



LITTLE ACRES, LONGFIELD AVENUE,
LONGFIELD

TRAVEL PLAN STATEMENT

October 2021

RESIDENTIAL SCHEME
LITTLE ACRES, LONGFIELD AVENUE
LONGFIELD

TRAVEL PLAN STATEMENT

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RESIDENTIAL DEVELOPMENT
LITTLE ACRES, LONGFIELD AVENUE
LONGFIELD

TRAVEL PLAN STATEMENT

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1. INTRODUCTION

- 1.1 This Travel Plan Statement (TPS) has been prepared by Paul Basham Associates to support a planning application for the redevelopment of Little Acres to provide a residential development comprising 16 age-restricted (over 60) static homes and one management building at Little Acres Farm, Longfield Avenue, Longfield. The site location is demonstrated in Figure 1 with the proposed site layout attached as Appendix A.

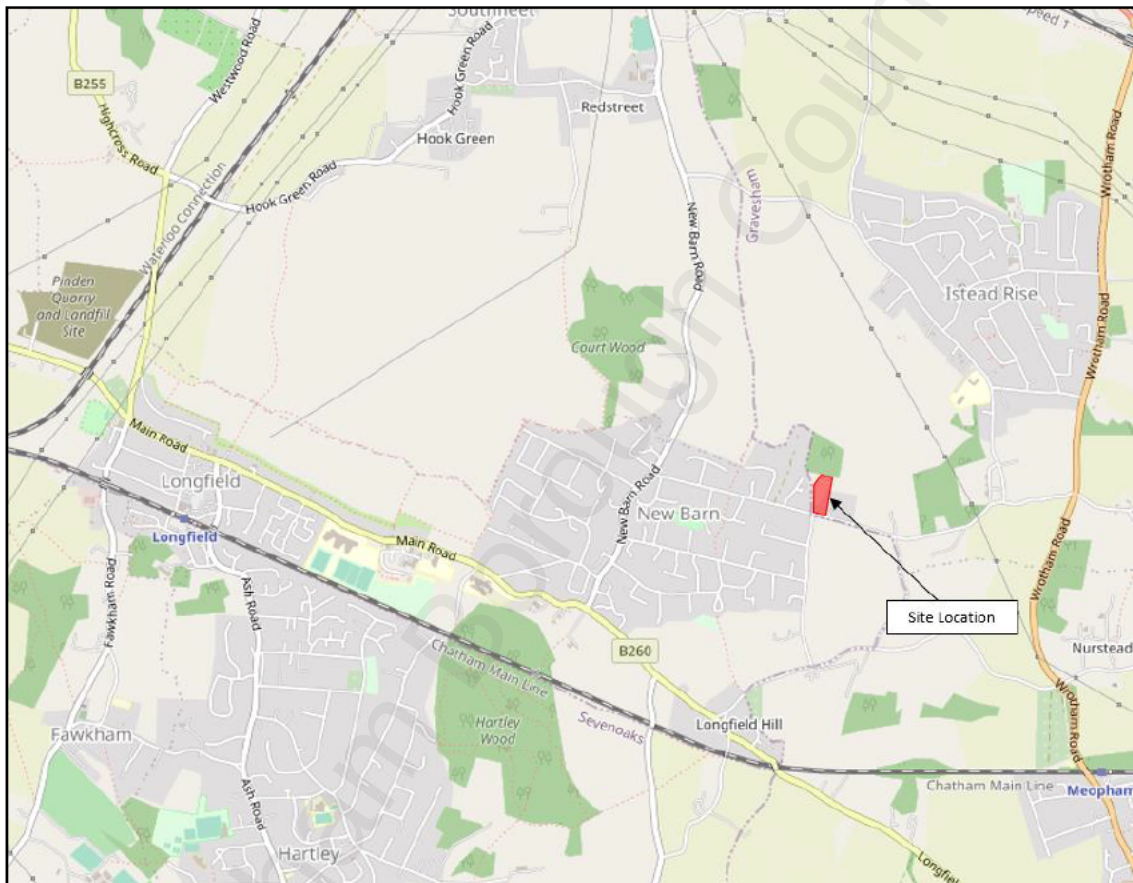


Figure 1: Site Location

- 1.2 A TPS has been prepared for the application to assist in relieving concerns raised by Gravesham Borough Council (GBC) with regard to sustainability in relation to a previous application at the site in January 2019 for *“Demolition of garage, outbuildings and removal of two mobile homes and the erection of detached chalet bungalow with associated car parking and garden and the use of existing stable block, sand school and paddock for equestrian purposes, including the enlargement of the paddock area and the formation of a new access from Longfield Avenue.”*

- 1.3 Paul Basham Associates have also prepared a Transport Statement (TS) (*document reference: 216.0002/TPS/1*) which provides further details on the application and should be read in conjunction with this Travel Plan Statement.

