

LAND TO THE NORTH OF THE DROVE WAY - ISTEAD RISE, GRAVESHAM OUTLINE RESIDENTIAL TRAVEL PLAN

PROJECT NO. 25/305 DOC NO. D003

DATE: MAY 2026

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1 INTRODUCTION

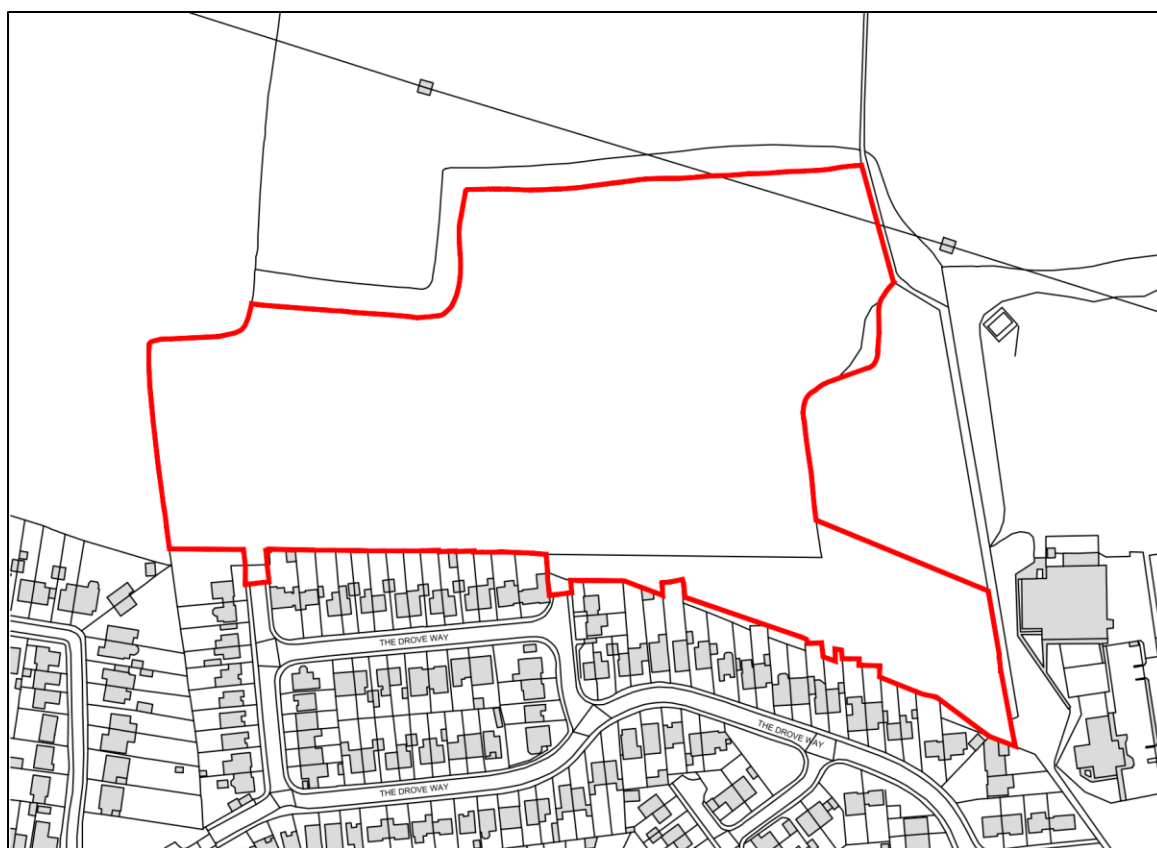
1.1 SCOPE OF RESIDENTIAL TRAVEL PLAN

- 1.1.1 Velocity Transport Planning (VTP) has been appointed by Ptarmigan Land A Ltd (the 'Applicant') to prepare a Residential Travel Plan in support of an Outline Planning Application for a new residential development comprising up to 100 dwellings, with access applied for in Detail (the 'Proposed Development'), on a site referred to as 'Land to the North of The Drove Way, Istead Rise, Gravesham, Kent', herein referred to as the 'Site'.
- 1.1.2 Gravesham Borough Council (GBC) acts as the Local Planning Authority (LPA) and Kent County Council (KCC) acts as the Local Highway Authority (LHA).
- 1.1.3 This Travel Plan should be read in conjunction with the Transport Assessment (TA), also submitted as part of the Planning Application.

1.2 SITE LOCATION

- 1.2.1 The Site is located at the northern edge of Istead Rise, a village in north Kent. Istead Rise is a suburban settlement situated to the south of Gravesend, between the A2 trunk road to the north and Meopham village to the south.
- 1.2.2 **Figure 1-1** provides the site location plan.

Figure 1-1: Site Location Plan



1.3 EXISTING USE

- 1.3.1 The Site is currently undeveloped agricultural land, extending to approximately 5.7 hectares. The Site is bound to the north by open countryside, to the south by The Drove Way and existing residential properties within Istead Rise, and to the east and west by existing residential properties.

1.4 PROPOSED DEVELOPMENT

- 1.4.1 The Proposed Development would provide up to 100 residential dwellings (Use Class C3). The application is in outline form, with access applied for in detail and all other matters (layout, scale, appearance, and landscaping) reserved for future approval. The description of development is as follows:

“Development for up to 100 residential dwellings (Class C3), including the formation of new accesses from The Drove Way, the provision of new areas of public open space and all other associated infrastructure and ancillary works (all detailed matters reserved other than means of access).”

- 1.4.2 The final dwelling mix will be confirmed at the reserved matters stage. For the purposes of this Transport Assessment, the development is assessed on the basis of 100 houses being provided.
- 1.4.3 Two new vehicular accesses are proposed, both connecting onto The Drove Way via existing highway spurs. The western access will be for general traffic movement and will comprise a 5.5m carriageway for two-way vehicle movement, 2m footway on the eastern side, and visibility splays in accordance with Manual for Streets (MfS) and KCC design standards. The eastern access will be an emergency and active travel route and will comprise a 4m carriageway and 2m footway on the eastern side. Lockable/retractable bollards will be provided to prevent general traffic movement while enabling cycle movement.
- 1.4.4 The internal road network is designed to facilitate pedestrian and cycle permeability throughout the site, with footway connections linking the residential plots to the site boundary and the existing public footway network on The Drove Way.

