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Workplace Travel Plan

GRFC Bowls Club, Church Walk, Gravesend, Kent

CLIENT: McCarthy & Stone Retirement Lifestyles Ltd

August 2024
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1 INTRODUCTION

1.1 WHAT IS A WORKPLACE TRAVEL PLAN?

- 1.1.1 A Workplace Travel Plan (TP) is a long-term travel management strategy for staff within an organisation or site, with the aim of mitigating the impact of work-related journeys through reducing single-occupancy car travel. It seeks to improve access to a development or site by sustainable modes of transport and to support staff who wish to walk, cycle and use public transport. It therefore contains both 'hard' measures like infrastructure and 'soft' measures such as information and incentives that support and enable sustainable travel
- 1.1.2 A TP involves the development of a set of measures, initiatives and targets that together can enable an organisation or site to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits. A TP is intended to be a dynamic process that will grow and develop with time, in accordance with the changing circumstances of a site and the environment in which it operates.

1.2 WHAT ARE THE BENEFITS OF A TRAVEL PLAN?

- 1.2.1 The primary benefits of a TP are environmental, with improved air quality, less noise and dirt and a reduction in CO₂ emissions.
- 1.2.2 TPs can deliver a number of other benefits:-
- improved health of staff and visitors due to the adoption of active travel modes;
 - cost and time savings compared to using a private vehicle;
 - reduced stress and a general improvement in quality of life;
 - increased productivity as a result of a healthier workforce;
 - reduced costs of parking provision;
 - reduced congestion in the site and on local roads; and
 - improved public transport services and active travel routes funded and implemented through the TP.
- 1.2.3 A well-developed TP can mitigate the adverse traffic impacts of developments and the Government recognises their importance in achieving improvements in transport conditions at the local level. The Public Health England publication 'Cycling and walking for individual and population health benefits' (2018)

emphasises the health benefits of walking and cycling. Active travel as part of a TP enables people to enjoy these benefits as part of their daily routine.

1.3 POLICY CONTEXT

1.3.1 This TP has been prepared in accordance with the relevant national and local guidance:-

- National Planning Policy Framework (2023);
- Planning Practice Guidance on Travel Plans (2014);
- Department for Transport Circular 01/2022 – The Strategic Network and the Delivery of Sustainable Transport (2022);
- Kent’s Local Transport Plan 4 (LTP4): Delivering Growth without Gridlock 2016-2031;
- Active Travel Strategy (2018), Kent County Council
- Kent Smarter Travel Guidance on Travel Plans; and
- Gravesham Local Plan Core Strategy (2014).

1.4 PURPOSE OF THIS WORKPLACE TRAVEL PLAN

1.4.1 This Workplace Travel Plan (TP) has been prepared on behalf of McCarthy & Stone Retirement Lifestyles Ltd in relation to the approved 62-unit Extra Care complex, with a new access from Ellerslie, a new emergency access off Ellerslie, parking, landscaping and associated works on Church Walk, Gravesend, DA12 2QU.

1.4.2 The Extra Care complex was granted planning permission under Planning Application 20221328 on 12th January 2024.

1.4.3 Condition 17 in the Notification of Grant of Permission to Develop Land associated with the planning application requires the following:-

"17. Notwithstanding the details shown on the approved plans, submitted documents and application form, before the development as hereby permitted is brought into use and occupied, a full and final workplace Travel Plan, detailing the measures designed to help and thereafter maintain a modal shift in favour of reduced reliance on private car usage for travel to and from the development, has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall include, amongst other things, the appointment of a Travel Plan Co-ordinator, objectives and modal-split targets, a programme of implementation and provision for monitoring, review and

improvement. The development shall be carried out in accordance with the approved details before the first occupation of the development and be maintained thereafter.

Reason: To encourage the use of sustainable and more environmentally acceptable modes of transport"

1.4.4 This TP should be read alongside the Transport Statement submitted in support of the aforementioned planning application¹.

1.4.5 The main reasons for preparing this TP are to:-

- Demonstrate to the Local Planning and Highway Authorities a commitment to provide a development with suitable facilities that will encourage staff and visitors to travel to and from the site in a sustainable manner;
- Satisfy the requirement set out in Condition 17 for a Workplace Travel Plan for the site;
- Set out the necessary survey and monitoring requirements needed to assess the performance of the TP;

1.4.6 This Workplace Travel Plan, which is submitted to satisfy the requirement set out in Condition 17, will be updated following the baseline staff travel survey to form the 'Final' Workplace Travel Plan.

