

68 Whitehill Road, Gravesend, DA12 5PH

Supported Living Residence for up to 7 Young Adults (Use Class C2)

Approved under Planning Permission #20240855

Brockwell Care

Workplace Travel & Parking Management Plan

22 January 2025 (Version 1.0 – Planning Submission)

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Planning context

This Workplace Travel and Parking Management Plan has been prepared by Brockwell Gate Limited (company registration number 08020671), operating as Brockwell Care, a supported living care service provider registered under the Care Quality Commission (CQC) under registration number 1-996882727.

The Workplace Travel and Parking Management Plan aims to encourage the use of sustainable transport options, including cycling, walking, and public transport, among staff, residents, and visitors of the supported living home (Use Class C2) approved under planning permission #20240855 at 68 Whitehill Road (a former large dwellinghouse in C3 use) in Gravesend. Additionally, the plan seeks to reduce reliance on private vehicles and minimise on-street parking demand in the surrounding area.

This document also serves as the basis for discharging planning conditions 5 (“Car Parking Management Plan”) and 6 (“Workplace Travel Plan”) attached to the planning permission. As the demand for parking spaces is directly linked to efforts to minimise private car journeys, the Car Parking Management Plan and Workplace Travel Plan have been combined into a single, comprehensive document.

Matters relating to parking management, standards, and the requirement for travel plans are governed by the Kent Vehicle Parking Standards document (2006), which has been adopted by Gravesham Council as Supplementary Planning Guidance document “SPG4”.

According to SPG4, travel plans are ordinarily not required for developments that result in a demand for fewer than 100 parking spaces (for C2 uses) or fewer than 100 housing units (for C3 uses). The approved change of use from a large 5/6-bedroom dwellinghouse (Use Class C3) to an assisted living home for up to 7 adults (Use Class C2), under planning permission #20240855, is unlikely to come anywhere close to this scale of parking pressure. Moreover, the location for the assisted living use has already been deemed suitable and approved under the planning permission, owing to its strong connectivity to Gravesend Town Centre.

Importantly, no on-site parking provision is available. In the absence of a legal agreement or controlled parking zone around the site, there is no legal mechanism to prohibit car use. While travel plans are not typically required for developments of this scale, the applicant accepts how important a travel plan can be in promoting public transport use, reducing reliance on private cars, and mitigating local traffic or parking pressures.

Nonetheless, the level of detail expected in travel plans for relatively minor changes of use must remain proportionate and reasonable, reflecting the thresholds set out in SPG4, to avoid imposing unnecessary or overly burdensome requirements. In this regard, under paragraph 55 of the National Planning Policy Framework, planning conditions must satisfy the “six statutory tests” to be considered necessary and lawful. These tests include the need to be “enforceable” and “reasonable in all other respects,” emphasising the importance of ensuring that any travel plan conditions imposed are both practical and proportionate to the scale of the development.

Premises

The premises comprise a semi-detached, two-storey house with a converted attic, previously used as a large 5/6-bedroom family dwelling. Located at 68 Whitehill Road, the property is along a local distributor road (C-road), within walking distance of Gravesend town centre and a short distance from bus stops. Situated on a corner plot, the site borders Whitehill Road to the front and Hollybush Road to the side. A bus stop (route 482, with a 20-minute frequency) is located outside 66 Whitehill Road, and the site is conveniently less than a 9-minute bus ride or 25-minute walk from the town centre, bus terminals, and the train station.

There are no parking restrictions around the application site on either Hollybush or Whitehill Roads (e.g. yellow lines), nor is there a controlled parking zone (CPZ).



No vehicle parking spaces are provided on-site due to the absence of a driveway on Whitehill Road. While there is an outbuilding at the rear of the site, which was historically used as a garage (accessed via a dropped kerb on Hollybush Road), it has not been used for car parking for decades. Due to its limited internal width (approximately 2.83 metres), the outbuilding was recently converted into a storage room, with the garage doors replaced by standard residential doors (i.e. car access is no longer possible).

