



Technical Note

Clifton Slipways

18-091-004 Rev C

Transport Technical Note – Section 73 Application

April 2023

Rev	Issue Purpose	Author	Checked	Reviewed	Approved	Date
-	Draft	DA	CG	CG	JW	22/03/2023
A	Draft	DA	CG	CG	JW	28/03/2023
B	Draft	DA	CG	CG	JW	03/04/2023
C	Planning	DA	CG	CG	JW	11/04/2023

1 Introduction

1.1 Overview

- 1.1.1 Charles and Associates Consulting Engineers Ltd (C&A) has prepared this Transport Technical Note in relation to the Clifton Slipways site in Gravesend. This site has planning permission¹ for the erection of two buildings at West Street and Stuart Road to provide 227 dwellings, business accommodation and a café; with associated vehicle and cycle parking, highway works and landscaping.
- 1.1.2 The local planning authority is Gravesham Borough Council (GBC) and the local highway authority is Kent County Council (KCC).
- 1.1.3 The applicant is now bringing forward a Section 73 Application to make changes to the approved scheme including the parking arrangements. This note explains and justifies the level of parking provision which is now being proposed.

¹ GBC ref 20191122

2 Scheme Changes

2.1 Overview of Previous Scheme

- 2.1.1 The original application was for 227 flats including 121 in the West Street block and 106 in the Stuart Road block, with 124 car parking spaces in the Stuart Road block (0.55 spaces per dwelling). As set out in the TA Addendum, GBC considered that this provision was potentially too high for the site context, although at the time the applicant was keen to provide appropriate parking to meet market expectations. Following consultation the proposals were revised to include 111 spaces (0.49 spaces per dwelling), and approved on this basis.

2.2 Revised Scheme

- 2.2.1 The revised scheme would continue to include 121 flats in the West Street block. As shown in **Appendix A**, the Stuart Road block has been altered to include 115 flats, including 53 one-bedroom units and 62 two-bedroom units. There would thus be 236 flats in total.
- 2.2.2 Residential parking would continue to be provided in the Stuart Road block to serve both buildings, but the number of spaces would reduce from 111 to 56 (0.24 spaces per dwelling). There would also be space for 2 motorcycles.
- 2.2.3 As in the permitted scheme, secure cycle parking would be provided with 240 spaces in the West Street block.
- 2.2.4 The Enterprise Car Club provision would be increased to a minimum of 2 vehicles as shown in the correspondence in **Appendix B**. This is a particularly useful feature to strengthen travel flexibility, allowing residents to make occasional journeys without the administrative burden and expense of traditional car ownership.
- 2.2.5 It is envisaged that the Car Club vehicles would be positioned in the laybys on West Street and Stuart Road so that the general public can use the vehicles as well as Clifton Slipways residents. These laybys will also provide space for short-stay delivery vehicles.
- 2.2.6 The provision will start with a single vehicle on a 5-year rolling contract, with a second vehicle to be introduced once the first vehicle is being used regularly - Enterprise have suggested that this is triggered at 30% utilisation of the first vehicle.
- 2.2.7 While there are Car Club vehicles elsewhere in Kent, this would be the first such vehicle in Gravesend and so it is likely that the vehicle would benefit from suppressed demand from the surrounding area as well as Clifton Slipways itself.

- 2.2.8 Enterprise Car Club will provide 24/7 support for users via the smartphone app and telephone, and members will benefit from a discount on rentals with Enterprise-Rent-A-Car. In addition, businesses at the site will be provided with free Enterprise Car Club membership.
- 2.2.9 As for the original application, the details of the Car Club provision will continue to be secured via the existing Section 106 Agreement. The Travel Plan and the Parking Management Plan were secured by Conditions and these will be provided in due course.