1.5 AIMS & OBJECTIVES

1.5.1 The primary aim of the TP is to encourage staff and visitors to use alternatives to the private car to mitigate the impact of the development on the local area.

1.5.2 Some of the objectives of the TP that will help achieve this aim are to:

- Reduce the number of single person trips by private vehicle;
- Support users in taking up sustainable travel modes through both physical measures and soft measures that influence behaviour; and
- Inform users of the health, environmental and financial benefits of sustainable travel;

1.6 STRUCTURE OF THIS WORKPLACE TRAVEL PLAN

1.6.1 Following this introduction, the TP is structured as follows:-

¹ https://docs.gravesham.gov.uk/PublicAccess_Live/Document/ViewDocument?id=0CEC4FE1651440BB9A66E171C909725B

- Section 2 provides details of the existing local transport network;
- Section 3 describes the development proposals;
- Section 4 outlines the TP objectives and target;
- Section 5 gives details on the management of the TP;
- Section 6 sets out the package of measures that will be introduced;
- Section 7 explains how the TP will be monitored and reviewed; and
- Section 8 presents the Action Plan.

2 EXISTING TRANSPORT CONDITIONS

2.1 EXISTING SITE

- 2.1.1 The current site consists of a bowling green, club house and associated outbuildings located at the northern end of Rectory Field Playing Fields (postcode DA12 2QU). The site was previously in use by GRFC Bowls Club but is currently vacant.
- 2.1.2 The site is located to the south of the A226 Milton Road, approximately 1.0km from the centre of Gravesend and is bounded by Ellerslie to the west and Church Walk to the east. The site location is shown in its local context in Figure 2-1 below.

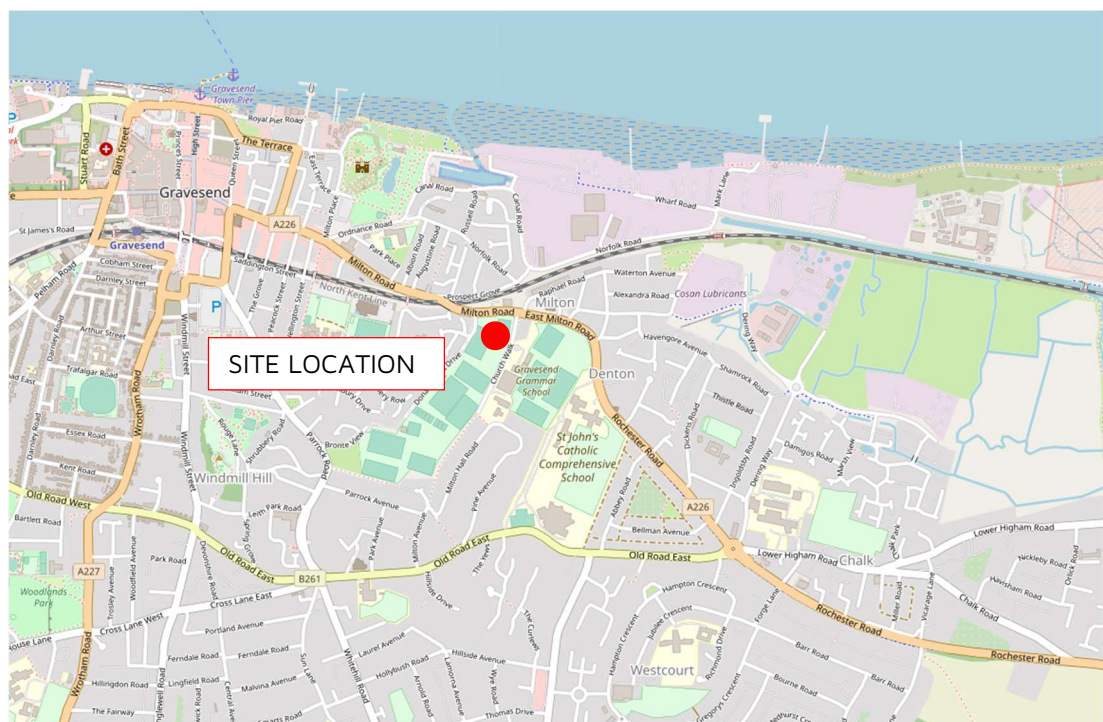


FIGURE 2-1: SITE LOCATION (COURTESY OF OPENSTREETMAP.ORG)

2.2 LOCAL HIGHWAY NETWORK

- 2.2.1 Milton Road (A226) runs east-west along the site frontage and is subject to a 30mph speed limit at this point. Travelling eastwards, Milton Road becomes East Milton Road from the junction with Raphael Road. It forms part of the Secondary Route Network and provides a direct connection between Gravesend and Strood, where it meets the A2 before crossing over the River Medway. There are a number of local roads that connect to the A2/M2 and avoid Gravesend town centre.