Supplementary Planning Guidance (SPG4) states that for travel assessment purposes, garages with a width of less than 3.6 metres are not considered valid parking spaces, as they are unlikely to be used for parking. This is due to the insufficient space for occupants, particularly the elderly or those requiring care, to comfortably enter and exit a vehicle.

Although a small driveway exists in front of the outbuilding, its depth (2.8 metres) does not allow for parking. Historically, when the property was in C3 use, the occupants

typically parked one of their two cars on the public highway on Hollybush Road, directly in front of the driveway, marked by a single white line extending just over 5 metres. The second car was parked on Hollybush Road as well, as it accommodates less traffic than Whitehill Road. In the absence of on-site parking spaces or a controlled parking zone around the site, parking (where absolutely necessary) will continue to take place on the public highway in the form of on-street parking.



The house is intended to accommodate no more than seven adults in need of care, as stipulated by the planning permission. While the maximum occupancy is capped at seven, there will often be periods when fewer residents are present, such as during tenancy transitions or to optimise staffing levels. Up to four non-resident staff members (i.e., those who do not sleep or reside at the premises) will be on site at any given time, covering both day and night shifts (staff levels may be reduced during the night shift depending on the needs of the residents). This staffing arrangement ensures adequate safeguarding and 24/7 supervision, with a staff-to-resident ratio of one staff member per two residents. Consequently, to maintain staffing ratio efficiencies, occupancy may occasionally be limited to six residents and three members of on-site staff.

Staff changeovers are scheduled for 8:00 AM and 8:00 PM to avoid “unsocial” hours, when the availability or desirability of public transport or other sustainable travel methods may be lower. This timing, suitable for staff working 12-hour shifts, is designed to encourage the use of sustainable travel options and reduce the need for private car journeys.

To prevent staff changeovers from occurring simultaneously, staggered timings will be arranged for those who must absolutely arrive by car (which will be discouraged, as outlined in the rest of this document). For those arriving by car, staggered handovers will occur at specific times, such as 7:45, 8:00, and 8:15. For staff arriving by other

means, handovers will be adjusted to accommodate their personal needs, bus timetables, and onward travel connections.

Residents in care will be prohibited from driving vehicles while residing at the premises, in line with safeguarding, supervision, and monitoring requirements. This restriction will remain in effect for as long as the premises operate under the approved planning permission. As a result, residents will neither bring nor keep vehicles on or near the premises, as this will be a condition of their stay.

All visitors must register and book a visitation day and timeslot in advance; visitors without a prior booking will be turned away from the premises, as this could compromise the safekeeping of residents. Visits will generally be limited to two guests per resident. Visiting times will be staggered to ensure that no more than one set of guests is present on the premises at any given time. Visiting hours will be restricted to 9:00 AM to 6:00 PM.

Mechanisms to promote sustainable travel over private car journeys among staff and visitors are outlined in subsequent sections of this document.

Travel plan coordinator

In accordance with the requirements of the planning condition, a Travel Plan Coordinator (TPC) has been appointed by the care provider. The details of the appointed TPC are as follows:

- ☐ **Name:** Bola Adeshina
- ☐ **Organisation:** Brockwell Care
- ☐ **Contact number:** 07506793281
- ☐ **Contact email:** badeshina@brockwellcare.co.uk

The TPC will act as the primary point of contact for the local authority, staff, and visitors regarding all travel and parking-related matters. They will also be responsible for monitoring the impact of the travel plan incentives outlined in this document.

If a different person or organisation is appointed as the TPC, the outgoing TPC will notify the Council immediately and provide the contact details of the new TPC.