1.5 OVERVIEW

- 1.5.1 Travel Plans assist with managing the travel demands and impacts of new developments. A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.5.2 This Travel Plan sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.5.3 The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the developer and/or the specific end occupiers. A Travel Plan Co-ordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. The TPC will report periodically to the KCC Travel Plan officers.
- 1.5.4 It is anticipated that a planning condition will be imposed requiring the implementation of an approved Travel Plan (which will be substantially based upon this document) prior to the occupation of the Proposed Development. The Travel Plan and TPC will initially be funded by the developer.



- 1.5.5 This Travel Plan has been produced in accordance with the current Department for Transport (DfT) and KCC Travel Plan guidance.

1.6 DOCUMENT STRUCTURE

- 1.6.1 The remainder of this Travel Plan is structured as follows:

- ⦿ **Section 2** - reviews relevant transport planning policy;
- ⦿ **Section 3** – provides details of the baseline conditions and site accessibility
- ⦿ **Section 4** – describes the development proposals;
- ⦿ **Section 5** – summarises the Travel Plan Strategy;
- ⦿ **Section 6** – provides the objectives and targets for the Travel Plan;
- ⦿ **Section 7** – provides the measures of the Travel Plan;
- ⦿ **Section 8** – describes how the Travel Plan will be monitored; and
- ⦿ **Section 9** – provides an Action Plan for the implementation of the Travel Plan.



2 PLANNING POLICY

- 2.1.1 The national and local transport policies relevant to the Proposed Development are well documented, and this section does not seek to replicate them. Instead, the key themes in the relevant national, regional and local policies are summarised briefly below.
- 2.1.2 The relevant transport policy to this application includes the following:
- ⦿ National Planning Policy Framework (NPPF 2024);
 - ⦿ Good Practice Guidelines: Delivering Travel Plans Through the Planning Process (2009);
 - ⦿ Active Travel Strategy, Kent County Council (2017);
 - ⦿ Travel Plan Guidance, Kent County Council (2012); and
 - ⦿ Gravesham Borough Council Local Plan (2014).

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2024)

- 2.2.1 The National Planning Policy Framework (NPPF) was revised in December 2024 and sets out the Government's planning policies for England. It also provides a framework within which locally prepared plans for housing and other development can be produced. At its heart, the NPPF sets out a presumption in favour of sustainable development (Paragraph 10).
- 2.2.2 The NPPF promotes sustainable transport and notes that transport issues should be considered at the earliest stages of development proposals.
- 2.2.3 Chapter 9 sets out the requirements for promoting sustainable transport, advising that significant development should be focused on locations that are or can be made sustainable through limiting the need to travel and offering a genuine choice of transport modes (paragraph 110). The NPPF advises that planning policies should support an appropriate mix of uses across an area, and within larger-scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities (paragraph 111a).
- 2.2.4 In Paragraph 113, the NPPF sets out that maximum parking standards should only be set when there is clear and compelling justification that they are necessary to manage the local road network or for optimising the density of development in city and town centres and other locations that are well served by public transport.
- 2.2.5 Paragraph 115 requires that, when assessing development proposals, sustainable transport modes are prioritised; safe and suitable access can be achieved for all users; street and parking design reflects current national guidance; and any significant transport impacts can be mitigated to an acceptable degree through a vision-led approach.
- 2.2.6 Paragraph 116 states that "*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios*".
- 2.2.7 Paragraph 117 states that applications for developments should:



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

2.2.8 Paragraph 118 states that “*all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored*”.

2.2.9 In the context of the NPPF Grey Belt provisions, paragraph 155 requires development on grey belt land to be in a sustainable location, with particular reference to paragraphs 110 and 115. The Transport Assessment submitted alongside this Travel Plan demonstrates that the Site is capable of supporting sustainable travel choices and that safe and suitable access can be achieved. The proposals are therefore considered to accord with the transport-related requirements of NPPF paragraphs 110 and 115.

2.3 GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS

2.3.1 The DfT developed ‘good practice’ guidance in 2009 to assist all stakeholders in securing an effective policy framework, determining when a Travel Plan is required, and outlining how it should be prepared within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.3.2 The guidelines recognise that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a Site, minimise the impact of developments on the transport infrastructure, and help to reduce CO2 emissions.

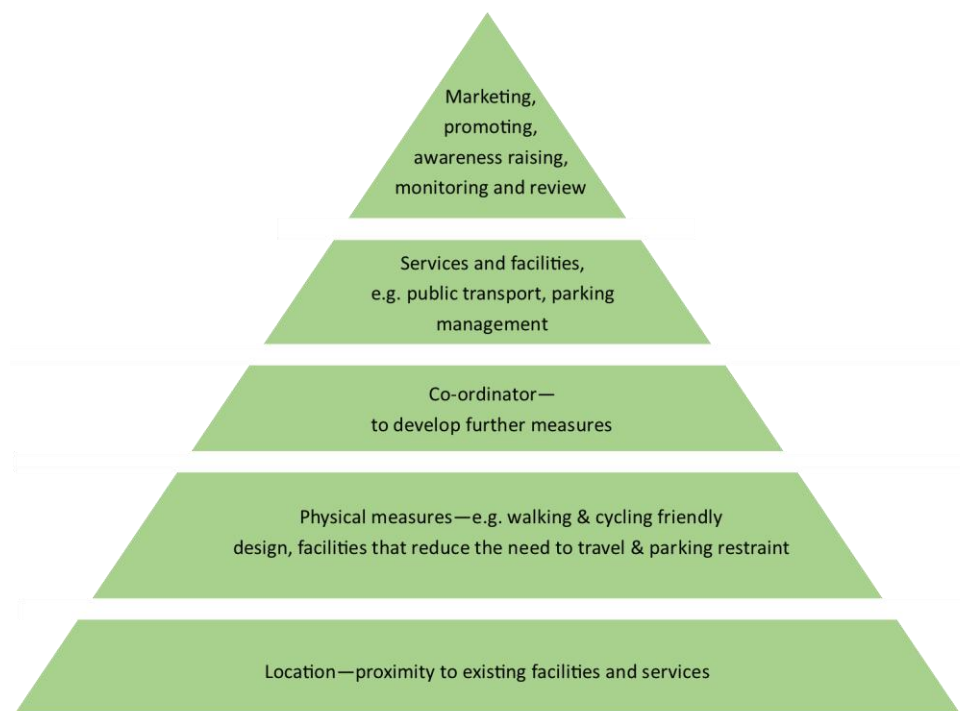
2.3.3 Travel Plans are important for major new developments in order to:

- ⊙ Support increased choice of travel modes;
- ⊙ Promote and achieve access by sustainable modes;
- ⊙ Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- ⊙ Promote a partnership between the authority and the developer in creating and shaping ‘place’.