Ellerslie is an access road for a small residential estate and the sports club facilities within Rectory Field. Church Walk is the main access for Gravesend Grammar School. The site therefore enjoys ready access to the primary and strategic route networks and thus to a range of local and regional destinations.

2.3 WALKING AND CYCLING INFRASTRUCTURE

- 2.3.1 Milton Road has footways along both sides with regular street lighting and dropped kerbs at side roads. There is a pelican crossing of Milton Road on the site frontage that connects the bus stops on either side of the road. Milton Road crosses over the North Kent railway line, less than 200m from the site, giving a step-free and relatively gentle pedestrian route into the town centre.
- 2.3.2 Several Public Rights of Way (PROW) are located close to the site, as shown in Figure 2-2 below. Church Walk connects through to Old Road East and the Windmill Hill area. There are other pedestrian connections such as the stepped footbridge over the railway line near Waterton Park towards the Thames

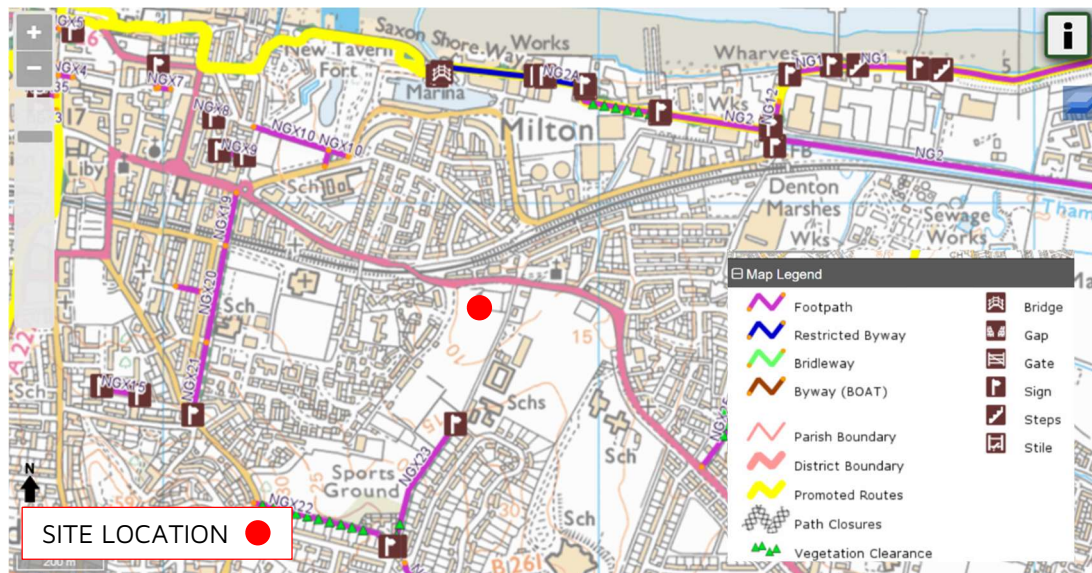


FIGURE 2-2: LOCAL PROW NETWORK (COURTESY OF KENT COUNTY COUNCIL)

- 2.3.3 National Cycle Route (NCN) 1 is a long-distance cycle route connecting Dover with Scotland. It runs east-west from the Medway Towns alongside the Thames and Medway Canal and then follows Canal Basin onto the promenade, 500m to the north of the site. The route then continues through the Gravesend riverfront area towards Northfleet and Greenhithe. There is also NCN Route 177 that follows the A2 corridor, starting in Rochester and running via Shorne Country Park and the Cyclopark in Springhead where it joins NCN1. These cycle routes are shown in Figure 2-3.