Objectives

The objective of the Workplace Travel and Parking Management Plan is to reduce reliance on private car use and alleviate parking pressures on nearby streets (noting that there is no legal mechanism to absolutely restrict on-street parking). The plan aims to encourage staff and visitors to use public transport and other more sustainable travel options, such as walking and cycling, or a combination thereof. Where car travel is unavoidable, the plan outlines mechanisms to mitigate local parking issues. It is important that the actions and measures contained within the plan are reasonable, given the nature of the use, which has already been granted planning permission. Setting targets that are unrealistic or unenforceable in the long term would undermine the

effectiveness of the document and could lead to burdens that do not meet the statutory tests for planning conditions. The plan aims to balance achievable objectives with the operational needs of the premises, ensuring its sustainability without imposing undue burdens.

Reducing the need to travel

Due to the nature of the business (on-site care), staff are unable to work from home on an occasional basis. However, head-office staff will be encouraged to arrange meetings with on-site staff via video conferencing tools rather than travelling in person, to reduce the need for travel between the head office and the premises.

To facilitate this, high-speed fibre broadband will be installed at the premises. Wi-Fi will be available throughout the property using a Wi-Fi mesh system or signal repeaters, ensuring reliable and fast internet access across the building. This will also enable residents to communicate with family members via video conferencing from their rooms, reducing the need for in-person visits. A broadband service will be selected to meet the needs of both staff and residents, with a minimum speed corresponding to fibre-to-the-cabinet (76 Mbps) capabilities and ideally full fibre (1,600 Mbps), ensuring that multiple users can stream videos and use video conferencing tools simultaneously without impacting performance.

To minimise the need for staff to travel during working hours, grocery shopping will be conducted through online delivery services, enabling bulk purchases of weekly groceries for all residents without the need for individual trips. Staff will be informed of local supermarkets, DIY, and hardware stores within walking distance of the premises, allowing for last-minute or emergency purchases to be made on foot or by bicycle. (Further details can be found in the subsequent sections of this document.)

Encouraging walking

The premises are situated in an urban area, less than a 25-minute walk from Gravesend Town Centre, the railway station, and the bus terminals at Barrack Row. This proximity makes it practical for staff to walk to or from the town centre as part of their commute. Additionally, a bus service operates between the town centre and the premises at intervals of 20 minutes, providing a convenient alternative. Staff can choose between walking and taking the bus based on factors such as weather or season, offering a flexible and reliable mix of travel options.

Some members of staff may not be overly familiar with the area they work in. To address this, a map highlighting key locations and offering practical tips will be provided. This will encourage both walking and cycling for various purposes, such as health and leisure (e.g., during lunch breaks), small errands for residents at the premises, and minor DIY-related tasks. The aim is to reduce the need for car trips during the day and, more importantly, to minimize the necessity of keeping cars at the premises in the first place. Spare bicycles will be available for staff use, as outlined in the later section on promoting cycling.

Local amenities, excluding those at nearby Gravesend town centre, to be highlighted on the walking map will include:

Public transport

- ☐ Bus stop at 66 Whitehill Road (route 482, southbound) [1 min]
- ☐ Bus stop at Malvina Avenue and Sun Lane (route 482, northbound) [3 min]

Groceries, DIY shops and pharmacies

- ☐ Mini Market at 103 Sun Lane [3 min]
- ☐ DIY & Hardware Store at 4 Kitchener Avenue [4 min]
- ☐ Tesco Express and local shopping parade at Whitehill Parade [7 min]
- ☐ Pharmacy and local shopping parade at Kitchener Avenue [6 min]
- ☐ Echo Square local shopping parade [5 mins]

Parks

- ☐ Whitehill Parade local green [6 min]
- ☐ Windmill Hill and Gardens [13 mins]
- ☐ Fleetway Open Space [12 min]
- ☐ Woodlands Park [16 mins]

Residents will also be taken on trips to local parks, riverside walks, or Gravesend town centre, either on foot or in combination with local bus journeys, subject to appropriate safeguarding measures.