Travel Plan Statement Principles (Kent County Council Guidance on Travel Plans and Transport Assessments)

- 1.4 A TPS is a strategy for managing travel demand to a development site by meeting the travel needs of its users, reducing the impacts of car travel, supporting a reduced need to travel and increasing sustainable travel where appropriate and possible.
- 1.5 A TPS is a live document that is implemented, reviewed and has an identified owner. It is an evolving process initiated through site visits and discussions between key stakeholders, Kent County Council (KCC), GBC, residents and the management company associated with the site. A Travel Plan Statement is there to promote sustainable travel and should include objectives and measures to encourage sustainable travel. Monitoring is not required for a TPS, which differentiates it from a Travel Plan.
- 1.6 This TPS is likely to benefit users of the development, the local community and the local environment as identified below:
- Development users:
 - An attractive pedestrian environment with reduced car use
 - Opportunity to try new travel methods
 - Local community (including local environment):
 - Reduced pollution on the local road network
 - Reduced congestion on local road networks if fewer vehicles are on the road due to sustainable travel habits
 - The ability for residents of the development to inform other residents of positive sustainable travel experiences

Travel Plan Statement Aim and Objectives

- 1.7 The TPS strategy supports access to a wide range of local facilities and activities for future site-users, whilst working alongside the local council and the local community to encourage a sustainable development. The TPS follows an overarching aim to reduce the reliance on the private car whilst increasing the use of sustainable transport modes. The objectives that support this aim are outlined in Table 1:

Objective number	Objective
1	To encourage walking and cycling to local amenities in Istead Rise and Longfield
2	To promote the use of local bus services
3	To minimise private vehicle dependence through the promotion of car sharing and understanding the journeys of residents at the proposed development

Table 1: Travel Plan Statement Objectives

- 1.8 Meeting these objectives will help to create a sustainable development with good travel practices and will therefore help to decrease reliance on private vehicles. The continuous development and evaluation of this TPS is necessary to make sure that objectives are realistic and achievable. A Travel Plan Coordinator (TPC) would be responsible for promoting the practices of the TPS and reviewing its objectives. Promoting the TPS process will better residents' understanding of the TPC's work, which in turn should increase engagement with the TPS.

Travel Plan Structure and Approach

- 1.9 This TPS has been informed by the National Planning Policy Framework (NPPF), KCC's Local Transport Plan 4 (LTP4) (2016-2031), KCC's Active Travel Strategy and KCC's Vision for Kent (2012-2022). The TPS will be broken down into the following structure:

Chapter 2: Travel Plan Policy

Chapter 3: Existing Conditions and Site Accessibility

Chapter 4: Proposed Development

Chapter 5: Travel Plan Strategy

Chapter 6: Travel Plan Implementation and Enforcement

Chapter 7: Conclusion and Summary

2. TRAVEL PLAN POLICY

2.1 The objectives of this TP have been designed to work alongside those set at national, regional and local levels. For reference these objectives particularly relate to:

- National Planning Policy Framework (NPPF) (2021);
- KCC Transport Plan (LTP4) (2016-2031);
- KCC Vision for Kent (2012-2022); and
- Gravesham Local Plan Core Strategy (2014)

National Planning Policy Framework (NPPF)

2.2 The NPPF (July 2021) acts as the central guidance for development planning and replaces national planning policy guidance including Planning Policy Guidance 9 (PPG9): Promoting Sustainable Transport. As defined in the NPPF's Annex 2: Glossary, a Travel Plan is 'a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to this Travel Plan Statement:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;*
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.*

(NPPF Para.104)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.105)

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 transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

(NPPF Para. 113)

Planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas. Opportunities to improve air quality or

mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement. So far as possible these opportunities should be considered at the plan-making stage, to ensure a strategic approach and limit the need for issues to be reconsidered when determining individual applications. Planning decisions should ensure that any new development in Air Quality Management Areas and Clean Air Zones is consistent with the local air quality action plan.

(NPPF Para.186)

Regional and Local Policy

Kent County Council Transport Plan (LTP4)

2.3 The KCC Transport Plan (2016 – 2031) sets out Kent’s transport strategies with the overarching outcome goals of:

- Economic growth and minimised congestion
- Affordable and accessible door-to-door journeys
- Safe travel
- Enhanced environment
- Better health and wellbeing

2.4 Some examples of how the aims within the LTP4 can contribute to this LPS are:

- To deliver safe and effective transport within all Kent’s communities
- Work closely with bus operators and other partners to ensure that public transport has a high level of modal share
- Through the highway maintenance programme every road and footway in the county is inspected and repairs carried out where necessary.
- By integrating active travel into planning, providing and maintaining appropriate routes for walking and cycling, we plan to establish Kent as a pioneering county for active travel.
- Countryside and Coastal Access Improvement Plan sets out opportunities provided by local rights of way for exercise and leisure, and assesses how these routes meet the present and likely future needs of the population.