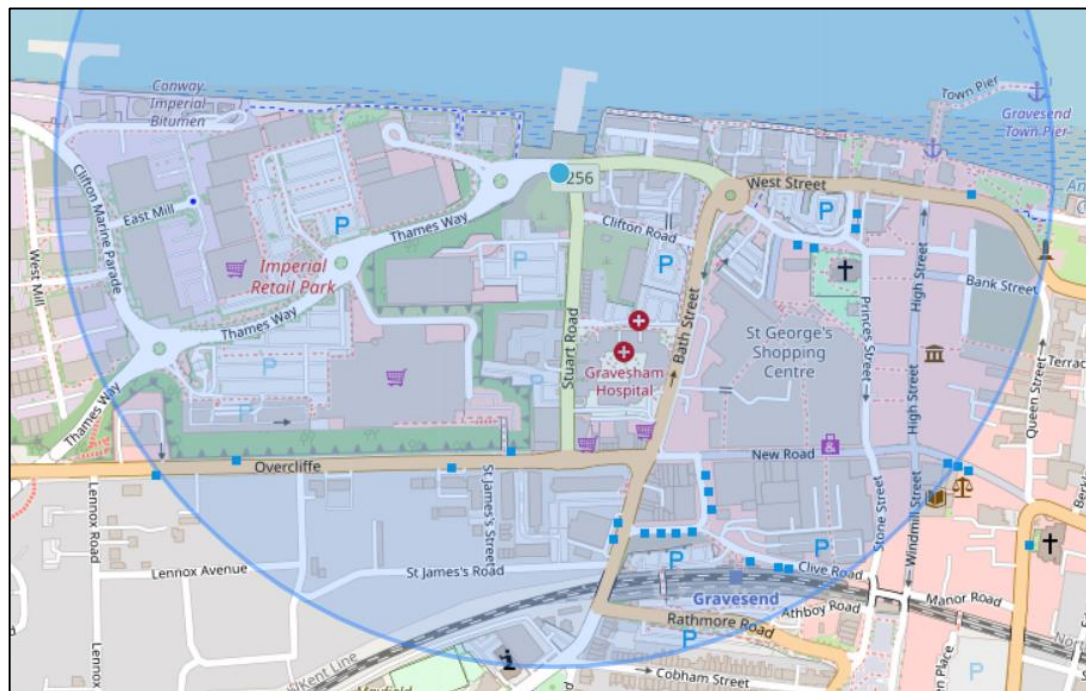
3 Parking Justification

3.1 Transport Context

- 3.1.1 The original application was submitted in October 2019 and approved in May 2020. Since then the COVID-19 pandemic has led to an increase in flexible working, including widespread working from home: recent ONS data shows that 44% of people in Great Britain work at least part of the week from home.² This means that residents' need for daily travel has reduced, which will over time lead to reduced car ownership where alternative transport modes are available to them.
- 3.1.2 The original planning committee report noted that the site benefits from a "*highly sustainable location*" with good access to public transport services on the Fastrack high-quality bus service, and rail services including the High Speed 1 route from Gravesend station. The site is also close to public car parks which occasional visitors can use.
- 3.1.3 Since the original application was determined, Fastrack was extended in 2021 with an additional route to serve the Amazon site in Dartford. In Greater London the Elizabeth line opened in 2022, providing access to additional rail destinations as residents from Gravesend can make an easy change at Abbey Wood station.
- 3.1.4 Together these changes have increased the public transport connectivity of the site, allowing residents to reach more destinations without the use of cars.
- 3.1.5 **Figure 3.1** below shows that the Fastrack stops, Gravesend railway station and most of the town centre amenities are within 500m radius of the Clifton Slipways site.

² ONS Characteristics of homeworkers, Great Britain: September 2022 to January 2023
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/characteristicsofhomeworkersgreatbritain/september2022tojanuary2023>

Figure 3.1: Site Catchment – 500m



3.2 Market Context

- 3.2.1 Census 2021 data for the area covering the town centre³ shows that 43% of households do not have a car or van. It should be noted that this data covers all household sizes within the MSOA, and it is more likely that households in flats will be car-free than households in larger family houses.
- 3.2.2 This indicates that there is a strong market for housing with reduced parking provision around Gravesend town centre.

3.3 Planning Context

- 3.3.1 C&A have investigated nearby planning applications in relation to parking provision.
- 3.3.2 In February 2023, GBC granted planning permission for the **Lord Street redevelopment scheme**⁴ which also benefits from a sustainable location in Gravesend town centre. The scheme includes 156 flats with 51 car parking spaces, which is 0.33 car spaces per dwelling. In consultation KCC Highways stated “The low level of car parking ... is acceptable for a town centre location with nearby public car parking available”.