Cycling initiatives

Secure, covered cycle storage is provided in two areas of the site: within a dedicated cycle store at the side of the property (with a capacity for up to two bicycles) and in the outbuilding at the rear of the site, which can accommodate several additional bicycles depending on need. These locations are shown on the floor plans approved under planning permission #20240855. The proposals therefore exceed the minimum cycle parking requirements of “1 space per 10 beds” advocated within SPG4 in relation to Use Class C2.

Residents are unlikely to cycle due to safeguarding requirements, as they need to be under constant supervision when outside the premises. Therefore, cycle parking will primarily serve on-site staff and visitors. Nonetheless, there is ample space within the rear outbuilding to accommodate additional bicycles for residents if their needs allow.

Staff will be encouraged to cycle to work, supported by the premises' location, which is only an 8-minute journey from Gravesend railway station and the town centre. While it may be unrealistic for staff to cycle to work every day in the long term, even cycling on some days will contribute positively to a modal shift.

As the intention is to recruit staff locally, there will be opportunities for employees to cycle to work. Shift changeovers occur at 8:00 AM and 8:00 PM, so staff are not required to cycle during inconvenient hours. Those travelling from further afield can take their bicycles on trains (subject to each train operator's bicycle policies) or store them securely at the cycle hub in front of Gravesend station (see image below). For £50 per year, staff can purchase a secure, covered cycle parking space at the hub, accessible via a key fob. Brockwell Care will subsidise the cost for any staff members wishing to use the cycle hub for regular travel to work.

Staff will be informed of the bicycle policies of the train operating companies serving Gravesend station, namely Southeastern and Thameslink. Folding bikes are allowed on both operators' services at all times. Restrictions on non-foldable bicycles exist during peak travel times; however, day staff travelling from the direction of London will not be affected as they travel opposite to the peak flow.



Train operators' bicycle policies:

- ☐ southeasternrailway.co.uk/travel-information/on-board-the-train/cycles
- ☐ thameslinkrailway.com/travel-information/onboard-travel/bringing-a-bike

Even if staff do not choose to cycle to work, 1–2 spare bicycles will be kept on-site (e.g., within the rear outbuilding, space permitting) for staff to use when visiting the town centre or local shops as required.

Brockwell Care will actively assist staff interested in cycling to work by facilitating the purchase of a tax-incentivised bicycle (traditional or electric) through the Government's cycle-to-work scheme. Details of this scheme will be provided to all staff.

The premises will contain dedicated offices and lockers for on-site staff. In addition to the en-suite bathrooms available to each resident, a separate shower room for staff is located on the first floor of the premises.

Staff will be informed about the nearby Cyclopark, a regionally renowned purpose-built facility for cycling and other outdoor activities. Located just a 10-minute ride from the premises, it offers an excellent way to stay fit and serves as a good alternative to traditional gyms. A map highlighting local cycle routes and destinations will also be issued to staff and displayed within the on-site office (see Appendix).



Visitors will be informed about the secure cycle storage facilities when booking visitation times with Brockwell Care, as all visits must be pre-booked. This information will also be provided to residents' family members when they move into the premises.

Encouraging the use of public transport

In addition to being within easy walking and cycling distance of Gravesend Town Centre, the railway station, and the bus terminals, the premises are located on bus route 482. This service operates every 20 minutes from Monday to Saturday and approximately hourly on Sundays, connecting the premises with the Barrack Row bus terminal in front of Gravesend train station in under 8 minutes. The southbound bus stop is conveniently located outside 66 Whitehill Road, directly by the premises, while the northbound bus stop is situated at the junction of Sun Lane and Malvina Avenue, just 250 metres (a 3-minute walk) from the premises.

Staff will be provided with timetables and maps highlighting the 482 bus route, along with links to live departure boards for each relevant stop, accessible via the "live tracking" feature on bustimes.org.

□ <https://bustimes.org/services/482-kings-farm-gravesend>

Buses run from before 8:00 AM until after 8:00 PM from Monday to Saturday, aligning with shift changeovers. Management will make efforts to adjust shift times slightly to ensure efficient connections with bus schedules, enabling a seamless "shuttle service" to and from Gravesend Town Centre. However, the Monday-to-Saturday timetable already allows staff to arrive and depart within 5 minutes of the 8:00 AM and 8:00 PM shift turnovers.