- 2.3.4 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which are constructed from the ground up, with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2-1**.

Figure 2-1: Travel Plan Pyramid



- 2.3.5 The Travel Plan Pyramid demonstrates how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site.

2.4 ACTIVE TRAVEL STRATEGY, KENT COUNTY COUNCIL (2017)

- 2.4.1 KCC's Active Travel Strategy aims to make active travel an attractive and realistic choice for short journeys in Kent. By developing and promoting accessible, safer and well-planned active travel opportunities, this Strategy will help to establish Kent as a pioneering county for active travel.

- 2.4.2 The Council hopes to realise this ambition through the following actions:

- ⦿ Action 1: Integrate active travel into planning;
- ⦿ Action 2: Provide and maintain appropriate routes for active travel; and
- ⦿ Action 3: Support active travel in the community.

2.5 TRAVEL PLAN GUIDANCE, KENT COUNTY COUNCIL (2012)

- 2.5.1 The 2012 Travel Plan guidance issued by Kent County Council (KCC) is recognised by the Council as needing to be updated. The Checklist included within the guidance has nevertheless been used in the production of this Travel Plan, noting that KCC recognises each Travel Plan is unique to the development to which it relates.

2.6 GRAVESHAM BOROUGH COUNCIL LOCAL PLAN (2014)

- 2.6.1 The Gravesham Local Plan Core Strategy was adopted in September 2014 and forms the principal strategic planning document for the Borough, covering the period 2011 to 2028. It sets out the Council's spatial vision and strategic objectives for growth, regeneration, infrastructure provision and environmental protection across Gravesham. The document confirms that the Local Plan will be used to shape future development and determine planning applications, alongside relevant saved policies and other development plan documents.
- 2.6.2 Policy CS10 relates to physical and social infrastructure and requires new development to provide or contribute towards infrastructure where necessary to meet needs arising from development. Policy CS11 relates specifically to transport and requires new developments to mitigate their impact on the highway and public transport networks as appropriate. It also requires Transport Assessments and Travel Plans to be prepared and implemented where necessary to ensure travel choice and sustainable travel opportunities. The policy also supports improvements to public transport, walking and cycling facilities and requires parking provision to reflect adopted standards, accessibility and the availability of alternative modes.

2.7 POLICY REVIEW CONCLUSION

- 2.7.1 The relevant transport and Travel Planning policy and guidance highlight the need to reduce car use in favour of sustainable travel and provide targets, actions and measures for achieving this goal, one of which is the implementation of a robust Travel Plan for developments.



3 SITE ACCESSIBILITY

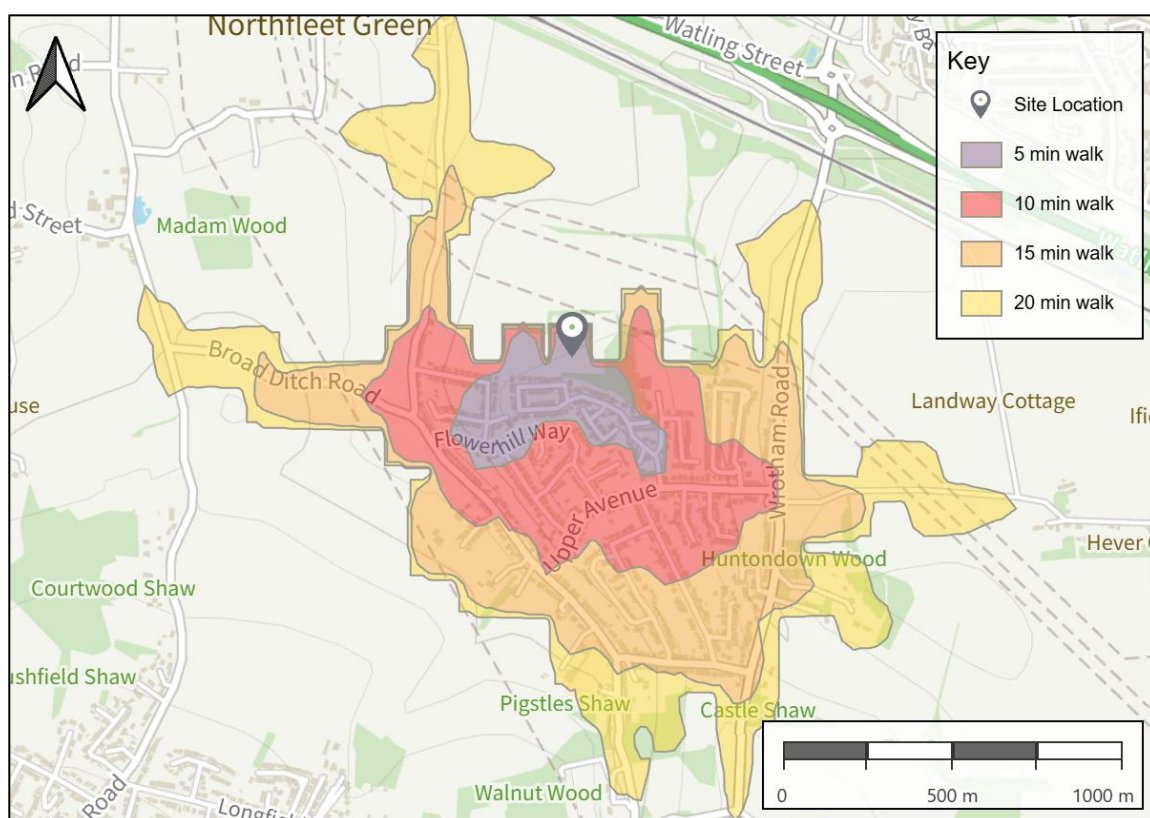
3.1 INTRODUCTION

- 3.1.1 This section sets out the Site's accessibility by walking, cycling, public transport, and access by road. This section also sets out the amenities local to the Site.

3.2 PEDESTRIAN ACCESSIBILITY

- 3.2.1 The National Travel Survey notes that walking is the most frequent travel mode used for short-distance trips (within 1 mile/1.6km). Infrastructure that supports efficient travel on foot is therefore important to promote active travel and walking as a viable alternative to short car trips. **Figure 3-1** illustrates the destinations that lie within a 20-minute walk of the Site.