³ Census table TS045 - Car or van availability - Gravesend MSOA 002

⁴ GBC ref 20211540

- 3.3.3 In December 2020, GBC granted planning permission for **The Charter redevelopment scheme**⁵ which has a similarly sustainable location in the town centre. This scheme includes 242 flats with 75 residential car parking spaces, which is 0.31 car spaces per dwelling. KCC Highways were similarly supportive of this application, stating *“It is considered that the low level of parking in such a sustainable location will help to reduce the reliance on the private car for travel and is therefore acceptable in highway terms.”*
- 3.3.4 Elsewhere in North Kent, in 2019 Medway Council granted permission⁶ for a scheme of 64 flats in Rochester with zero parking for residents and a Car Club vehicle, reflecting that site’s proximity to the town centre and railway station. For this application the committee report states “There is compelling evidence that car clubs reduce car ownership and encourage residents to adapt sustainable travel patterns... This has the potential to serve existing residents as well as new residents and help achieve the Council’s sustainable transport aims and reduce reliance on private cars.”
- 3.3.5 Using KCC parking guidance for town centre sites⁷, the maximum permitted provision would be 177 spaces (53 spaces for 1-bedroom and 124 spaces for 2-bedroom units), which would represent an overall ratio of 0.75 parking spaces per dwelling. However it is important to note that the same guidance also states: *“Reduced, or even nil provision is encouraged in support of demand management and the most efficient use of land.”*

3.4 Summary

- 3.4.1 The excellent public transport provision and current market expectations mean that residential developments in Gravesend can include parking provision well below maximum standards while remaining commercially viable. This is confirmed by the recent planning decisions in Gravesend and adjoining authorities.

4 Layout Review

- 4.1.1 C&A have carried out swept path analysis for the revised parking layouts in **Appendix C**. This shows that the Stuart Road layouts would provide sufficient space for cars to manoeuvre in and out of each space. There would also be space for cars to wait outside each car park entrance while the gate opens.

⁵ GBC ref 20200343

⁶ Medway Council ref MC/18/2309

⁷ KCC Interim Guidance Note 3

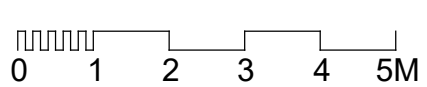
5 Summary

- 5.1.1 As demonstrated for the permitted scheme, the Clifton Slipways site benefits from a highly sustainable location in Gravesend town centre, with good connections by multiple modes of transport and proximity to public car parks.
- 5.1.2 Travel behaviour has changed in recent years and this is reflected in current market expectations for new housing in town centres.
- 5.1.3 The proposed changes to the scheme would result in an overall ratio of 0.24 car parking spaces per dwelling. This level is supported by local planning policy and would align with recent planning decisions in Gravesend town centre and elsewhere in Kent.
- 5.1.4 High levels of cycle parking provision have been retained in the revised scheme.
- 5.1.5 The Car Club provision in the original scheme has been retained and strengthened. This will complement the existing sustainable travel opportunities in Gravesend and provide site residents and the wider community with an alternative to traditional car ownership.
- 5.1.6 The proposals would therefore remain acceptable in relation to transport and highways.

Appendix A Revised Layouts

 KEY PLAN
1:1000 SCALE
NORTH

BLOCK: Stuart Road Block
LEVEL: Level -01

 0 1 2 3 4 5M  SITE BOUNDARY

CLIFTON SLIPWAYS, GRAVESEND GA PLANS - Stuart Road Block

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Revisions

P2	Amendments to car park layout
P3	Removal of Parking Spaces for Motorcycle Spaces
P4	Height of building amended and GA updated
P5	Amendments to scheme for S73 application
P6	Cycle parking amended to plant
P7	Parking amended

23/03/20
26/03/2020
26/04/2021
24/03/2023
31/03/23
04/04/2023

Project | Clifton Slipways
Gravesend, Kent

Client | Quinn Estates

Title | Stuart Road GA Plans - Level -01

Status | PRELIMINARY

Scale@A1 | 1:100

Date | June 2019 Drawn | LC

Chkd | AR

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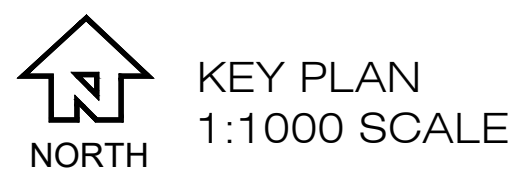
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18.137.300.01

Bin Number

Revision

P7



KEY PLAN
1:1000 SCALE

INDICATIVE LOCATION OF DISCOUNT
MARKET RENT OR SALE PROPERTIES

BLOCK: Stuart Road Block
LEVEL: Level 00

0 1 2 3 4 5M SITE BOUNDARY



CLIFTON SLIPWAYS, GRAVESEND GA PLANS - Stuart Road Block

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Revisions	
P2	Amendments to car park layout
P3	Removal of Parking Spaces for Motorcycle Spaces
P4	Height of building amended and GA updated
P5	Amendments to scheme for 573 application
P6	Minor amendments
P7	Note added