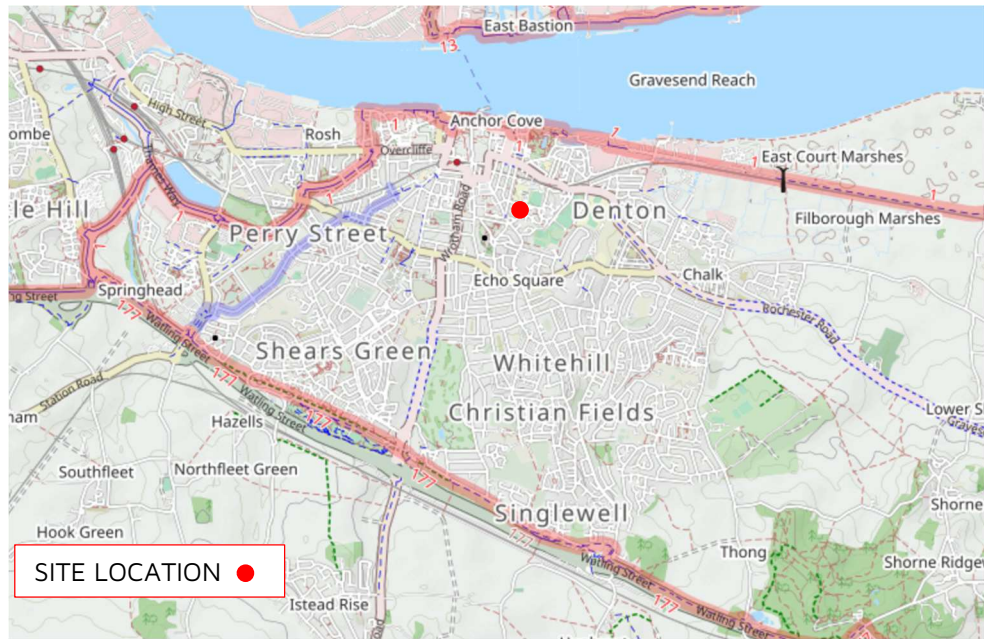


FIGURE 2-3: LOCAL CYCLE NETWORK (COURTESY OF OPENCYCLEMAP.ORG)

2.4 PUBLIC TRANSPORT INFRASTRUCTURE

- 2.4.1 The closest bus stops to the site are located on Milton Road, approximately 10m from the proposed pedestrian access. A summary of the passenger bus services that call at these stops is provided in Table 2-1 below (school services have been omitted). All passenger bus routes provide a frequent weekday bus service to / from Gravesend town centre and the railway station. A map of bus routes in Gravesend is shown in Figure 2-4.

SERVICE NO.	ROUTE	WEEKDAY FREQUENCY FIRST/LAST SERVICE
190 (Arriva)	Gravesend Railway Station – Chalk – Higham – Strood – Rochester – Chatham Waterfront	every 20 mins 05:53/19:20
480A/490A (Arriva)	Riverview Park – Singlewell – Milton – Gravesend	every 20 mins 04:00/23:55
481 (Arriva)	Riverview Park – Gravesend – Northfleet – Ebbsfleet International	hourly 07:30/22:20

TABLE 2-1: LOCAL BUS ROUTES AND FREQUENCIES

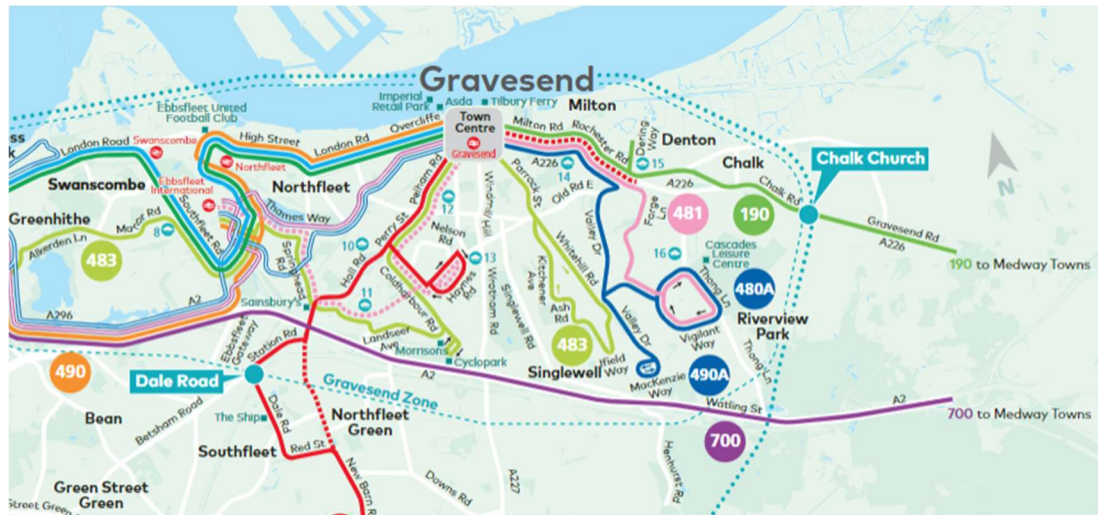


FIGURE 2-4: BUS SERVICES IN GRAVESEND (COURTESY OF ARRIVA)