Figure 3-1: 20 Minute Walking Distance



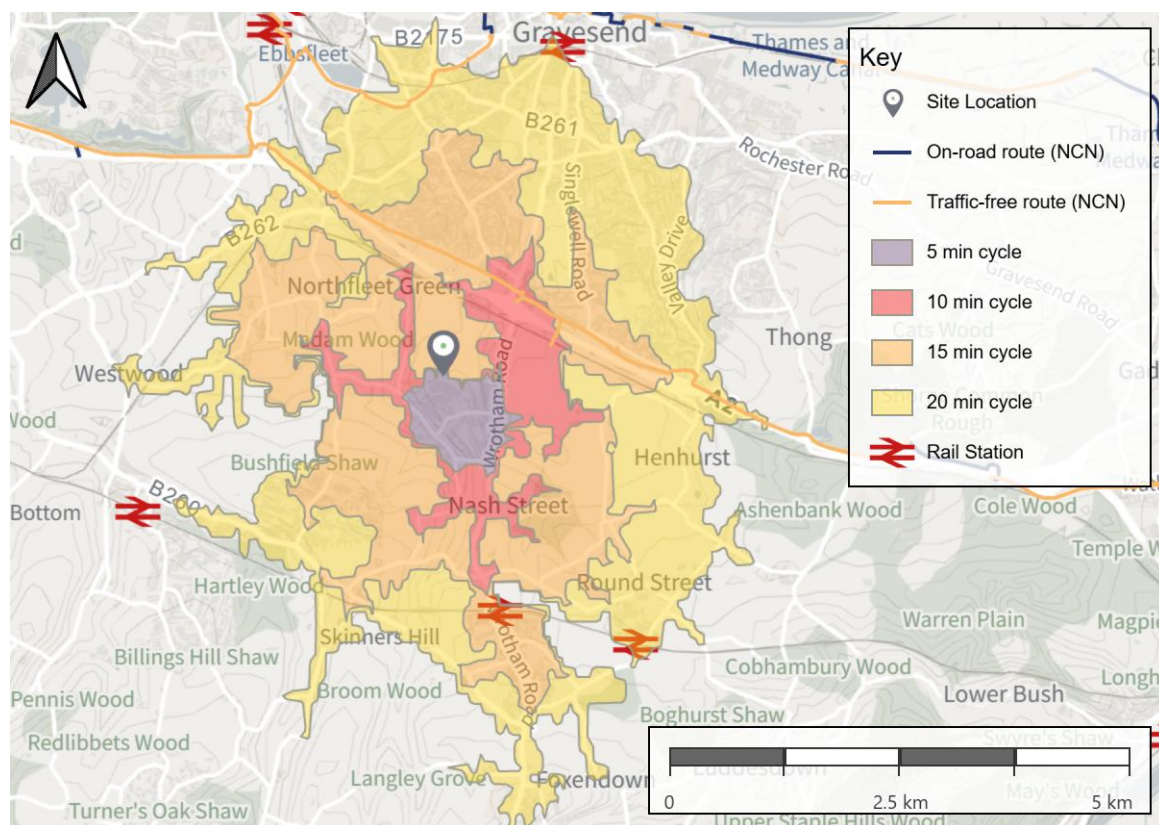
- 3.2.2 As shown within **Figure 3-1**, the Site is located at the northern edge of Istead Rise, a village with a variety of everyday amenities. The pedestrian environment within Istead Rise is generally of good quality, with footways provided along The Drove Way and throughout the residential estate. The proposed access designs incorporate 2m footways, providing a direct, footway-level connection between the development and the existing pedestrian network on The Drove Way.
- 3.2.3 Footway connections within Istead Rise link residents to local shops, a GP surgery, a primary school, and other everyday facilities. The development's internal layout will be designed to prioritise pedestrian permeability, with direct footway links to the wider network on The Drove Way.



3.3 CYCLING ACCESSIBILITY

- 3.3.1 Cycling provides a viable alternative to the private car for short-to-medium length trips. Meopham Station (3.1km) is accessible by cycle in approximately 11 minutes via local roads, placing it comfortably within the commonly adopted 20-minute cycle threshold.
- 3.3.2 The local road network within Istead Rise comprises relatively low-traffic residential streets suitable for cycling. There are no dedicated cycle lanes in the immediate vicinity of the Site; however, quiet residential streets with low traffic volumes are generally accepted as suitable for cycling use.
- 3.3.3 **Figure 3-2** illustrates a 20-minute cycle catchment area from the site.

Figure 3-2: 20 Minute Cycle Distance



3.4 PUBLIC TRANSPORT

BUS NETWORK

- 3.4.1 The nearest bus stops to the Site are located on Flowerhill Way (Littlecroft), approximately 450m south-west of the Site, and at the Istead Rise shops, approximately 700m south of the Site.
- 3.4.2 Bus Service 308 provides the most frequent service, running between Sevenoaks and Gravesend with 7 services per day on weekdays and weekends. Bus Service 308 also connects with Meopham Station and Gravesend town centre.
- 3.4.3 **Table 3-1** summarises the bus services stopping at Istead Rise bus stops.



Table 3-1: Bus Service Summary

BUS STOP	DISTANCE	SERVICE	OPERATOR	ROUTE	WEEKDAY		WEEKEND	
					Frequency	Hours of Operation	Frequency	Hours of Operation
Littlecroft, Flowerhill Way	450m	308	Redroute Buses	Sevenoaks - Gravesend	7 Per day	10:17, 11:42, 13:12, 14:42, 16:47, 17:45, 18:45	7 Per day	10:12, 11:42, 13:12, 15:12, 16:45, 18:45
		418R	1st Bus Stop Ltd	New Ash Green - Wrotham	1 per day	07:35	No service	No service
		695	1st Bus Stop Ltd	Istead Rise - Rochester	1 per day	07:01	No service	No service
Littlecroft, Flowerhill Way	450m	308	Redroute Buses	Gravesend - Sevenoaks	7 Per day	07:01, 09:29, 10:59, 12:29, 14:19, 17:00, 18:00	6 Per day	09:29, 10:59, 12:29, 14:29, 16:00, 18:00
		418R	1st Bus Stop Ltd	Wrotham - New Ash Green	1 per day	15:36	No service	No service
		695	1st Bus Stop Ltd	Rochester - Istead Rise	1 per day	16:28	No service	No service
Shops, Istead Rise	700m	418R	1st Bus Stop Ltd	New Ash Green - Wrotham	1 per day	07:36	No service	No service
		695	1st Bus Stop Ltd	Istead Rise - Rochester	1 per day	07:02	No service	No service
		Meopham1	1st Bus Stop Ltd	Meopham - Kings Farm	1 per day	15:30	No service	No service
Shops, Istead Rise	700m	418R	1st Bus Stop Ltd	Wrotham - New Ash Green	1 per day	15:36	No service	No service
		695	1st Bus Stop Ltd	Rochester - Istead Rise	1 per day	16:26	No service	No service
		Meopham1	1st Bus Stop Ltd	Kings Farm - Meopham	1 per day	07:53	No service	No service

