board at Main Entrance	Travel information to be provided on visitor notice boards.	Opening		TPC
Review parking management system	To be reviewed as part of ongoing Car Park Demand Management	Ongoing		TPC

*Subject to separate Staff & Visitors Travel Survey within 12 months of development completion

Employees and Patient/Visitors Action plans will be revised every year following each Annual Travel Plan Review.

8. Monitoring & Review

Staff & Visitor Travel Surveys will be carried out annually over three consecutive years to understand the impact of staff and visitor travel behaviour to the site, ensuring ongoing development with the Sustainable Travel Team at KCC. An Annual Travel Plan Review will be undertaken to assess the progress of the Plan.

All travel plans are 'live' documents that are flexible by their very nature. Inflexible plans only lead to misuse, and therefore are less efficient and less successful. The flexibility also allows travel plans to evolve to include further examples of best practice as they become apparent and as technology develops.

Gravesham Borough Council

9. Promotion & Marketing

The Travel Plan will be highlighted as a benefit of the Site, enabling the Club to include sustainable travel as part of their Corporate and Social Responsibility, as well as encouraging staff/visitors to walk and cycle, and increase their daily activity levels for good health.

9.1 Notice Boards

A notice board will be situated at the main entrance and information points for staff and visitors to display local travel information including bus and train times and routes, as well as car sharing information. The Travel Plan Co-ordinator will ensure the information is kept up to date.

9.2 Staff Inductions

The Club will include information when inviting prospective staff to attend interviews and discuss the commitment to sustainable travel during the interview process. This will be reiterated during staff inductions.

9.3 Web Based Information

The Travel Plan Co-ordinator will provide all staff with details of web links to KCC's travel information/journey planning etc.

9.4 Partnerships

Partnerships are an important aspect to the success of a Travel Plan. By building partnerships with other business and community groups best practice and development of new travel initiatives can be shared. The Travel Plan Co-ordinator will regularly liaise with the KCC Travel Advisor to keep updated with local travel issues and initiatives.

10. Summary

The Club through their operations of the Site will be expected to trigger excellent co-operation and integration between KCC and the Travel Plan Co-ordinator.

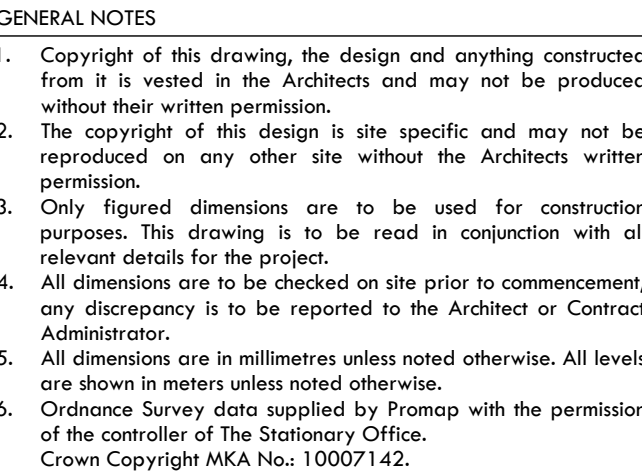
The Club will be committed to best practice and will work with the local authority to ensure that measures are effective in achieving the Travel Plan goals.

The Travel Plan is a 'live' document and it is anticipated that measures set out within it will evolve to best suit the needs of staff and visitors and the wider users of the highway network.

Gravesham Borough Council

Appendix 1 – Proposed Clubhouse Site Layout Plans

Gravesham Borough Council



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1. The Contractor is responsible for the correct setting out of the work.
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 4. These drawings are to be read in conjunction with all other Architectural and Specialist sub-contractor drawings.
 5. All structural timber to be pre-treated strength graded to Structural Engineer's details and to be stamped KD (kiln dried).
 6. All external walls shall be constructed to the appropriate standard.
 7. All dimensions and levels to be checked on the prior to construction and the manufacture of steelwork and architectural ironmongery, stonework and any other purpose made items.
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 5. All technical means to achieve the intent of the design is the responsibility of the appointed specialist.
 6. The responsibility of the design is by others. The design is pre-drawn / pre-specified sets out when the third party design is to achieve.