Kent County Council Vision for Kent (2012-2022)

2.5 The ‘Vision for Kent’ comprises a strategy that is concerned with the social, economic and environmental wellbeing of Kent and the communities within it. There are three major ambitions that guide the strategy. These ambitions are to:

1. Grow the economy by supporting businesses to be successful, including improvements to the transport network.

2. Tackle disadvantage by fostering aspiration rather than dependency, including the provision of comprehensive, reliable and affordable public transport services.
3. Put the citizens in control by involving people in making decisions and working with them to design services that meet their needs and suit them, including the continued provision of KCC's Member Highway Fund and support for community bus and rail schemes.

Gravesham Local Plan Core Strategy

- 2.6 GDC's Local Plan (2011 – 2028) is a long-term plan that seeks to set out detailed policies which will be used to guide and shape new developments for the years up to 2028. This plan sets out the vision, objectives and strategy for the district. The key extracts related to transport and this TPS are identified below.

Paragraph 2.6.4: Support is given to alternatives to car based transport such as improved bus, train, cycling, walking and river transport provision

Policy CS11 – Transport

New developments should mitigate their impact on the highway and public transport networks as required. As appropriate, transport assessments and travel plans should be provided and implemented to ensure the delivery of travel choice and sustainable opportunities for travel.

- 2.7 The preparation of this TPS and the associated TS have been developed with both local and national policies and objectives in mind.

3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

- 3.1 The site is located in New Barn a residential area within the village of Longfield. The site is currently occupied by a single dwelling along with a number of associated outhouses and temporary buildings. The site location is bordered by the Longfield Avenue/Nurstead Avenue junction to the south, woodland to the north and residential dwellings to the east and west. The existing site conditions are shown in Figure 2.



Figure 2: Site Surroundings

- 3.2 As previously stated, the site is located within New Barn, however it is located in proximity to two other villages including Istead Rise and Longfield. This presents a comprehensive range of facilities, amenities and services within a reasonable distance for future residents of the site.
- 3.3 A summary of the local services, facilities and amenities in the vicinity of the site and their associated walking, cycling and bus times from the site access is shown in Table 2.

Amenity/Facility	Distance from Site Access	Walking Time (minutes)	Cycle Time (minutes)	Bus Time inc. Walking Time to Bus Stop (Mins)
Findwillow and Walnut Hill Nurseries	500m	6 minutes	2 minutes	-
Paintball Park	650m	8 minutes	3 minutes	-
Bus Stop (Longfield Avenue)	800m	10 minutes	3 minutes	-

New Barn Christian Fellowship	1100m	14 minutes	4 minutes	-
The Green Man Pub	1300m	16 minutes	5 minutes	-
Bus Stop (Nash Bank)	1300m	16 minutes	5 minutes	-
Istead Rise Primary School	1500m	19 minutes	6 minutes	-
Longfield Hill Village Garage	1500m	19 minutes	6 minutes	-
Lanagfel C of E Primary School	1750m	22 minutes	7 minutes	14 minutes
Memorial Hall Community Centre	1900m	25 minutes	8 minutes	23 minutes
St Barnabas Church	1900m	25 minutes	8 minutes	22 minutes
Istead Rise Dental Clinic	2050m	27 minutes	8 minutes	23 minutes
Rowhill School	2050m	27 minutes	8 minutes	14 minutes
Co-op Food Istead Rise	2200m	29 minutes	9 minutes	20 minutes
Istead Rise Butchers	2200m	29 minutes	9 minutes	20 minutes
Young Risers Pre-School	2200m	29 minutes	9 minutes	24 minutes
Bright Horizon Longfield Day Surgery	2200m	29 minutes	9 minutes	17 minutes
Istead Rise Community Centre	2400m	32 minutes	10 minutes	23 minutes
Longfield Academy	2400m	32 minutes	10 minutes	15 minutes
St Mary Magdalene's Church	2800m	37 minutes	11 minutes	16 minutes
Shell Petrol Station	3200m	43 minutes	13 minutes	18 minutes
Bupa Dental Care	3350m	45 minutes	13 minutes	19 minutes
Waitrose Supermarket	3350m	45 minutes	13 minutes	17 minutes
Longfield Railway Station	3350m	45 minutes	13 minutes	18 minutes