2.4.2 The nearest railway station is Gravesend on the North Kent Line, located approximately 1.2 km from the site. Walking to the station via Milton Road takes 18 minutes, along a fairly direct route. The cycle journey along this route takes 7-8 minutes. There are 280 sheltered cycle parking spaces in the 'Cycle Hub' at the station, which also offers a DIY repair centre and electric bike charging points. There is step-free access to all platforms and step-free interchange between platforms via lifts. The station is manned full-time, with a ticket office, station buffet, toilets and a waiting room.

2.4.3 The following Southeastern services operate from the station:-

To London terminals: weekday AM peak

- 3 trains per hour (tph) to London Charing Cross via Sidcup;
- 3 tph to London St Pancras International (part high-speed).

To North/East Kent destinations: weekday AM peak

- 1 tph to Faversham via Medway Towns;
- 1 tph to Ramsgate via Faversham.

2.4.4 The following Thameslink services operate from the station:-

- 2 tph to Luton via London Blackfriars, Dartford & Greenwich.
- 2 tph to the Medway towns

2.5 SITE ACCESSIBILITY

2.5.1 The nearest convenience store is a Co-op Food store on Milton Road, approximately 180m from the site, which is open from 07:00 to 22:00 every day

(June 2024). Milton Road has local shops along its length, and it takes less than 10 minutes to walk to the edge of the town centre from the site. Gravesend Library is the nearest library, being a 17-minute walk from the site. The nearest Post Office is the Gravesend Delivery Office on Milton Road, an 11-minute walk.

- 2.5.2 The site lies within the current practice boundaries of five GPs, with Rochester Road Surgery being a 6-minute walk from the site. Two other surgeries/medical centres can be walked in less than 20 minutes. There are four dentists within a 20-minute walk of the site.
- 2.5.3 The walk times provided above are based on a walk speed of 80m per minute; a figure which is widely used to estimate walk times and used within the London-based Public Transport Accessibility Level (PTAL) analysis. It aims to provide a typical average value that estimates it takes five minutes to walk 400m, ten minutes to walk 800m and so on.
- 2.5.4 In view of the highly accessible edge-of-town-centre location of the site, it is concluded that the site is well-located in terms of sustainable transport access and facilitates sustainable travel to access everyday services and facilities.



3 DEVELOPMENT PROPOSALS

- 3.1.1 The proposal is for a four-storey, 62-unit Extra Care complex with a mix of 33 no. 1-bedroom units and 29 no. 2-bedroom units plus communal living areas and an on-site bistro serving subsidised hot food. The residents will be over 70's 'frail elderly' with limited care requirements and living independently.
- 3.1.2 Vehicular access to the site will be from Ellerslie by way of a simple priority junction, with an access road running through a parking court with bays on both sides before entering a second parking court. The vehicle access has footways and a pedestrian dropped crossing with tactile paving. A 4.8m wide dropped kerb emergency access with a gate is proposed to the south of the access to serve the sports fields.
- 3.1.3 Pedestrian access to the site is directly from Milton Road, 10m from the aforementioned bus stop, from where a path runs to the north, east and south of the building to reach the main entrance, with a side path on to Church Walk. Access on foot from the vehicle entrance to the main entrance is via the access road.
- 3.1.4 A total of 32 parking spaces will be provided, of which three will be designed for disabled users. An ambulance bay is also provided near the main entrance. Electric Vehicle (EV) charging facilities will be provided in accordance with Part S of the Building Regulations. Two cycle parking spaces are located in the mobility scooter store, which has capacity for six scooters, along with charging points. A layout plan is shown in Figure 3-1 overleaf.
- 3.1.5 Staffing for the Extra Care complex will consist of a manager, deputy managers, care staff and catering staff. Staff are available 24 hours a day and the scheme is expected to employ the equivalent of 17 full-time people. Generally, there would be 5-7 members of staff on-site during the busiest part of the day and 1-2 staff to cover the night shift. McCarthy Stone aim to employ staff from the local area, who would be encouraged to use sustainable forms of transport to get to the site.