23/03/20
26/03/2020
29/03/2021
24.03.2023
31.03.2023
04.04.2023

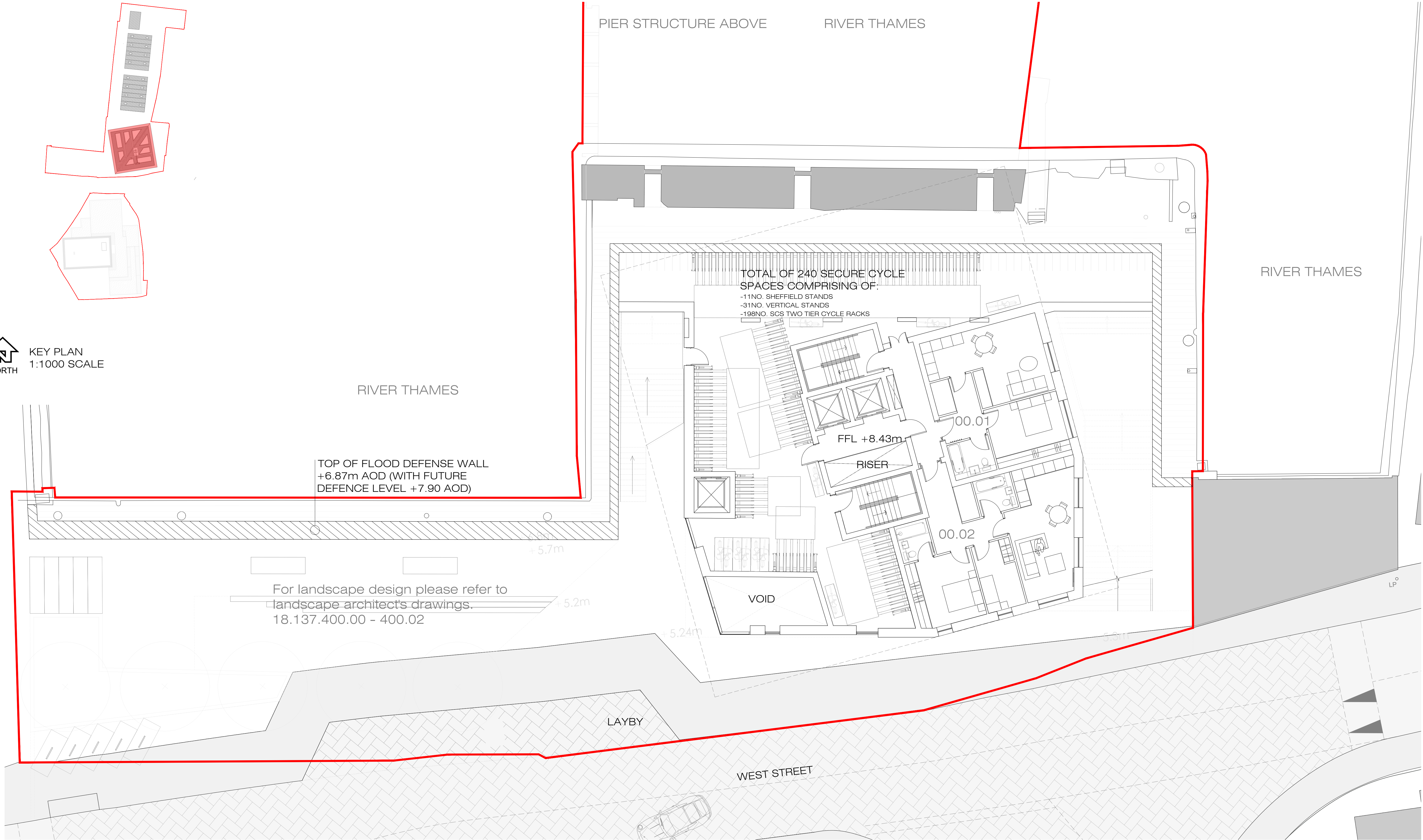
Project Clifton Slipways Gravesend, Kent
Client Quinn Estates
Title Stuart Road GA Plans - Level 00
Status PRELIMINARY

Scale@A1 | 1:100 Date | June 2019 Drawn | LC Chkd | AR

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Project Number Drawing Number
18.137.300.02
Bin Number