Table 2: Distances to Local Amenities, Facilities and Services

Local Road Network

- 3.4 The site is located on Longfield Avenue, a 30mph c5.5m wide road with a c1.5m footway on either side of the carriageway. Approximately 700m to the west Longfield Avenue connects to New Barn Road which provides a route to Longfield via Main Road (Longfield being c. 3km from the site location). New Barn Road northbound provides a route to the strategic highway network via the A2 (c.4km from the site location). The A2 provides connections to the wider strategic road network including the M25 to the west and the M2 & M20 to the east. The existing conditions along Longfield Avenue are shown in **Photograph 1**.



Photograph 1: Longfield Avenue

Pedestrian Infrastructure

- 3.5 The local pedestrian infrastructure lends itself favourably in promoting walking as a primary method of travel to local facilities and amenities. Longfield Avenue (westbound from site) is flanked by footways on either side of the carriageway as shown in **Photograph 1**. The footways, crossing points and tactile paving remain present along the route to the amenities within Longfield, along Newbarn Road and Main Road.
- 3.6 An extensive provision of Public Rights of Way (PRoW) routes has been identified within the site's proximity which further emphasises the advantageous pedestrian network within the area as shown within **Figure 3**.

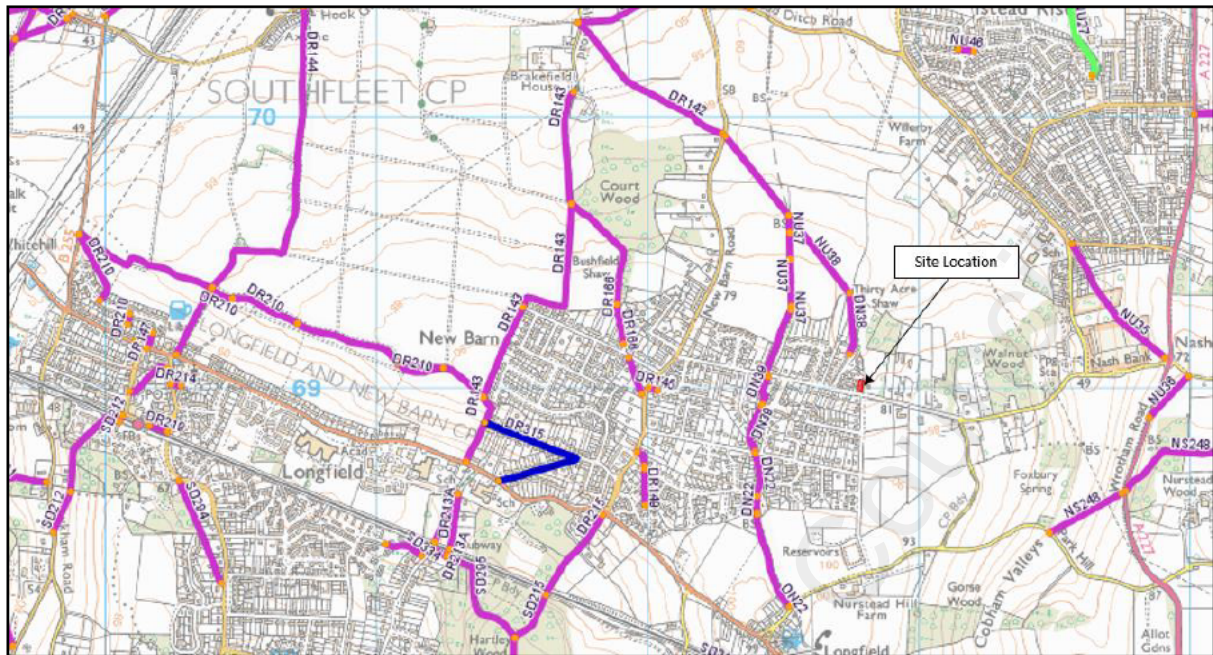


Figure 3: ProW Routes (Source: Kent County Council)

Cycle Network

- 3.7 Due to the wide carriageways of the local highway network, it is suitable, safe and common for cyclists within the area to cycle. Within the vicinity of the site formalised National Cycle Network (NCN) Routes 1 and 177 are in proximity to the site, which is shown in Figure 4.

