



Box+III Gravesend Limited

**Unit C, Imperial Retail Park,
Gravesend**

Travel Plan

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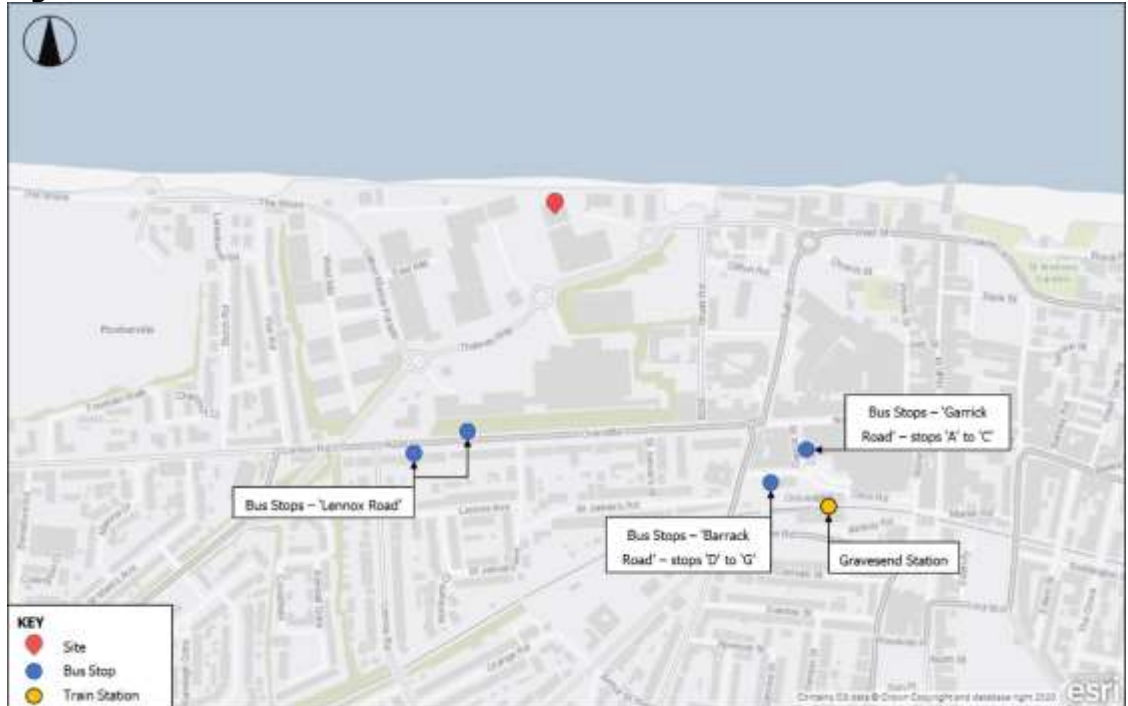
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1 INTRODUCTION

Overview

- 1.1 This Travel Plan has been prepared by TTP Consulting for Unit C (the Unit) at the Imperial Retail Park (the Park) in Gravesend.
- 1.2 The location of the Park is shown at **Figure 1.1**.

Figure 1.1: Location Plan



- 1.3 A Travel Plan is a long-term strategy which sets out the principles and a range of measures to ensure that travel made by staff and visitors is carried out in the most sustainable means possible and to minimise the impact of the proposals on the transportation network including reducing reliance on the private car. This is achieved by setting out a strategy for eliminating the barriers keeping employees and visitors from using sustainable modes, which in effect can self-manage single-occupancy vehicle use. The Travel Plan includes a range of hard and soft measures that will be implemented to promote sustainable travel.

- 1.4 The primary objective of a Travel Plan is to reduce unnecessary vehicular trips and to increase the use of alternative, more sustainable modes of transport and in particular walking and cycling. It has been prepared in accordance with Travel Plan best practice and guidance taking into account prevailing conditions.
- 1.5 This document will be used by the Occupier to prepare a Travel Plan within 3 months of occupation; the scope of the document will depend on the number of employees, with a full Travel Plan prepared where there are 25 or more FTE staff, and a Travel Plan Statement in the event there are fewer than 25 FTE staff.

Benefits of a Travel Plan

- 1.6 The achievement of the objectives will bring about a range of benefits as follows:
- 1.7 Employee benefits:
- An excellent opportunity for exercise through cycling and walking;
 - The opportunity to save money by using alternative modes of travel to the car;
 - Improved quality and reliability of journeys to and from work;
 - Improved environment for living and working.
- 1.8 Occupier benefits:
- A demonstration of the environmental credentials of the organisation;
 - Reduced infrastructure and maintenance costs associated with parking;
 - An incentive to recruiting and retaining staff through travel benefits; and
 - A healthier and more productive workforce.
- 1.9 Wider community benefits:
- A more measured level of traffic generated by the development and therefore less impact on the highway network;
 - Improvements to congestion levels, delay and queuing;
 - On-going improvements to air quality and noise.

Travel Plan Co-ordinator

- 1.10 The following contact details will be included in the Travel Plan:

Name: _____

Telephone: _____

Email: _____

Policy and Best Practice

- 1.11 The need to manage transport in new developments is enshrined in many policy and guidance documents. Over the past ten years or so, the need to reduce car dependency, increase travel choices and encourage sustainable distribution has been established through key documents such as the National Planning Policy Framework and Local Plans.
- 1.12 Guidance documentation produced by the Department for Transport outlines the role and benefits of Travel Plans in the planning process, the way to secure them and their inter-relationship with transport assessments. It also discusses the requirements and elements of an effective travel plan.