P7



BLOCK: West Street Tower
LEVEL: Level 00

0 1 2 3 4 5M SITE BOUNDARY

CLIFTON SLIPWAYS, GRAVESEND
GA PLANS - West Street Tower

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Revisions

P2 Updated secure cycle storage
P3 Addition of secondary escape stair
P4 Cycle parking layout amended
P5 Cycle parking layout amended

LC 18.10.19
AA 22.03.23
AA 03.04.23

Project | Clifton Slipways
Gravesend, Kent

Client | Quinn Estates

Title | General Arrangement Plans - Level +00

Status | PLANNING

Scale@A1 | 1:100 Date | June 2019 Drawn | LC

Chkd | AR

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Project Number
18.137.200.01
Bin Number

Revision
P5

Appendix B Correspondence with Enterprise Car Club



Car Club proposal for Clifton Slipways, Gravesend.

December 2022



Clifton Slipways Car Club - Introduction

Enterprise Car Club is an hourly, self-service car rental company, available to members 24/7/365. Vehicles can be picked up in and around a city or region and booked in advance or at the last minute. Located in over 180 UK cities and communities our 100,000+ members have access to over 2,500 cars and vans.

Enterprise Holdings is the parent company of Enterprise Car Club. A car club is a natural extension of the local car-rental service that Enterprise Rent-A-Car has pioneered in the UK over the last 20 years.

Enterprise Car Club will be able to provide new communities with a wider variety of vehicles backed by the Enterprise Rent-A-Car neighbourhood network and award-winning customer service.

Enterprise Car Club already hosts over 150 vehicles at developments across the UK. These range from City Centre residential developments in London and major regional cities (e.g., Manchester, Leeds, Bristol, Edinburgh, Glasgow, and Newcastle), to mixed use developments, business parks and non-city centre locations on the fringes of cities or outside major conurbations.

The mobility decisions and behaviour of residents of new developments/communities (business or private) are influenced by their mobility needs in and around their new location, but also across the region and country. A good range of mobility solutions in one and not the other risks travel behaviours remaining focussed on vehicle ownership and far lower adoption of more sustainable and multi-modal options.