On Sundays, when the 482 bus ceases operation before 8:00 PM, staff can walk to the train station in less than 25 minutes. Additionally, Uber rides will be provided on Sunday evenings, offering a convenient and affordable option for transfer to and from the town centre, costing roughly the same as a bus ticket when shared by two people.

Staff will also be informed about the PlusBus scheme, which offers a 30% discount on annual bus passes and day passes within the Gravesend area when traveling by train.

□ <https://www.plusbus.info/gravesend>

For staff traveling via other local or regional bus services, management will assess and, where possible, adjust shift start and end times to facilitate efficient connections. The same approach will be applied to those arriving by train, ensuring smooth and convenient commuting options for all staff.

Gravesend train station is a busy rail hub served by two rail operating companies, offering approximately eight off-peak trains per hour towards Greater London and five trains per hour towards other parts of Kent. Additional services are available during peak times.

Most trains to and from Greater London also stop at Dartford, the third most populated conurbation in Kent, just 10–15 minutes away by train. Trains heading in the opposite direction serve Rochester (13 minutes), Chatham (18 minutes), and Gillingham (21 minutes). This creates a catchment area with an urban population exceeding 400,000, all of whom can easily reach the premises using public transport.

In addition, the station is well connected to various urban and suburban settlements in Greater London. High-speed services provide access to Stratford International (15 minutes) and St Pancras International (25 minutes).

Recruitment will primarily focus on individuals residing in or willing to relocate to Gravesend, followed by those in nearby towns such as Dartford, Rochester, Chatham, and Gillingham, which are easily accessible by rail or bus. This allows staff to commute sustainably via public transport and enhances retention rates by reducing reliance on employees from further afield. As many care sector workers do not own cars, excellent accessibility by public transport is a crucial factor in facilitating recruitment.

Links to live train departure boards will be provided on all staff computers. Additionally, where practical, head office staff will adjust shift times to accommodate bus, walking, or cycling connections with inbound or outbound train services.

To further encourage the use of public transport and other sustainable travel methods, staff arriving by public transport will be prioritised for shift and holiday selection over those travelling by car.

Overall, the location is one of the better-connected areas in Kent, facilitating lower staff car usage rates and, consequently, reducing parking requirements below the Kent average. This is particularly achievable when combined with locally-driven recruitment, ensuring convenient access to the premises while minimizing reliance on private vehicles.

Residents will be taken on excursions using public transport wherever feasible, subject to safeguarding requirements. Additionally, options to utilise local community transport minibuses will be explored.

Car parking management

Resident parking

The conditions attached to planning permission #20240855 require the owner of the premises to prepare a Workplace Travel Plan, but not a Residential Travel Plan, to encourage staff and visitors to use public transport and other sustainable travel methods.

In any case, residents will be prohibited from driving vehicles while residing at the premises, in line with safeguarding, supervision, and monitoring requirements. This restriction will remain in effect for as long as the premises operate under the approved planning permission. As a result, residents will neither bring nor keep vehicles on or near the premises, eliminating any demand for car parking from residents.

Planning policy parking requirements for Use Class C3 (previous use)

As the premises were previously used as a large, 5/6-bedroom dwelling, any parking demand generated by staff and visitors at the premises, now operating as an assisted living home, must be considered in the context of the reduction in demand resulting from the abandonment of the previous use. In effect, this reflects the net change in parking demand arising from the change of use permitted under planning permission #20240855.

Under the 2006 Kent Vehicle Parking Standards (adopted located as SPG 4), the parking requirements associated with the previous use (Class C3: Dwellings) was up to 3 spaces per 4-bedroom (or larger) dwelling. This calculation is supported by 2021 census data for the Windmill Hill Middle Layer Super Output Area, which shows that 57% of homes occupied by at least two residents over the age of 17 (a likely scenario given the size of the property) own at least two cars. Given that the existing building, when last used as a dwelling, was a 5/6-bedroom property — statistically one of the largest in the area and within the upper quartile in terms of bedroom numbers — it is reasonable to assume the property would have generated a demand for 2 to 3 parking spaces.