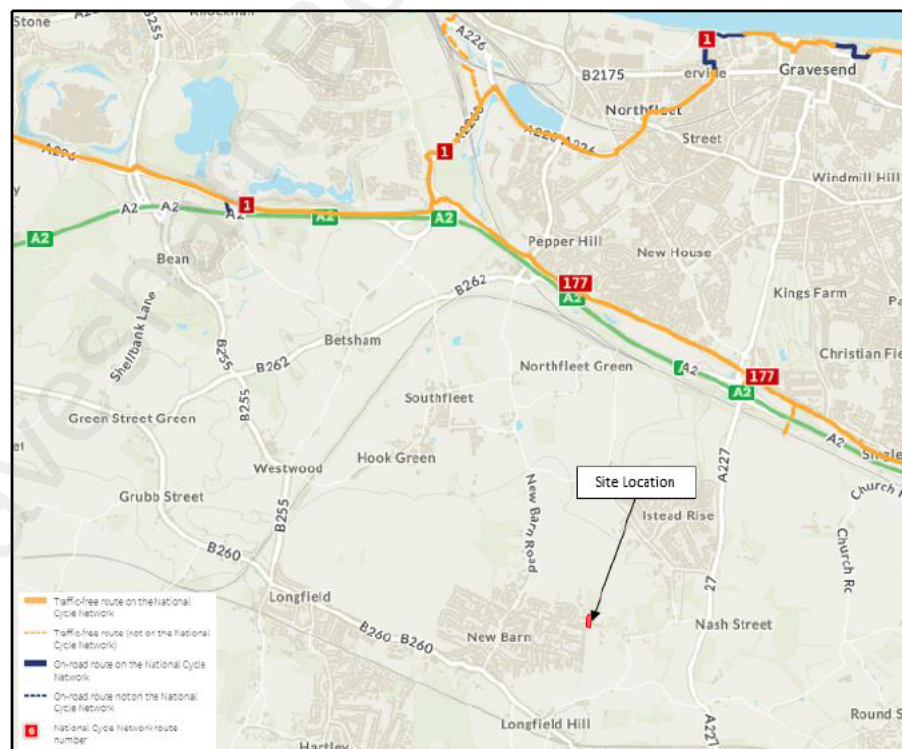


Figure 4: Site Location in Proximity to National Cycle Network

- 3.8 NCN Route 1 runs all the way up the east coast of Great Britain from Dover, Kent to the north of Scotland. More locally, the route provides a safe, mostly traffic-free route to Gravesend, Gillingham and East London. In addition, NCN Route 177 provides a route to NCN Route 2 on the South Coast, via Rochester, Maidstone and Ashford. Entry to these routes is available just north of the A2 Tollgate (A227) junction northeast of the site accessible via a 13 minute cycle.

Bus Network

- 3.9 The site's ideal location between two bus stops means that future residents of the site have access to many convenient services in Istead Rise and Longfield. These services can be picked up from either the Longfield Avenue bus stop located 800m west of the site or the Nash Bank bus stop 1300m to the east. A summary of the services provided by these stops are shown in Table 3.

Stop	Service Number	Provider	Route	Approximate Frequency		
				Monday – Friday	Saturday	Sunday
Longfield Avenue	1	Meopham Community Bus	Meopham – Harvel - Gravesend	1013 (towards Gravesend) & 1247 (towards Meopham) (Tuesday and Fridays only)	No Service	No Service
Longfield Avenue	474	Go-Coach Hire	Bluewater - Longfield, Railway Station	Every 2 hours First Bus: 0730 Last Bus: 1633	Every 2 hours First Bus: 0730 Last Bus: 1633	No Service
Longfield Avenue	489	Arriva Kent Thameside	New Ash Green – Hartley – Longfield – New Barn – Southfleet – Northfleet – Gravesend – Milton - Denton	Every 60-90 mins First Bus: 0705 Last Bus: 1728	Every 90 mins First Bus: 0855 Last Bus: 1833	Every 60–80 mins First Bus: 0944 Last Bus: 1956
Nash Bank	306	Arriva Kent Thameside	Swanscombe – Northfleet – Gravesend – Istead Rise – Meopham – Vigo Village – Borough Green O Sevenoaks	Every 75-90 mins First Bus: 0546 Last Bus: 1756	Every 90 mins First Bus: 0620 Last Bus: 1820	No Service
Nash Bank	308	Arriva Kent Thameside	Gravesend – Istead Rise – Meopham – Vigo Village – Ightham – Sevenoaks	0834, 1534, 1957, 2043, 2143, 2243, 2346	Every 60 mins First Bus: 1943 Last Bus: 2343	No Service

Table 3: Local Bus Services

- 3.10 The location of the site in relation to both the Longfield Avenue and Nash Bank bus stops presents an good opportunity for residents to travel to local amenities by bus.