RAIL NETWORK

- 3.4.4 The nearest rail station to the Site is Meopham Station, served by Southeastern train services on the Chatham Main Line. The station provides regular services to London Victoria and London Blackfriars, as well as to Faversham and the Medway towns.
- 3.4.5 Meopham Station is approximately 3.1km from the Site, accessible by cycle in approximately 11 minutes. The station can also be reached via Bus Service 308 from Flowerhill Way (approximately 450m from the Site), with a journey time of approximately 15 minutes. Rail services from Meopham Station are summarised in **Table 3-2**.
- 3.4.6 Meopham Station provides a frequent, well-connected rail service operating throughout the day, seven days a week. Two trains per hour to London Victoria (33 minutes) make rail a realistic commuting option for future residents, supported by onward connections to Chatham, Rochester, Gillingham, and beyond. **Table 3-2** summarises some of the rail services serving the Site.



Table 3-2: Meopham Rail Station Services Summary

DESTINATION	DAYS	FREQUENCY	JOURNEY TIME	HOURS OF OPERATION
London Victoria	Mon–Sun	2/hour	33 mins	05:20 – 23:40
Rochester	Mon–Sun	2/hour	9 mins	06:31 – 01:21
Bromley South	Mon–Sun	2/hour	17 mins	05:20 – 23:40
Chatham	Mon–Sun	2/hour	13 mins	06:31 – 01:21
Gillingham (Kent)	Mon–Sun	2/hour	18 mins	06:31 – 01:21
Longfield	Mon–Sun	2/hour	4 mins	05:20 – 23:40
Denmark Hill	Mon–Sun	1/hour	36 mins	05:20 – 22:35
St Mary Cray	Mon–Sun	1/hour	18 mins	05:20 – 23:40
Swanley	Mon–Sun	1/hour	14 mins	05:20 – 23:40
Sittingbourne	Mon–Sun	c.16/day	32 mins	06:31 – 00:13

3.5 LOCAL HIGHWAY NETWORK

- 3.5.1 As previously noted, the Site is located on The Drove Way, an unclassified road within the residential estate of Istead Rise. The Drove Way connects to Istead Rise (the road), which in turn provides access to the A227 Wrotham Road to the south of the settlement, connecting to the wider strategic road network.
- 3.5.2 Within Istead Rise, a 30mph speed limit is enforced on the local road network. Residents access the wider road network via Istead Rise and the A227 Wrotham Road, connecting to the A2/M2 corridor and to Gravesend town centre.

3.6 LOCAL AMENITIES

- 3.6.1 The Chartered Institute of Highways & Transportation's (CIHT) guidelines '*Providing for Journeys on Foot*' contains suggested acceptable walking distances for pedestrians to some common facilities as presented in **Table 3-3**.

Table 3-3: CIHT '*Providing for Journeys on Foot*' Preferred Walking Distances

DESCRIPTION	NEIGHBOURHOOD CENTRE (M)	COMMUTING / SCHOOL (M)	OTHER TRIPS / LEISURE (M)
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Maximum	800m	2000m	1000m

- 3.6.2 **Table 3-3** suggests that for commuting and school journeys, the preferred maximum walking distance is 2,000m, whilst the local neighbourhood centre should be within a preferred maximum of 800m. The CIHT '*Planning for Walking*' (2015) guidance also sets out walking distances of 800m (circa 10-minute walk) as the parameter for what is considered to be a 'walkable neighbourhood'.
- 3.6.3 **Table 3-4** provides a summary of the key local services and facilities for residents, with the walking and cycling times shown, which demonstrates that the site is highly accessible to a variety of essential amenities that would support the proposed residential use.