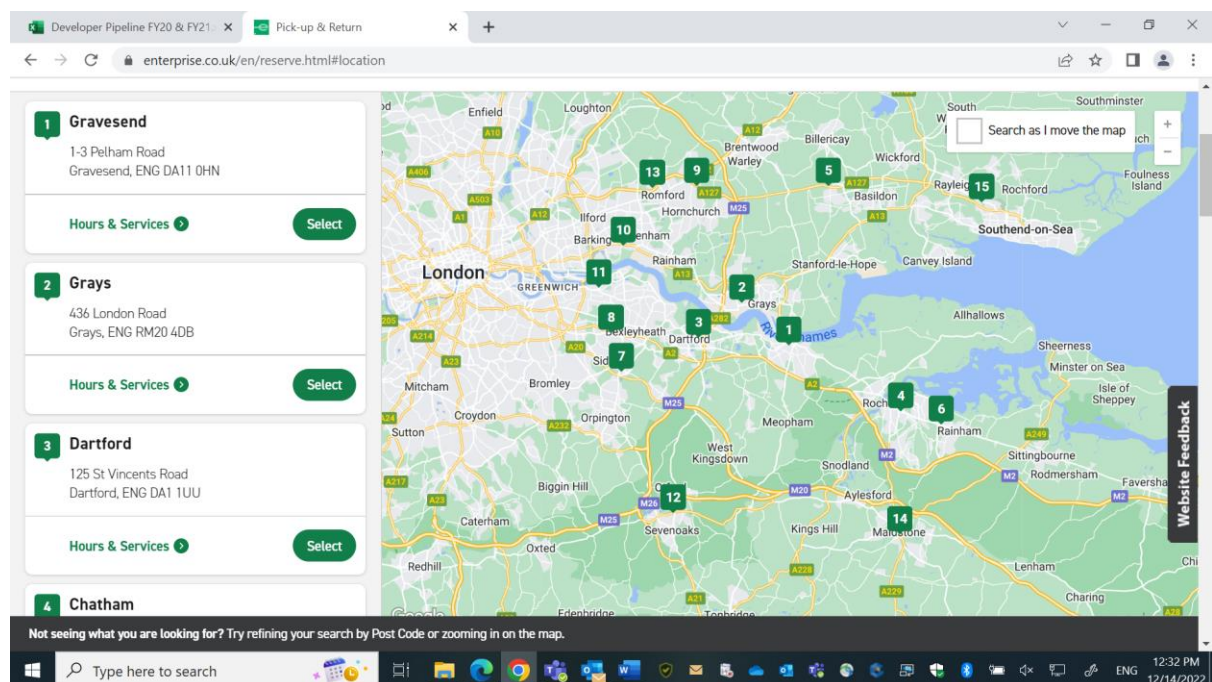
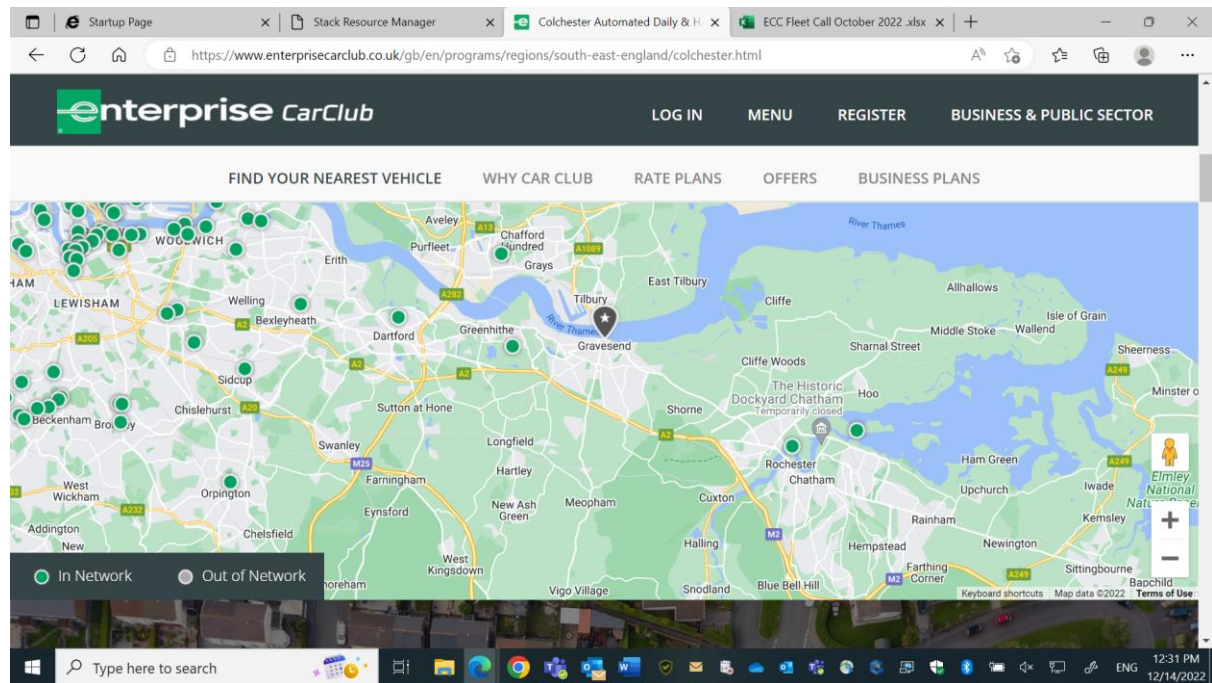
Enterprise has an already established and rapidly expanding national car club and car rental network providing shared mobility from Inverness to the Isle of Wight, Northern Ireland to East Anglia. Large urban centres are covered but towns and smaller communities are also now served by Enterprise Car Club and Enterprise Rent-A-Car. By the time this new development starts to be occupied mobility solutions from Enterprise will be available across the UK integrated physically and digitally alongside other sustainable modes such as public transport, active travel, and shared mobility options. Enterprise Car Club already has vehicles within 500 metres of 181 UK train station. These stations represent 34% of UK national rail journeys.

Enterprise Car Club is integrated with Enterprise Rent-A-Car as a brand, business, and proposition for residents of the development. This means that personal members of Enterprise Car Club will receive a discount with Enterprise Rent-A-Car and can access all its services in the immediate area around the development and across the UK. Together this integrated approach provides the most powerful alternative to car ownership for individuals and businesses.

Enterprise in the area around Clifton Slipways, Gravesend.

Currently Enterprise Car Club does not have a presence in the local area, closest vehicles are Whitecliffe, Ebbsfleet (See first map). Discussions are ongoing to expand this in partnerships with council's, train operators and developers. This car club presence is supported by a strong branch presence (see second map) and Enterprise also has "[month or more](#)" and commercial vehicles options in the region via [Enterprise Flex-E-Rent](#).

Combined these options make Enterprise the best possible mobility partner for the Clifton Slipways community whether residents need a car for a few hours, days or months.