Rail Services

- 3.11 As shown in **Table 2**, Longfield Railway Station is located approximately 3350m from the site location and is accessible via a 45 minute walk, 18 minute bus journey or a 13 minute cycle.
- 3.12 Longfield Railway Station (LGF) is equipped with sheltered cycle storage spaces, CCTV and toilets. This therefore presents a good opportunity to encourage cycle/bus – train commuter journeys.
- 3.13 Longfield Railway Station provides direct and frequent services to numerous destinations which are summarised within **Table 4** below.

Destination	Journey Time	Operator	Route	Approximate Frequency		
				Monday – Friday	Saturday	Sunday
London Victoria	31-51 mins	Southeastern	Farningham Roam – Swanley – St Mary Cray – Bromley South – Denmark Hill	Every 10 – 20 mins First Train :0524 Last Train: 2339	Every 40 mins First Train: 0524 Last Train: 2330	Every Hour First Train: 0710 Last Train: 2335
Dover Priory	1h 29 mins	Southeastern	Meopham – Rochester – Chatham – Gillingham – Rainham – Newington – Sittingbourne – Teynham – Faversham – Selling – Canterbury – Bekesbourne – Adisham – Aysleham – Snowdown – Shepherds Well – Kearsney	Every 30 – 60 mins First Train: 0624 Last Train: 2239	Every hour First Train:0624 Last Train: 2239	Every hour First Train:0854 Last Train: 2154

Table 4: Local Rail Services

Key Travel Resources

- 3.14 **Table 5** provides a summary of key travel resources which can be used to support sustainable travel.

Resource	Description	Details
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online travel journey planner	www.traveline.info
Cycle Street	Online cycling journey planner	www.cyclestreets.co.uk
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Liftshare	Car sharing platform	www.liftshare.com/uk/community/westsussexcarshare

Table 5: Key Travel Resources

Summary

- 3.15 The site is located ideally between Longfield and Istead Rise, which both provide a range of amenities, services and facilities. The good standard of pedestrian infrastructure, cycle network, and bus and rail services in the area creates attractive environment to encourage sustainable travel modes from the site to local amenities. The site is therefore considered to have a good level of accessibility suitable for the proposed level of residential development.

4. DEVELOPMENT PROPOSALS

- 4.1 The proposed development comprises the redevelopment of the existing site to provide 16 age restricted (over 60) static homes as well as a management/security building which will also have a community day room. The accommodation schedule is detailed below in Table 6 with the site layout attached as Appendix A.

Number of bedrooms	Quantity
2	16
Total	16

Table 6: Accommodation Schedule

Access Arrangements

- 4.2 The site will continue to be accessed via the gates to the south which are currently used for both access and egress to Little Acres. This arrangement will be altered to accommodate an in/out arrangement so that western gate is used for access and the eastern gate used to egress the site only. Each gate measures c.5m in width and is shown in Photographs 4 and 5 below.



Photograph 2: Western Access



Photograph 3: Eastern Access

- 4.3 Further details on the site's access arrangements can be found in Chapter 4 of the Transport Statement.

Car Parking

- 4.4 Car parking will be provided in accordance with the Kent County Council Supplementary Planning Guidance SPG 4 "Kent Vehicle Parking Standards" (2006). These standards are summarised in Table 7 below.

Number of bedrooms	Number of Spaces Required
2	2

Table 7: KCC Car Parking Standard

- 4.5 Each property is provided with two car parking spaces which is sufficient to accommodate the demand in accordance with the standards set out above.
- 4.6 The site layout also includes 6 parking spaces for visitors and staff associated with the management of the site.

Cycle/Electric Scooter Parking

- 4.7 Cycle Parking will also be provided in accordance with the Kent County Council Supplementary Planning Guidance SPG 4 "Kent Vehicle Parking Standards" (2006) and are summarised within **Table 8**.

Number of bedrooms	Number of Spaces Required
2	2

Table 8: KCC Cycle Parking Standard

- 4.8 Cycle/Electric Scooter parking will be provided within a sheltered area close to the management building shown on the site plan within **Appendix A**.

5. TRAVEL PLAN STRATEGY

5.1 The following section proposes a package of measures to be adopted and refined by the TPC throughout the lifetime of the TPS. The measures proposed are strongly influenced by the site location, the TPS objectives and local and national policy. The measures chosen could also be continued by residents and visitors beyond the monitoring period.

5.2 The measures presented in this chapter are relevant to the scale and nature of the development and have the greatest potential for encouraging a modal shift towards sustainable transport options amongst the residents. These measures should be implemented throughout the lifetime of the TPS.