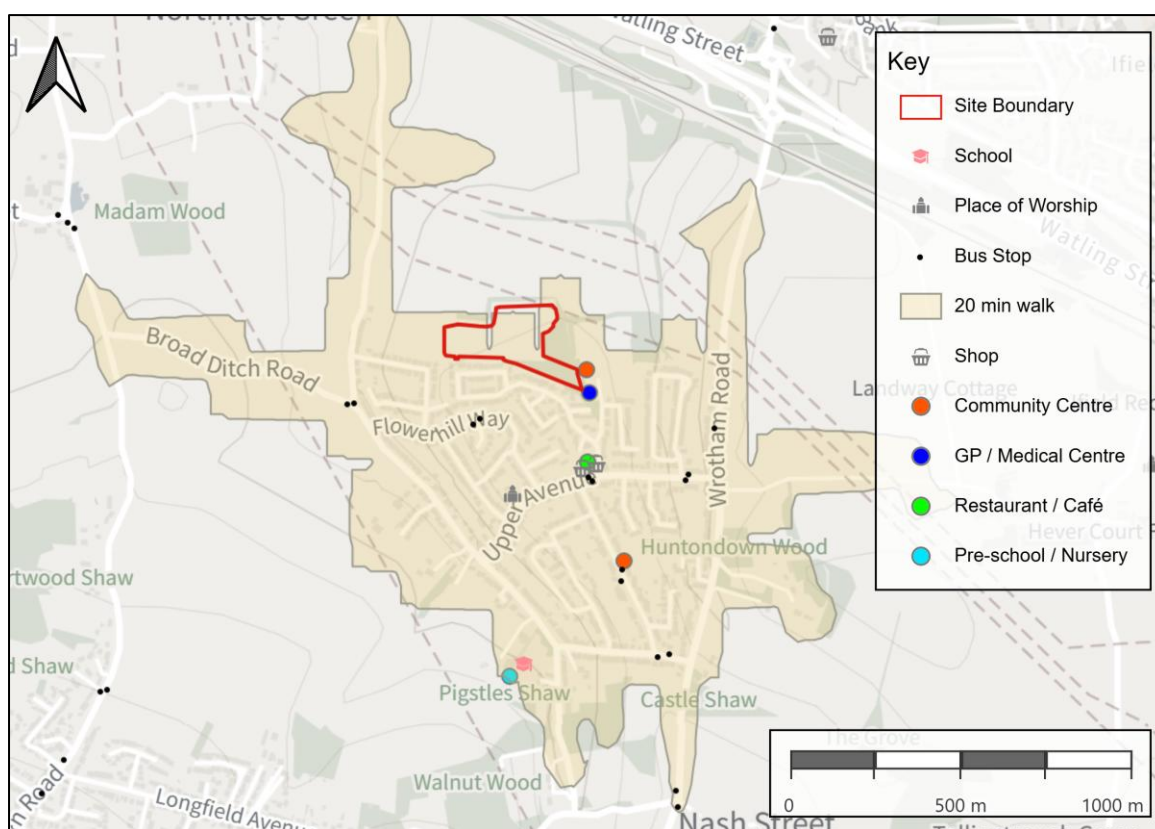
Table 3-4: Local Amenities

TYPE OF FACILITY	LOCATION	DISTANCE	Walking Time (Mins)	Cycling Time (Mins)
Cash Point	Co-Op Food - Gravesend - Istead Rise	600m	8	2
Groceries	Co-Op Food - Gravesend - Istead Rise	600m	8	2
Park/Green space	Istead Rise Recreation Ground	400m	5	2
Fitness Opportunity	Istead Rise Community Centre	400m	5	2
Postal Facility	Istead Rise Post Office (The Parade)	600m	8	2
Community Centre	Istead Rise Community Centre	400m	5	2
Pharmacy	Istead Rise Pharmacy	600m	8	2
Medical Centre	Downs Way Medical Practice	450m	6	2
Childcare	Kiddiecare Kindergarten	900m	11	3
Primary School	Istead Rise Primary School	900m	11	3

3.6.4

The type of amenities available within a 20-minute walk of the Site is shown in **Figure 3-3**.

Figure 3-3: Local Amenities Map



3.7 SUMMARY

3.7.1

The Site benefits from a good level of accessibility by sustainable transport modes, consistent with its location within an established suburban residential settlement.

3.7.2

Based on the information provided above, it is demonstrated that future residents and visitors will be able to travel to/from the Site by sustainable transport means in favour of the private car, and that facilities and amenities exist in the vicinity of the Site to enable many daily journeys to be undertaken using non-vehicle modes of travel, thereby reflecting key objectives of transport planning policies.



4 PROPOSED DEVELOPMENT

4.1 INTRODUCTION

- 4.1.1 This section sets out the indicative development proposals and the design of the Site accesses.

4.2 DEVELOPMENT DESCRIPTION

- 4.2.1 The Proposed Development would provide up to 100 residential dwellings (Use Class C3). The application is in outline form, with access applied for in detail and all other matters (layout, scale, appearance, and landscaping) reserved for future approval. The description of development is as follows:

“Development for up to 100 residential dwellings (Class C3), including the formation of new accesses from The Drove Way, the provision of new areas of public open space and all other associated infrastructure and ancillary works (all detailed matters reserved other than means of access).”

- 4.2.2 The final dwelling mix will be confirmed at the reserved matters stage.
- 4.2.3 The internal road network is designed to facilitate pedestrian and cycle permeability throughout the site, with footway connections linking the residential plots to the site boundary and the existing public footway network on The Drove Way.
- 4.2.4 Car parking will be provided in accordance with the Kent Design Guide, Supplementary Guidance – Parking Standards (January 2025) for a Suburban location. Each dwelling will be provided with an active Electric Vehicle (EV) charging point in accordance with Part S of the Building Regulations.

4.3 SITE ACCESS AND LAYOUT

- 4.3.1 Two new vehicular accesses are proposed, both connecting onto The Drove Way via existing highway spurs. The western access will be for general traffic movement and will comprise a 5.5m carriageway for two-way vehicle movement, 2m footway on the eastern side, and visibility splays in accordance with Manual for Streets (MfS) and KCC design standards. The eastern access will be an emergency and active travel route and will comprise a 4m carriageway and 2m footway on the eastern side. Lockable/retractable bollards will be provided to prevent general traffic movement while enabling cycle movement.
- 4.3.2 The access roads will connect directly with the existing network on The Drove Way. It is expected that the access design will be secured as part of the future Section 278 agreement with KCC, with internal layout details subject to approval as part of future Reserved Matters applications.
- 4.3.3 The site layout will be designed using the Kent Design Guide and Manual for Streets principles, ensuring that pedestrian and cycle movements are prioritised throughout the development.

4.4 PARKING

- 4.4.1 Whilst the development proposals will be submitted for planning in Outline, parking for the development is proposed to be provided in line with the Kent Design Guide, Supplementary Guidance, and Parking Standards, which were adopted in 2025. The relevant benchmark parking standards are as follows:

- ⊙ 1 to 2 bed flats – 1 space per unit;



- ④ 1 to 2 bed houses – 1 space per unit; and
- ④ 3-bed houses – 2 spaces per unit;
- ④ 4+ bed houses – 2 spaces per unit; and
- ④ Visitor parking – 0.2 spaces per unit.

4.4.2

Each dwelling will be provided with an active Electric Vehicle (EV) charging point in accordance with Part S of the Building Regulations. Concerning cycle parking, the following minimum standards will be applied to the proposals, in compliance with the Kent Design Guide, Supplementary Guidance – Parking Standards (January 2025) requirements:

- ④ Houses: 1 Space per Bedroom.
- ④ Flats/ Maisonettes: 1 Space per Bedroom.



5 TRAVEL PLAN STRATEGY

5.1 INTRODUCTION

- 5.1.1 This section sets out how the Travel Plan will be developed and will operate on a day-to-day basis. It also provides details of the marketing strategy proposed and how the Travel Plan will be secured.
- 5.1.2 The Travel Plan will focus primarily on influencing the travel behaviour of the residents of the site.

5.2 TRAVEL PLAN CO-ORDINATOR

- 5.2.1 Prior to the Proposed Development becoming occupied, a Travel Plan Co-ordinator would be appointed by the applicant to oversee and manage the Travel Plan over an initial 5-year time period.
- 5.2.2 The roles and responsibilities of the TPC are set out below:
- ⦿ Ongoing promotion/marketing of the Travel Plan and associated measures, including the preparation of Travel Welcome Packs;
 - ⦿ Organising the implementation of household travel surveys to be undertaken on a biennial basis, following the establishment of baseline travel patterns and behaviour;
 - ⦿ Preparing biennial monitoring reports, which summarise the results of the surveys as well as progress towards achieving the set targets; and
 - ⦿ Acting as the main point for all households and other commercial tenants/occupiers.
 - ⦿ Ensuring the structures for the ongoing management of the plan are set up and running effectively;
 - ⦿ Liaising with public transport operators and other service providers;
 - ⦿ Overseeing the monitoring and reporting of the Travel Plan, including liaising with the Local Authority where appropriate;
 - ⦿ Administration of the Travel Plan, involving the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are ongoing throughout the duration of the Travel Plan;
 - ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to residents and visitors;
 - ⦿ On-site coordination of data collection for the plan;
 - ⦿ Helping establish and promote the individual measures in the plan; and
 - ⦿ Implementing any additional measures.