CLIENT

Mid Kent Gold Club

PROJE

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Proposed Ground Floor Plan

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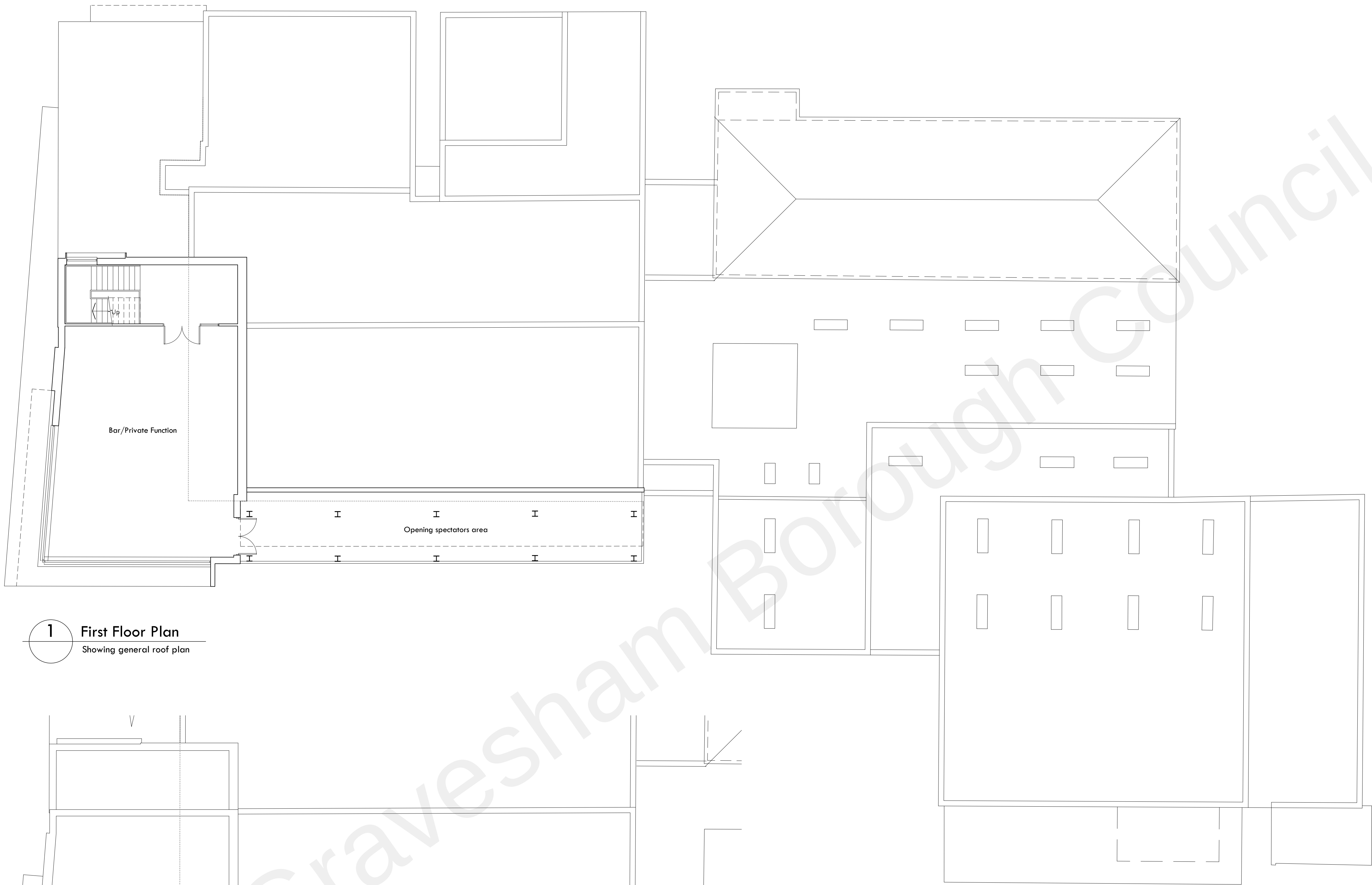
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1 First Floor Plan
Showing general roof plan

2 Roof Plan
Over 1st flr area

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Mid Kent Gold Club

PROJECT

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Proposed First
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