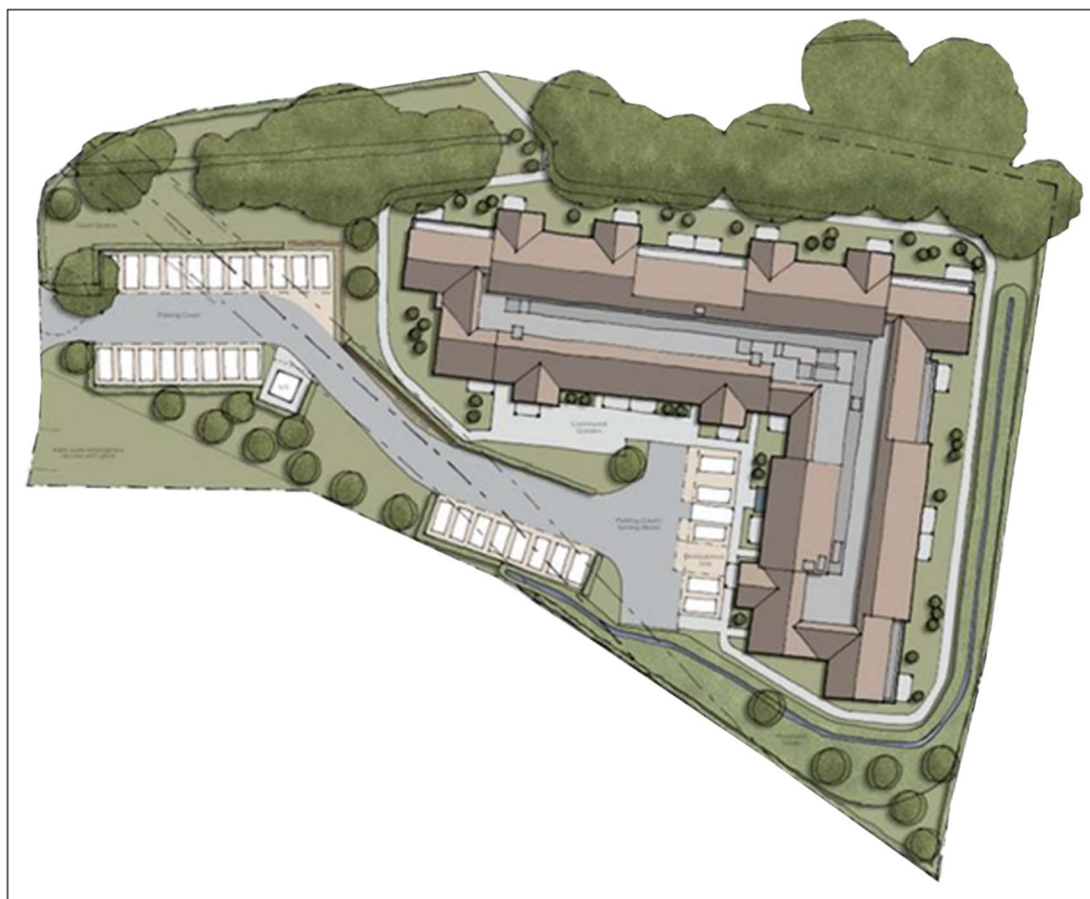


FIGURE 3-1: LAYOUT PLAN OF PROPOSED DEVELOPMENT

4 WORKPLACE TRAVEL PLAN TARGET

4.1 BASELINE MODE SPLIT

- 4.1.1 Due to the lack of existing journey to work data for the site, data has been sourced from the Census 2011 for the local area - Middle-layer Super Output Area (MSOA) Gravesham 011 - to ascertain the existing mode split of journeys to work to local workplaces. This is summarised in Table 4-1 below.

METHOD OF TRAVEL TO WORK	PERCENTAGE OF TRIPS
Walk	20%
Cycle	2%
Bus	2%
Car / Van	63%
Lift sharing	10%
Rail	1%
Motorcycle, Scooter or Moped	2%
Other	0%
Total	100%

TABLE 4-1: BASELINE METHOD OF TRAVEL TO WORK MODE SPLIT FOR MSOA GRAVESHAM 011

- 4.1.2 Within one month of full occupation of the development, a baseline staff travel survey will be conducted to confirm the actual mode share of staff, which will inform the TP target.