The abandonment of the former use has therefore resulted in a reduction in parking demand of 2 to 3 spaces, which is consistent with anecdotal evidence from the previous building owners.

Planning policy parking requirements for Use Class C2 (approved use)

Regarding the new use as a C2 assisted living premises, applying the maximum Kent Vehicle Parking Standards indicates a need to provide parking for “one space per resident staff and one space per two other staff members”. As there are no resident staff on-site (all staff will travel to the premises for work), no resident staff parking is required.

In terms of other on-site staff, safeguarding requirements will usually necessitate one staff member per every two residents. At full capacity (seven residents), there would be a maximum staffing requirement of four members of staff during the day (8:00 AM to 8:00 PM). This may be reduced during the night shift (8:00 PM to 8:00 AM) depending on the needs of the residents. Considering periods of vacancies during tenancy changes

and the optimisation of staffing levels (which is more efficient with six rather than seven residents), the number of on-site staff expected during the day could fluctuate as low as three, while the number during the night shift could be as low as two.

When operating at maximum capacity, the premises would generate the following parking requirements according to SPG 4:

- ☐ 4 members of staff during the day shift - parking requirement: 2 spaces
- ☐ 4 members of staff during the night shift – parking requirement: 2 spaces

The maximum policy-derived requirement for staff parking at any time would therefore be two parking spaces.

Moreover, the Kent Vehicle Parking Standards set a maximum provision of one car parking space per six residents for visitors. As visitors must pre-book their visit times in advance and only one set of visitors will be allowed on-site at any given time, visitor parking demand will not exceed one car parking space. Moreover, given that most residents receive visitors no more than once a week, and considering that most residents will be from the local area (as arranged by the local authority), along with the site's proximity to Gravesend town centre and excellent bus connections right outside the premises, the need for visitor parking will be minimal. Further information on visitor parking is provided in subsequent sections of this document.

Consequently, the overall parking requirements for staff (not exceeding two parking spaces at maximum capacity) and visitors (a maximum of one additional space, required only occasionally) are expected to be similar to those associated with the previous use (also 2-3 spaces). Given that the opportunity to create a travel plan was not available with the previous use, and when combined with the incentives of the new travel plan, it is possible that the parking demands of the approved use will not exceed those of the previous use.

Predicted Staff Parking Requirements

Based on experience from other locations, Brockwell Care predicts that, with the help of the Workplace Travel Plan, between 50% and 100% of staff members will arrive at work via public transport. This assumption is informed by the following considerations:

- ☐ Many people working in the care sector live in more urban areas and do not own a car; consequently, travelling via public transport or, if local, on foot is more affordable.
- ☐ Recruitment drives will be held locally. As indicated in other parts of this document, the premises are well-served by public transport, with a considerable employment catchment area within Gravesend itself, as well as nearby towns that are within a 20-minute train ride or accessible by regional buses. It is in Brockwell Care's interest to employ local staff, as staff retention is higher when employees live relatively close to their workplace.
- ☐ While it is not legally enforceable to prevent staff from arriving by car as part of their contract, it will be clearly mentioned in recruitment campaigns that there is no parking available at the premises and that staff will need to rely on public transport.

- ☐ Staff arriving by public transport will be given priority in shift and holiday selection compared to those travelling by car.

Therefore, the number of parking spaces required for staff is not expected to exceed two spaces at any given time. This is in line with the Council's land-use-based parking requirements for the C2 use and is no greater than the likely demand for parking spaces created by the previous C3 use (2–3 spaces).

Notwithstanding, Brockwell Care aims for 100% of staff members to arrive by public transport or other sustainable means.