5.3 MARKETING

- 5.3.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan. The strategy will also help to disseminate travel information and information regarding the facilities provided.



- 5.3.2 Residents will be made aware of the Travel Plan, including its purpose and objectives, along with specific measures. A summary of the key Travel Plan elements will be included in marketing material for the development. Marketing will be undertaken between the point of sale and the first occupation of each dwelling.

5.4 SECURING THE TRAVEL PLAN AND FUNDING

- 5.4.1 The Travel Plan will be secured by a planning condition or through the S106 legal agreement. Funding for the implementation of the Travel Plan is to be secured by the developer. The costs will relate to the implementation of measures outlined within the Travel Plan and also to any surveys and monitoring.



6 OBJECTIVES AND TARGETS

6.1 OBJECTIVES

6.1.1 The objectives of the Travel Plan are:

- ⦿ To raise resident awareness of the sustainable travel options around the site;
- ⦿ To facilitate and encourage travel by sustainable modes; and
- ⦿ To raise resident awareness of the health and fitness benefits of walking and cycling for short journeys.

6.2 TARGETS

6.2.1 Targets are tailored to deliver the objectives of the Travel Plan and must be Specific; Measurable; Achievable; Realistic; and Timed (SMART).

6.2.2 Two types of targets are considered. 'Action' type targets are physical actions that can be achieved by a set date, for example, appointing a Travel Plan Co-ordinator (TPC), whilst 'Aim' type targets are those which relate to outcomes achieved through the implementation of measures, for example, achieving a change in mode split compared to a baseline. It is proposed to set both 'Action' type targets and 'Aim' type targets.

6.3 ACTION TARGET

6.3.1 The following Action targets are proposed:

- ⦿ Appoint a TPC for the site;
- ⦿ Provide high-quality cycle parking and active travel facilities on-site;
- ⦿ Raise resident awareness of sustainable travel opportunities and their benefits on an ongoing basis, in particular:
 - The public transport services available;
 - How to contact the Travel Plan Co-ordinator;
 - The local facilities and amenities which are within walking distance; and
 - The cycle parking facilities provided for residents and the health benefits of cycling.

6.3.2 Achieving these specific and timed targets will be measured by the implementation of marketing and awareness-raising measures, which will be reported to the Local Planning Authority. These targets link directly to all three objectives of the Travel Plan.

6.4 AIM TARGET

6.4.1 The aim of this Travel Plan is to encourage a modal shift toward sustainable transport modes. The aim will be supported by both hard and soft measures outlined in **Section 7** of this report.



RESIDENT MODAL SHIFT TARGETS

- 6.4.2 An indication of the likely travel behaviour of future residents has been created using a combination of 2011 Census 'Method of Travel to Work' data for *MSOA E02005066: Gravesham 012*, and vehicle trip rates from the TRICS database. The process for developing the modal split data is described in the Transport Assessment accompanying the planning application.
- 6.4.3 Separate targets have been set out below for the AM and PM peak hours, amounting to a relative reduction of 10% fewer car driver trips by residents over five years. The forecast modal split data with the target modal shift is summarised in **Table 6-1** and **Table 6-2** below for each peak hour.

Table 6-1: Multi-Modal Trip Generation Targets (AM Peak Hour)

Mode	Baseline	Year 1	Year 3	Year 5	Change
Walk	6.2%	6.4%	6.6%	6.9%	0.7%
Cycle	0.8%	0.8%	0.9%	0.9%	0.1%
Bus	7.3%	7.5%	7.8%	8.1%	0.8%
Rail	23.3%	24.0%	25.0%	26.0%	2.7%
Motorcycle	2.0%	2.1%	2.2%	2.3%	0.3%
Taxi	0.1%	0.1%	0.1%	0.1%	0.0%
Vehicle	53.6%	52.2%	50.3%	48.2%	-5.4%
Vehicle Passenger	6.6%	6.8%	7.0%	7.3%	0.7%
Other	0.1%	0.1%	0.1%	0.1%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	-

*any errors due to rounding

Table 6-2: Multi-Modal Trip Generation Targets (PM Peak Hour)

Mode	Baseline	Year 1	Year 3	Year 5	Change
Walk	5.1%	5.3%	5.6%	5.9%	0.8%
Cycle	0.7%	0.7%	0.8%	0.8%	0.1%
Bus	6.0%	6.3%	6.6%	7.0%	1.0%
Rail	19.3%	20.3%	21.4%	22.4%	3.1%
Motorcycle	1.7%	1.8%	1.9%	2.0%	0.3%
Taxi	0.1%	0.1%	0.1%	0.1%	0.0%
Vehicle	61.6%	59.9%	57.9%	55.5%	-6.1%
Vehicle Passenger	5.4%	5.5%	5.6%	6.3%	0.9%
Other	0.1%	0.1%	0.1%	0.1%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	-

*any errors due to rounding

- 6.4.4 As discussed above, the principal target will be to achieve a progressive reduction in car driver trips with a corresponding increase in more sustainable modes, primarily rail and bus.
- 6.4.5 These initial targets will be reviewed after the first travel survey has been undertaken and any changes to targets will be agreed upon with KCC.



7 TRAVEL PLAN MEASURES

7.1 INTRODUCTION

7.1.1 This section outlines the measures which will be implemented on-site in order to achieve the objectives. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and considered in turn in the following sections:

- ④ 'Hard' engineering measures incorporated into the design;
- ④ 'Key services and facilities; and
- ④ 'Soft' marketing and management measures which ensure that sustainable travel behaviour is maximised.

7.2 HARD MEASURES

7.2.1 Physical aspects of the design of the Proposed Development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are discussed individually below. These measures would be provided before the occupation of the site and would be funded by the developer.

SITE LAYOUT AND ACCESS

7.2.2 The proposals are submitted in Outline form (with access applied for in Detail). The Kent Design Guide and Manual for Streets will be used to inform the design of the internal site road layout for all users, including pedestrians and cyclists.