The National Car Club

Clifton Slipways residents will also have access via their Car Club membership to over 2,500 vehicles across the UK. The map below shows the current Enterprise Car Club network which is expanding rapidly.

Clifton Slipways residents who join Enterprise Car Club can use any of these vehicles and if bookings are cancelled more than 5 hours in advance there are no charges. Enterprise locates car club vehicles with public transport in mind enabling members to travel in combination with public transport and only driving for the smallest possible portion of the journey. One example of this is Enterprise Car Club's presence along the LNER network connecting York to Darlington, Durham, Newcastle, Berwick-upon-Tweed, and Edinburgh to the north and Wakefield, Doncaster, Newark, Peterborough, and London Kings Cross to the south.



Car Club Proposal for Clifton Slipways, Gravesend

Given the scale of the development (227 units) and the planning conditions we advise the following:

- Minimum car club – Up to 2 vehicles, starting with 1 on a 5-year rolling contract. For additional vehicles see highlighted bullet point.
- Vehicles provided – petrol/hybrid/EV – preference would be EV – EV's will be supplied provided correct charging infrastructure with minimum 7kw charging in place.
- Total cost - £50,000 ex VAT.
- **Additional vehicles could be provided when commercially viable to do so at no additional cost. Enterprise and the client will develop a utilisation model which will trigger additional vehicles in response to demand. This model will consider utilisation levels above 30% and the distribution of demand across the week and working week. If you wish for a larger car club fleet on site when the above model does not deem it commercially viable, additional vehicles can be provided at £10,000 ex VAT**
- Incentive for site only residents – 5 year's free membership of Enterprise Car Club and £50 driving credit.
- The offer will be provided to multiple residents at the same address and throughout the contracted period.
- All residents joining would also be able to get a discount with Enterprise Rent-A-Car. The combination of car club and car rental is very attractive to people as an alternative to car ownership. This would be promoted via a leaflet customised to the offer (see below example), via digital/social media marketing and events
- Any Businesses located at the development site will be provided with free Enterprise Car Club membership for themselves and their employees
- Attendance at sales and promotional events
- Dedicated 24/7 Clubhouse Team and 24/7/365 online reservation system available, by phone or on our app.
- Creation of reports and statistics for the developer and council.
- Zero vehicle maintenance and cleaning responsibilities.
- Dedicated personal development account manager.
- Car Club personal members will receive discount on rentals with Enterprise-Rent-A-Car. Details of nearest branch are below which offers a free "We'll pick you up service".
- Car Club members holding both a corporate and personal membership can link their accounts, so they can have a single sign on to the car club booking system.

One Enterprise and Future Mobility

Car Club usage can be supported and supplemented day traditional car rental (typically for longer journeys) via a local branch and the free “We’ll pick you up service” or a delivery service to the business park. One-way hires are available via the traditional Enterprise Rent-A-Car network.

Enterprise has developed “Enterprise Travel Direct” ETD to assist businesses wishing employees to have access to both car club and daily rental mobility options alongside the use of employee’s own cars for business mobility (grey fleet). ETD allows businesses to load the parameters of their travel policy/hierarchy into the system to manage and direct their employees to the travel option most suitable to their needs in terms of cost, carbon savings etc.

Enterprise is developing Mobility as a Service and Ridesharing services which can also assist business parks provide efficient mobility for residents.

Globally, Enterprise is at the forefront of new mobility solutions and over \$2 billion has been invested in a variety of businesses and technologies that will be critical in solving many of the current and future mobility challenges. Enterprise is seeking to bring innovative Mobility as a Service (MAs) platforms to cities and large sites that will provide users with transport on demand across all modes. Employees could receive “Mobility Credits” from employers and the platform could be white labelled to the location or business.

In response to the changing mobility required by employers in 2020-21 due to the COVID19 situation Enterprise is working to evolve new solutions for employers to assist with employee mobility during the working day and for the employees commute to work. More information can be made available. Enterprise also has implemented a clean car pledge because of the current COVID19 situation. See below for more details.

Complete Clean Pledge

Today and every day, we are committed to maintaining the highest standards of cleanliness in the industry. Now more than ever, our customers and employees deserve to know we stand behind that commitment with the Complete Clean Pledge. We pledge to go above and beyond our already rigorous cleaning protocols, including strict sanitizing procedures to protect the health and safety of all.

Learn more about our [Complete Clean Pledge](#).