Off-street parking management

As detailed in previous sections of this document (under “Premises”), there is no on-site parking, and thus no possibility to manage parking on the premises.

On-street parking management

In the absence of any legal mechanisms to prevent staff or visitors from using on-street parking – such as a controlled parking zone, a legal agreement attached to the planning permission, or stipulations within staff employment contracts (which are unlikely to be enforceable or compliant with employment law) – car parking can realistically only be managed by encouraging the use of public transport and other sustainable travel methods (as outlined in this document), supplemented by additional measures, including:

- ☐ Staff and visitors will be advised not to block residential driveways (with the exception of the property's own redundant driveway on Hollybush Road), park too close to a junction, or block the safe passage of wheelchair, pram and mobility aid users using the public footway.
- ☐ Where possible, parking on Hollybush Road should be prioritised over parking on Whitehill Road. While the latter has no parking restrictions and is generally not significantly affected by on-street parking (as evidenced by historical Google Streetview imagery), it is a slightly busier “local distributor road” (C-road) with higher levels of traffic. Brockwell Care is open to advice or preferences from the highways authority on this matter.
- ☐ In the unlikely event that two or more members of staff choose to drive to work (despite the presumptions and measures outlined in this document), shift handover times will be staggered to minimise the total number of staff on site at any given time. As this is an assisted living facility, a physical handover between the day and night shifts is essential for safeguarding reasons, ensuring that residents are never left unattended. Nonetheless, handover will be managed in pairs, with one pair completing their handover at 7.45 pm, followed by the next pair at 8 pm (for example). This approach ensures continuous coverage while reducing congestion and the demand for parking facilities, which would, in any case, be short-term and last no more than a couple of minutes.
- ☐ Equally, where two or more members of staff choose to drive to work, every effort will be made to encourage car sharing.

Note: While paragraph 55 of SPG 4 recommends a designated space for ambulances in connection with “Nursing/Residential Care Homes” (i.e., for C2 uses providing extra care housing for the elderly), the proposed use involves extra care housing specifically for young adults with learning rather than physical disabilities. As such, there is no need for a dedicated ambulance space beyond the existing access arrangements. Ambulances can stop directly outside the property on either Whitehill Road or Hollybush Road, both of which provide direct access to all parts of the application site. This includes access to the rear garden without needing to traverse the house – a further advantage of the property’s corner plot location. In other words, access arrangements are identical to those under the site’s previous C3 land use.

Resident travel

Residents (who are not permitted to drive or own a car) will typically undertake leisure trips on foot, by public transport, or via a community bus service or taxi/Uber, accompanied by staff. These trips are usually planned for the day when public transport operates at frequent intervals. However, on occasion, it may be necessary to use cars to transport residents to destinations that cannot be conveniently accessed by public transport.

In such situations, residents will be driven by staff members on the days they drive to work, with Brockwell Care arranging the necessary insurance. However, if no staff members are driving to work on a regular basis (which is the ultimate aim), it may be necessary to lease a car on a medium- to long-term basis specifically for transporting residents, depending on the individual needs of the residents. The vehicle would be kept near the premises, using on-street parking (e.g., parked in front of the redundant driveway on Hollybush Road). This option would only be considered if nearly all staff are commuting by public transport, ensuring there would be surplus on-street parking compared to the requirements under the site’s previous C3 land use.

Visitor access

All visitors must book an appointment before visiting residents. Non-residents without a pre-booked visitation timeslot will be turned away from the premises. Time slots will be scheduled to ensure no more than one set of visitors is on-site at any given time, with efforts made to arrange visits during quieter periods to reduce traffic and parking pressures.

Although there are no on-street parking restrictions on Whitehill Road and Hollybush Road, visitors will be encouraged to use public transport, supported by the “shuttle-like” 482 bus service. Operating at 20-minute intervals from Gravesend Town Centre, this service takes less than 9 minutes in each direction and stops almost directly in front of the property. Visitors will also be informed about secure cycle storage facilities available on-site.