4.2 WORKPLACE TRAVEL PLAN TARGET

- 4.2.1 Based on the 2011 Census-based mode split, 35 per cent of journeys to work in the local area are undertaken on foot, by cycle, by public transport or car sharing. An initial target has been set below to cover the five-year period post-occupation of the development. This will be reviewed and amended as required following completion of the baseline staff travel survey:-

- A minimum of **40 per cent of journeys to work** to be undertaken on foot, by cycle, by public transport or car sharing.

- 4.2.2 It is noted that the overall low number of 17 FTE staff means that even minor changes to an individual's circumstances will have a significant impact on the survey results. These changes could include childcare arrangements, the potential to car share, be health-related or attendance at the time of the survey. Therefore, annual monitoring and assessment will need to take these into account.

5 WORKPLACE TRAVEL PLAN MANAGEMENT & COORDINATION

5.1 OVERVIEW

- 5.1.1 This chapter sets out the various roles and responsibilities of those partners who will deliver the TP.

5.2 TRAVEL PLAN COORDINATOR

- 5.2.1 A Travel Plan Coordinator (TPC) will be appointed to oversee the implementation and management of the Plan. The TPC can be a member of staff or a third-party with experience of travel plan coordination and is usually appointed on first occupation. The TPC's responsibilities will include:-

- Obtaining and maintaining commitment and support from staff at the site;
- Implementing an effective marketing campaign for the TP and its specific measures;
- Liaising with parties within the site and outside (e.g. stakeholders, public transport operators) to facilitate coordinated sustainable transport strategies and TP promotion;
- Providing advice and information on transport-related matters to staff; and
- Coordinating the monitoring programme for the TP and reporting to the Planning Authority.

5.3 MARKETING

- 1.1.1 The TP will be marketed to staff via the following means:-

- Travel information on notice boards located in communal areas;
- Travel leaflets and information available in communal areas for all staff;
- Continued promotion of travel information on the company website; and
- Travel information packs and newsletters on the TP given to all staff.

- 1.1.2 It is important that there is continued marketing of the TP from the first day of occupation and thereafter. TP 'branding' is a key part of the promotion of any Plan.

It is important for all users to have a brand that they recognise as it reinforces the TP, its initiatives and what it seeks to achieve.

5.4 STAFF TRAVEL INFORMATION PACK

5.4.1 To increase awareness of the TP, staff will be given a Travel Information Pack upon appointment. This will include the following information:-

- Details of the TP measures and its objectives and targets;
- Plans of walking and cycling routes in the area;
- Passenger transport timetable information for services in the vicinity of the site and onward connections, including train timetables and maps showing the nearest bus stops and routes;
- Contact details for local bus/train operators for ticket ordering;
- Contact details for local cycling groups and shops and information on cycle training courses;
- Corporate information relating to travel and transport; and
- Contact details for the TPC.

5.4.2 The Staff Travel Information Pack will be regularly updated and re-issued to staff, with new staff receiving the latest version upon appointment.

6 MEASURES

6.1 OVERVIEW

- 6.1.1 This section sets out the package of measures which will be implemented to encourage staff to walk, cycle and use public transport to travel to and from work; these measures will be updated following the baseline staff travel survey.
- 6.1.2 Corporate Travel Incentives (to be updated by the Client)
- Government's Cycle to Work Scheme

6.2 TRAVEL INFORMATION AND PLANNING

- 1.1.3 A lack of up-to-date and easy-to-understand travel information can prevent people from using alternatives to the private car. The TPC will seek to disseminate travel information to staff in the following ways:-
- Make staff aware of the available journey planning and 'real-time' information tools;
 - Source local public transport maps showing bus stops, railway stations, route destinations, public transport costs and discounts;
 - Source local cycling maps showing safe, lit routes for cyclists and local cycle repair shops;
 - Highlight any car club/lift share details and any offers for free or discounted membership; and
 - Provide details of useful websites (e.g. for local bus operators and National Rail).

6.3 WALKING INITIATIVES

- 6.3.1 Walking is the most sustainable method of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car.
- 6.3.2 Walking is relatively free, offers predictable journey times and has negligible impact when compared to vehicular travel (e.g. emissions, pollutants, severance etc.). As a form of active travel, walking also offers a range of physical and psychological benefits.