Modal Measures: Walking and Cycling

5.3 The site is in close proximity to facilities within Longfield and Istead Rise which suggests that walking and cycling are likely to be attractive modes of transport for residents for short journeys. As the site is within close proximity to a national cycle route and a good pedestrian network this would help to encourage shorter journeys to be undertaken by foot or cycle. It is acknowledged that given the age restriction of the proposed development, this may not be feasible for all residents.

5.4 The TPC would encourage the use of local walking and cycling amenities through promoting national/local cycling routes and walking campaigns and events e.g. Cycle to Work Day. To further encourage walking and cycling the TPC could seek to secure discounts at local stores, with information on local cycling and walking routes provided as part of the resident TP Welcome Pack. Particular emphasis would be given to the National Cycle Network Routes within the site to highlight opportunities available other than private vehicle travel.

Modal Measures: Public Transport

5.5 The site benefits from a regular bus service travelling to facilities in Gravesend, Sevenoaks and Denton. The nearest bus stops are located approximately 800m (Longfield Avenue) to the east and 1300m (Nash Bank) to the west of the site. Local bus services provide a good opportunity to connect residents in the local area as well as surrounding areas.

5.6 In addition, Longfield Railway Station (LGF) is located approximately 3,350m from the proposed site and is a c.13-minute cycle journey or an 18 minute journey (including the walk to the bus stop) on the 489 bus service. This station incorporates a number of routes to key destinations on a local and regional scale, presenting another opportunity for residents to travel sustainably.

- 5.7 The TPC would seek to raise awareness of the local bus and rail services by providing information on bus times and services. The TPC can also raise awareness of free bus passes which are available for Kent residents who have reached state pension age. This allows free off-peak travel on local bus services across England, between 9:30am and 11:00pm, Monday to Friday and all day at weekends and public holidays

Modal Measures: Car Sharing

- 5.8 On occasions where car use is unavoidable the TPC would seek to promote car sharing through the use of websites such as <https://liftshare.com>. Promoting sustainable driving practices such as car sharing helps to reduce pollution and congestion. The Lift Share website provides information about car sharing and helps members to find potential car sharing partners.

Communication and Marketing

- 5.9 The TPC could provide residents with a site-specific website, for example Paul Basham Associates' Travel Planning Website (www.tpc-paulbashamassociates.com), which would provide information on site accessibility and sustainable travel options. It could also provide information on and promote the following, which could be maintained by local residents in the long term:

- Introduction to the TP;
- Accessibility Map;
- Walking, cycling and public transport links and journey planners;
- Key travel links such as the Traveline: Plan Your Journey personalised journey planner tool;
- TP newsletters;
- TP Welcome Pack; and
- Local news/advertisement/discounts.

- 5.10 The website could also provide residents with the opportunity to voice any travel issues through an online form, which is also where residents can request journey planning help.

- 5.11 The resident's Welcome Pack could be distributed to all residents of the development and would include information and details on the following:

- The purpose of the TP;
- Local travel options, including public transport maps and timetables;
- Local walking and cycling routes;
- Details of local events such as Bike Week initiatives;
- Details of relevant third party websites; and

- Opportunities to join any local car share schemes.

Action Plan

5.12 To accompany this TPS a proposed Action Plan has been developed which sets out the measures which could be implemented by the Travel Plan Coordinator over the lifetime of this TPS which is suggested as lasting for 3 years following first occupation and are outlined in Table 9.

	Action	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be instructed and confirmed with KCC	Prior to occupation (responsibility of TPC)
	Hard Infrastructure to be implemented	
	Contact KCC's TPO for information on local travel events and confirm Action Plan	
	Confirm communication strategy, newsletters and webpage	
	Prepare TP Welcome Packs	
Walking/Cycling	Provide residents with information on local walking and cycling routes, adding further information and photographs.	Ongoing (responsibility of TPC – for three years post 1 st occupation)
	Promote local cycle stores	
	Publicise local and national events and campaigns such as Bike Week, Sustrans Big Cycle and Walk Challenge.	
Public Transport	Provide information on the local bus networks by publicising maps and timetables. Adding further information and photographic contributions from residents	
	Prepare a cost comparison table for public transport verses single car travel, including free older person bus pass discounts.	
Car Sharing	Promote the benefits of car sharing.	
	Promote car sharing websites such as Lift Share	
	Provide information on fuel efficient and sustainable driving practices.	