7.2.3 The proposed access designs incorporate 2m footways, providing a direct, footway-level connection between the development and the existing pedestrian network on The Drove Way. Cyclists can access the low-traffic residential streets of Istead Rise directly from the site, providing safe cycling routes to Meopham Station and other local destinations.

CYCLE PARKING PROVISION

7.2.4 Cycle parking will be provided in accordance with the Kent Design Guide, Supplementary Guidance – Parking Standards (January 2025), with a minimum of one cycle parking space per bedroom for each dwelling.

CAR PARKING PROVISION

7.2.5 Car parking provision, including active EV charging points per Part S of the Building Regulations, will be provided in accordance with the Kent Design Guide, Supplementary Guidance – Parking Standards (January 2025), for a Suburban location.

7.3 KEY SERVICES & FACILITIES

7.3.1 Several key services and facilities to complement the location and physical design of the site will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.



TRAVEL PLAN CO-ORDINATOR

- 7.3.2 A Travel Plan Co-ordinator (TPC) will be appointed to take responsibility for the management of the Travel Plan. They will act as the principal point of contact and will coordinate the implementation of the Travel Plan measures. They will also be available to provide advice to future residents on travel opportunities to and from the site.

PERSONALISED JOURNEY PLANNING

- 7.3.3 The TPC will be available to provide personalised travel planning advice to residents of the development. The TPC will be able to identify routes to public transport services for residents travelling to work, schools and other key facilities.
- 7.3.4 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility-impaired persons residing within the site.

PROVISION OF BROADBAND ACCESS IN HOMES

- 7.3.5 All residential dwellings within the development will be broadband-ready, providing residents with the opportunity to sign up to an internet service provider. This will provide opportunities for both home working and home shopping, reducing the need to travel.

7.4 SOFT MEASURES

- 7.4.1 The location of the site, its design and its proximity to public transport services within the surrounding area, will create all of the conditions to make sustainable travel an alternative to private car use. However, it is also recognised that a communication strategy is key to the success of the Travel Plan. Details of the communication strategy for the site are set out below.

TRAVEL WELCOME PACK

- 7.4.2 Residents of new dwellings will be provided with a Travel Pack upon first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants, including:

- **Promotion of local sustainable travel networks**, including:
 - bus services;
 - rail services; and
 - local cycle routes.
- Links to relevant **public transport travel information websites** (such as the Google journey planner) will be provided.
- **Promotion of local amenities**: The Travel Pack will include the locations of many of the nearby key amenities and will encourage trips by foot.
- **Promotion of the cycle parking**: Making residents aware of the cycle parking which is available to them.



- Promotion of car sharing:** Car sharing is becoming an increasingly popular way to commute to work, travel to school and recreation more cheaply and sustainably than driving alone, whether informal or by a more formal approach. Information on existing car share schemes, such as Liftshare (www.liftshare.com), will be promoted to residents by the TPC to maximise potential use of the scheme.
- Promotion of health benefits associated with alternative modes of transport:** The Travel Pack will provide details of the health benefits associated with walking and cycling regularly.
- Promotion of key services and facilities:** Full details of the key services and facilities provided by the Travel Plan will be included in the Travel Pack, including:
 - the availability of the personalised journey planning service;
 - the availability of broadband internet and the benefits of home working; and
 - the availability of car sharing and where to find information about using the service.

7.4.3

The Travel Welcome Pack also invites those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration. The Travel Welcome Pack will be available in both hard copy and electronic form. The Travel Plan will be updated periodically and redistributed in electronic form.



8 MONITORING

8.1 OVERVIEW

- 8.1.1 A programme of monitoring and review will be implemented to evaluate the success of the Travel Plan. This will establish whether the agreed targets are being met. Monitoring and review will be the responsibility of the TPC.
- 8.1.2 The Travel Plan will be monitored over five years at years 1, 3 and 5. The Baseline travel survey will be undertaken within three months of the first occupation of the development. Monitoring and review will be the responsibility of the TPC.

8.2 ACTION TARGET MONITORING & REPORTING:

- 8.2.1 The TPC will issue a compliance report to the approving authority before first opening.

8.3 AIM TARGET MONITORING & REPORTING

- 8.3.1 To measure progress against the aim target, the following monitoring regime is proposed:
- ⊙ Baseline survey
 - A compliant monitoring survey will be undertaken within three months of reaching 75% occupation of the development and a monitoring report setting out the surveyed results will be submitted to the approving authority.
 - ⊙ Years 1, 3 and 5 surveys
 - A compliant monitoring survey will be undertaken during the same neutral month as the year one survey in years 3 and 5 and a monitoring report setting out the surveyed results will be submitted to the approving authority.
- 8.3.2 The TPC will compile monitoring reports outlining the results of the monitoring process. The report will include the following information:
- ⊙ A summary of the Travel Plan objectives and targets;
 - ⊙ How and when information has been gathered;
 - ⊙ Modal split gathered on the travel survey;
 - ⊙ Progress towards meeting targets; and
 - ⊙ Future proposals for further refinement of the Travel Plan if required.
- 8.3.3 The monitoring of surveys will allow the approving authority to understand emerging travel behaviour at the development and to make an informed decision about any further measures that may be needed.
- 8.3.4 A monitoring plan will be agreed upon with the planning authority before the occupation of the Site.



9 ACTION PLAN

- 9.1.1 This section provides an action plan which summarises the actions to be taken with associated timescales, responsibilities and sources of funding. The action plan will be agreed with KCC before being implemented.
- 9.1.2 The action plan is set out in **Table 5-1**.

Table 5-1: Residential Action Plan

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/ MEASURED BY	RESPONSIBILITY
Appointment of TPC	N/A	Prior to occupation	Developer	Appointment of TPC	Developer
Agree Travel Plan Objectives and Targets	N/A	Prior to occupation	Developer	Agreement being reached with KCC	Developer
Agree on Travel Plan Measures and Travel Pack	N/A	Prior to occupation	Developer	Agreement being reached with KCC	TPC
Provision of cycle parking secured through planning	As required	Prior to the occupation of relevant dwelling	Developer	Installation of cycle parking and it being made available for residents' use	Developer
Availability of broadband access in homes	N/A	Prior to first occupation of each dwelling	Developer	Availability of broadband access in homes	Developer
Availability of a personalised journey planning service	N/A	Prior to first occupation	Developer	Availability of a personalised journey planning service	Developer
Dissemination of the Travel Pack to each dwelling	One Travel Pack per dwelling	At first occupation of each dwelling	Developer	Dissemination of the Travel Pack to each dwelling	Developer