6.3.3 There are certain barriers to walking such as the weather, fear of personal safety and physical barriers including busy roads, watercourses and railway lines. In order to encourage people to walk, the TP will:-

- Promote walking routes both within the site and the local area;
- Highlighting the health benefits of walking via information boards and the Staff Travel Information Pack; for example, *"Walking one mile in 15 minutes burns a similar number of calories as running one mile in nine minutes"*;
- Ensure that pedestrian routes within the site are easily accessible and well-lit to promote their use; and
- Regularly seeking feedback from staff who walk to understand how local walking routes can be improved.

6.4 CYCLING INITIATIVES

6.4.1 Cycling is cheap, offers reliable journey times and is environmentally friendly. Encouragement of cycling can help to improve people's health. In order to encourage staff to cycle, the TP will:-

- Provide cycle route information within the Staff Travel Information Pack and in communal areas;
- Publicise local initiatives being offered to promote safe cycling;
- Provide safe, secure, lit cycle parking facilities with showers and lockers; and
- Promote accessibility of the site by bike.

6.5 PUBLIC TRANSPORT INITIATIVES

6.5.1 The use of public transport is suited for journeys of more than 5km and may be the only realistic travel mode for those who don't have access to a private vehicle.

6.5.2 The Staff Travel Information Pack will include the latest bus and train service timetables, ticket prices and available discounts. Maps identifying the location of suitable routes to nearby bus stops and railway stations will be displayed in the communal areas.

6.6 CAR SHARING

1.1.4 Car sharing offers a sustainable travel option with a number of advantages, as listed below:-

- Easing the demand on parking facilities and reducing the implementation cost and maintenance cost of providing vehicle parking;
- Lessening traffic congestion around the workplace;
- Reducing the environmental impact of staff travelling to and from work;
- Saving money on fuel; and
- Providing the opportunity to socialise.

1.1.5 To make car sharing attractive, incentives and marketing must be in place and the following elements will be introduced to encourage car sharing:-

- The promotion of <https://liftshare.com/uk>, which links two or more people (not necessarily from the same site) travelling from the same place and has a high rate of matches. Information packs can be requested online;
- The provision of practical advice on car sharing, including publicising the benefits using leaflets and the travel information pack;
- The creation of an in-house database for staff, to co-ordinate lift sharing opportunities; and
- Discussion with a local taxi firm to provide an emergency lift home service, for staff who have car shared.

7 MONITORING AND REVIEW

7.1 OVERVIEW

- 7.1.1 This TP will be subject to monitoring, review and revision to ensure it remains relevant. This section sets out the method of monitoring and review over the first five years of the development.

7.2 MONITORING

- 7.2.1 Monitoring the TP will help assess the progress that has been made towards its targets and to identify if initiatives are succeeding or failing. Monitoring will take the form of a staff travel survey which will be undertaken by the appointed TPC within one month of full occupation and then annually for the first five years.
- 7.2.2 The annual review will serve to be both informational and promotional, advising on the progress of individual actions, setting out initiatives for the following period and reflecting on the overall success of the TP.

7.3 REPORTING

- 7.3.1 The TPC will report the baseline staff travel survey results to Kent County Council (KCC) within one month of the survey. KCC will review the results and, if necessary, the TPC will revise the targets accordingly. The results of the travel surveys will be included in the following revision of the TP. If the targets are not being met, the TPC will agree measures with KCC to bring the TP back on target.

8 ACTION PLAN

8.1.1 The actions which will be undertaken to deliver the TP are summarised in Table 8-1 below.

ACTION	RESPONSIBILITY	TIMESCALE
Appointment of Travel Plan Coordinator (TPC)	McCarthy & Stone Retirement Lifestyles Limited	Prior to occupation of the site
Preparation of Staff Travel Information Pack	TPC	Prior to occupation of the site / ongoing
Identify locations for communal notice boards	TPC	Prior to occupation of the site
Installation of cycle parking and other related infrastructure.	McCarthy & Stone Retirement Lifestyles Limited	Prior to occupation of the site
Complete baseline staff travel surveys	TPC	Within one month of full occupation of the site
Review baseline staff travel survey data, produce monitoring report and modify / agree TP	TPC	One month after undertaking surveys
Undertake annual staff travel survey	TPC	Annually (5-year period)
Review TP and submit survey results to KCC	TPC	Annually (5-year period)

TABLE 8-1: ACTION PLAN

8.1.2 Please note that due to the nature of the work undertaken by staff, which is providing care and support to the residents, soft measures such as homeworking, reduced site attendance and compressed hours are not considered appropriate TP measures.