As most visitors are likely to be regulars, it will be easier to engage with them regarding sustainable travel habits compared to one-off visitors. For instance, printed copies of bus timetables can be included in the welcome packs provided to residents and their

families. While every effort will be made to promote public transport and other sustainable travel modes, visitors traveling on weekends will also be informed about the nearby Parrock Street Car Park. This facility offers free parking for 2 hours on Saturdays and all day on Sundays.

For visitors driving to the premises, the increasing use of electric vehicles (EVs) has been considered. Visitors will be informed about the “BP Pulse” charging station at Parrock Street Car Park, which features 24 EV chargers. This allows visitors to charge their vehicles while visiting, offering an incentive to park in designated facilities rather than on-street.

Further parking facilities, albeit with more limited availability overall, are available at nearby Echo Square for short-term visitor parking, free of charge.

Visitation hours will be limited to 9:00 AM to 6:00 PM, Monday to Sunday. Lastly, as most residents are expected to be local referrals, it is reasonable to assume that many visitors will also be local, increasing the likelihood of their reliance on public transport over private vehicles.

Targets and monitoring

On the basis that car ownership or on-street parking cannot be legally restricted, the most reasonable and effective way to reduce reliance on car ownership and limit trips by car is to actively encourage the use of public transport or other more sustainable transport methods. This will be achieved through the measures and incentives outlined in this document.

Given the approved intensification of the previous C3 land use, Brockwell Care seeks to ensure that, at the very least, the demand for on-street parking is no worse than when the site was last used as a large dwellinghouse (for which the estimated demand was 2–3 car parking spaces).

It is therefore intended that, as a minimum target, of the maximum four members of staff present on site for each shift, no more than half will travel by car. However, the absolute target is to encourage all members of staff to travel by public transport or other non-car means.

To ascertain the effectiveness of the measures contained within this document, Brockwell Care proposes to monitor staff travel patterns annually for a period of five years, with the results made available to the local authority. Annual monitoring will consist of short surveys designed to capture the following information:

- ☐ Total number of staff employed on site
- ☐ Trip generation, shift patterns, and travel methods for each on-site staff member

In addition, the following information will be made available:

- ☐ Total number of residents on site, with confirmation that neither keeps a car near the premises

- ☐ Total number of visitors during the monitoring period (subject to data availability)
- ☐ Travel methods of visitors, recorded during the same seven-day period each year, as continuous tracking of visitor travel behaviour is not feasible (and outside the scope of a workplace travel plan)
- ☐ Whether a car (maximum of one) is kept near the site for transporting residents

The results of the monitoring surveys will be used to enhance strategies aimed at increasing the use of public transport and other non-car travel methods associated with the premises, subject to safeguarding requirements for vulnerable residents and within the scope of Brockwell Care's control.

Action plan

The following principal measures will be implemented in accordance with this travel plan:

- ☐ Make it a condition of stay that residents cannot drive or keep a car, as this would be contrary to safeguarding requirements.
- ☐ Prioritise recruiting locally (Gravesend and surrounding areas) to improve staff retention, encourage the use of public transport, cycling, or walking, and reduce the demand for on-street parking.
- ☐ Adjust shift patterns to avoid having too many staff travelling to work by car during the same or overlapping shifts, while also tweaking shifts with public transport schedules to encourage its use, thus spreading out car trips and reducing parking demand.
- ☐ Provide travel packs, timetables, and maps to staff and visitors, display these at the premises, and assist with personalised travel planning.
- ☐ Distribute travel information leaflets to frequent visitors of residents, particularly when a new resident signs up for the service.
- ☐ Monitor travel patterns annually for five years, as outlined in the monitoring requirements, to track progress and assess trends.
- ☐ Review annual monitoring results to identify and implement improvements that encourage greater uptake of public transport or other less car-intensive travel methods.



Mon - Fri: 9:00 - 18:00
Sat-Sun Closed



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