Table 9: Action Plan

6. TRAVEL PLAN IMPLEMENTATION

The Travel Plan Coordinator (TPC)

- 6.1 The role of the TPC would be part-time over the course of the TP. It is likely the TPC would be a member of staff associated with the management of the static homes or a resident of the development. This person would be responsible for implementing and reviewing the TP through the collaboration with residents and the local community ensuring that they are included at every stage.
- 6.2 More specifically, the role of the TPC requires:
- Overseeing the development of the TPC works;
 - Implementing an effective marketing strategy and raising awareness;
 - Staying informed on local, regional and national campaigns and promotions;
 - Acting as the point of call for all TP related queries; and
 - Liaising with KCC, residents and the developer.
- 6.3 Upon the appointment of a TPC (prior to occupation) contact details would be provided to the KCC Travel Planning Officer (TPO) to ensure that a clear dialogue is possible from the first introduction of the TPS.

Community Handover

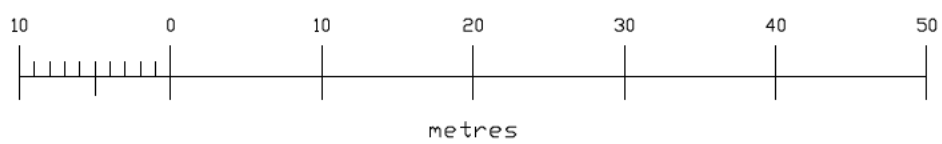
- 6.4 Following the completion of the TPS, the site should be operating in a sustainable manner with the promotion of sustainable travel methods embedded in the community's practices. The handover strategy should form a key subject in annual liaison with KCC's TPO as the TPS draws to an end. As normal, and through the liaison with KCC's TPO, it is expected that the TPS would last for three years following 1st occupation. Through the implementation of newsletters, social media updates and a welcome pack, residents should have the necessary tools and experience to continue the TPS on a voluntary basis.

7. SUMMARY AND CONCLUSIONS

- 7.1 This Travel Plan Statement has been prepared by Paul Basham Associates to support a planning application to provide a residential development comprising of 16 age-restricted static homes and one management building at Little Acres Farm, Longfield Avenue, Longfield. The site is currently occupied by a single dwelling along with a number of associated outhouses and temporary buildings.
- 7.2 A Travel Plan Statement is a strategy that supports national and local policies by supporting an increase in sustainable travel modes and the accessibility of developments. A Travel Plan Statement is an evolving process which requires input from the Travel Plan Coordinator, residents, and Kent County Council to help encourage residents to travel sustainably.
- 7.3 The Travel Plan Statement's primary aim is to encourage sustainable development by promoting more sustainable travel practices and decreasing the number of single occupancy vehicle trips.
- 7.4 The proposed development is well located to support sustainable travel, situated between two villages with an array of amenities in each. In addition, there are opportunities to use public transport including numerous bus services and rail services from nearby Longfield Railway Station which is accessible via a 13 minute cycle or 18 minute bus journey on the 489 service.
- 7.5 In order to meet the key objectives of the Travel Plan Statement a number of measures could be implemented by the Travel Plan Coordinator at an early stage. These measures primarily focus on the establishment of the Travel Plan Statement within the community, and their establishment at an early stage should also help achieve Travel Plan Statement objectives for a sustainable development.
- 7.6 The TPC would oversee the implementation of all aspects of the TPS and would work alongside GBC, KCC, residents and the management company to ensure that the measures are successful and that the development operates sustainably.

Gravesham Borough Council

Appendix A



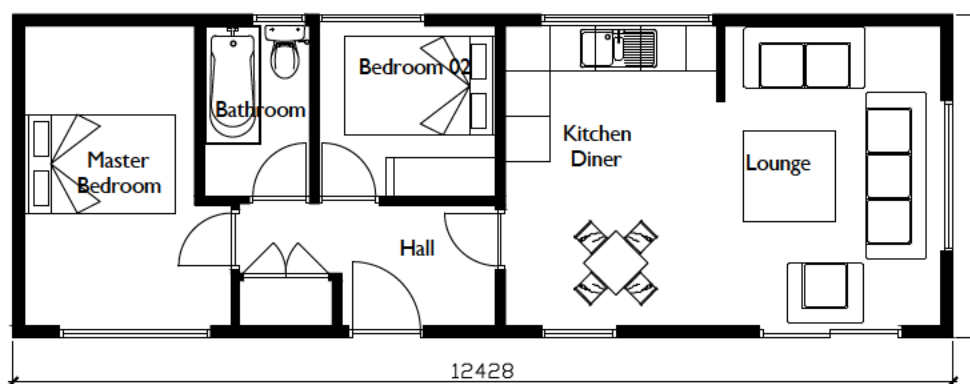
Windows - Double glazed aluminium with aspect orientation South to private alfresco area.

Type 01
16m x 7m

Type 02
16m x 5m

Windows - Double glazed aluminium with aspect orientation South to private alfresco area.

Proposed Layout
1:100



PROJECT NO:	DRAWING NO:	REVISION:
2040	P_201	E