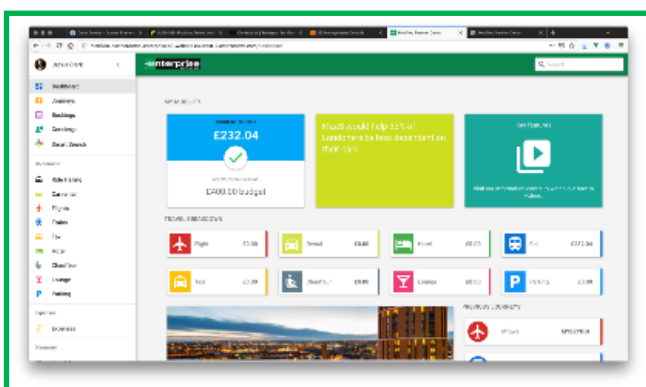
Below are details on our modified services and the steps we are taking company-wide to protect customers and employees while remaining available to those who need us during this challenging time.

Looking to rent a car? [Find a location near you](#).



Enterprise 9 Seat Minibus

- Low Emission Zone Compliant
- Department for Transport Approved
- Compact and Easy to Drive
- Climate Control
- Side Load Cassette Step
- Drive on Standard Licence (B1)
- Speed Limited to 62 mph
- Single Seats
- Reverse Camera
- M1 Vehicle – Approved for Passenger Transportation
- Adjustable and Fully Flexible Seating Layout



Example Marketing Leaflet

Lawrence Green Residents offer:

Join today for £10

Annual membership usually £60

+ **£10** Free Driving Credit*

+ **5%** off Enterprise-Rent-A-Car

EnterpriseCarClub.co.uk/LAWRENCE

Quote the offer code:

LAWRENCE



enterprise
CarClub

Your property
comes with a car



enterprise
CarClub

**£10 first year
membership***

Annual membership usually £60

*First year's membership for only £10 (usually £60) + £10 driving credit applied once application is approved. Offer ends on 31/03/2025. For Lawrence Green residents only. Hourly price is based on 24 hour rental, based on the UK average Friday-Sunday daily rate of our vehicles as of 01/01/2025. Mileage charge based off UK wide fleet majority as at 01/01/2025. Drive time expires after 90 days of joining. Members must complete their first Car Club rental to qualify for 5% discount code. Full terms and conditions at www.enterpriseclub.co.uk/hot. ©2020 Enterprise Car Club. K004601 00.20 GB



Your nearest car is:
Wallshut Wood,
Bristol, BS16 1GJ



Rent by the hour from
£2.50/hr* & 21p/mile



Fuel, taxes and
servicing included



Access 1,400+
vehicles nationwide

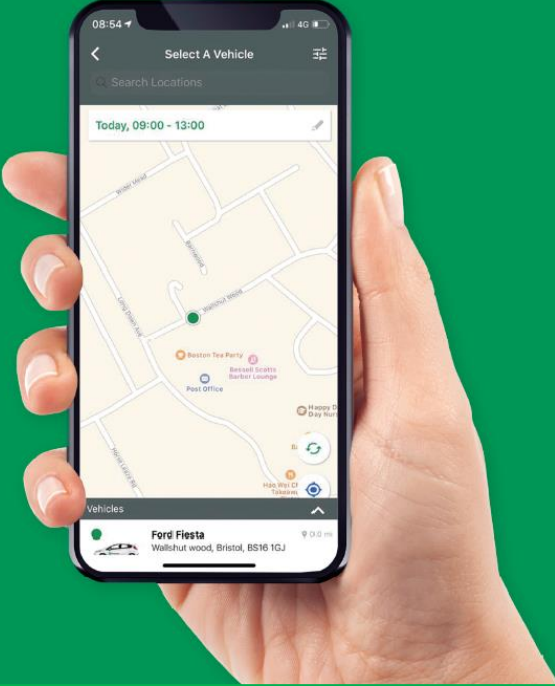


24/7 access
year round

Book & Unlock

from the palm of your hand

Use our app to access cars and vans parked on streets, at train stations, car parks and Enterprise Rent-A-Car branches across the UK. Membership includes fuel, insurance and breakdown cover, meaning you only pay for a vehicle when you need it.



1. Join

Become a member online or on the app



2. Reserve

Book in advance or on the go, online or using the app



3. Unlock & Go

Access the vehicle via the app and retrieve the keys using the PIN-PAD in the glovebox



4. Return

Once back at the original parking bay, lock the vehicle via the app





[Join Now](#)

8

Appendix C Parking Swept Paths