2 SITE ASSESSMENT

The Site and Surrounding Area

- 2.1** The Park comprises of approximately 11,972sqm of floorspace with tenants including B&Q, Carpetright, Dreams, Lidl, Poundland, Pets at Home, Halfords and Tim Hortons. Unit C which is located in the north eastern corner of the Park as illustrated below has a ground floor area of 928sqm; it has a dedicated service yard to the rear which is accessed from Clifton Marine Parade.

Figure 2.1: Park Layout

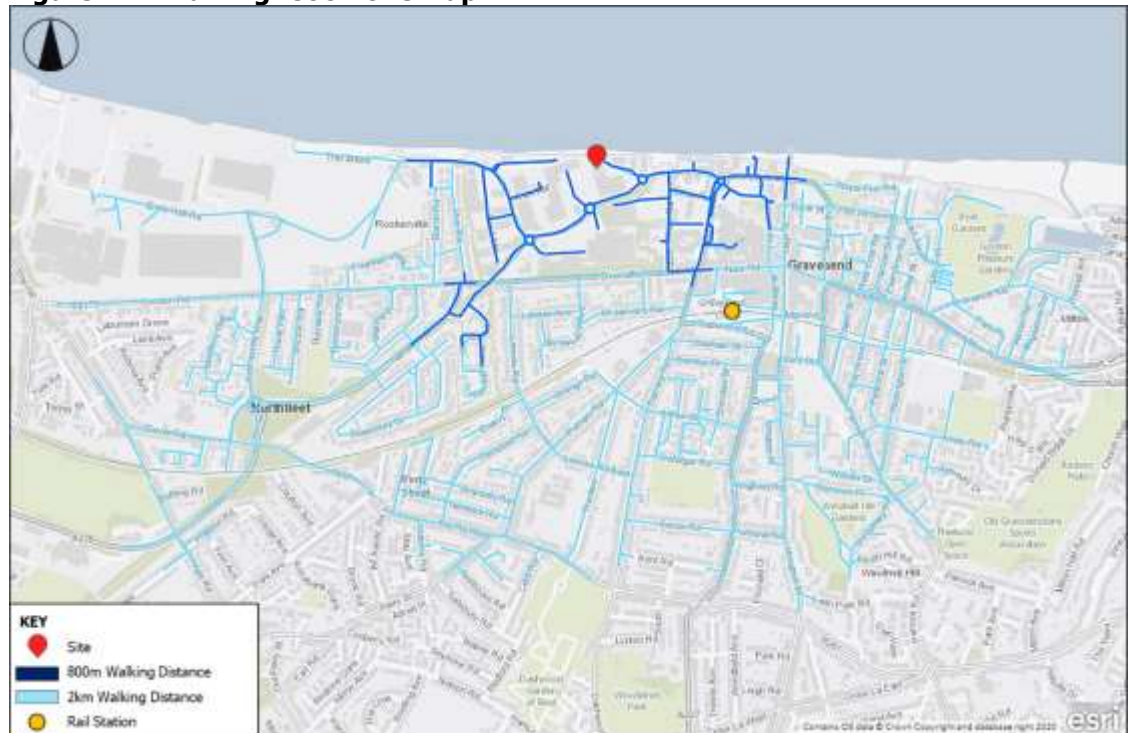


- 2.2** There is parking for up to 409 cars which includes 17 spaces reserved for Blue Badge holders; the car park is known to operate within capacity for the majority of the week with the busiest days of the week occurring over the weekend in common with retail parks and town centres throughout the UK. Parking is free for customers subject to terms and conditions including a 5hr maximum duration of stay.
- 2.3** The Park is bound by the River Thames to the north with commercial properties to the east, west and south, including an ASDA superstore with petrol filling station immediately to the south, and an ALDI supermarket circa 500m to the south via Thames Way

Accessibility on Foot

- 2.4 Walking is considered to be a suitable mode of transport to replace car and public transport journeys for distances up to 2km with factors such as health, weather, gradients and facilities along with access to a car and journey purpose influencing a person's choice to walk. There are footways on one or both sides of all roads in the vicinity of the Site which includes a footway separated from the main carriageway along the northern side of Thames way with a footway along the southern carriageway. A stepped pedestrian link between Thames Way and Overcliffe provides a link to the wider pedestrian network and public transport facilities.
- 2.5 **Figure 2.2** provides details of an 800m and 2km catchment zone surrounding the Site. The map shows that residential areas can be accessed on foot, as well as a number of bus stops.

Figure 2.2: Walking Isochrone Map



Access by Bicycle

- 2.6 Cycling is considered to be a suitable mode of transport to replace car and public transport journeys for distances up to 8km with similar factors to walking affecting a person's choice to cycle. There are no dedicated cycle routes or lanes within the Estate itself, albeit the majority of the roads have double yellow line on waiting restrictions along both sides of and are flat with relatively low flows and as such are considered suitable for cycling.
- 2.7 **Figure 2.3** shows a 5km and 8km cycling catchment from the Park this includes a number of residential areas with all of Gravesend, Northfleet, Westcourt and Shears Green within a 5km cycle whilst Southfleet, New Barn, Instead Rise and Riverview Park are within an 8km cycle of the Park.

Figure 2.3: Cycling Isochrone Map



Public Transport Accessibility

- 2.8 The closest bus stops 'Lennox Road' are located on Overcliffe approximately 660m to the south of the Site which provide access to buses on Routes 306, 480 Sapphire, 490 Sapphire, AZ Fastrack, B Fastrack and S1. Additional stops can be accessed on Barrack Row and Garrick Street approximately 920m east of the Site. Bus stops 'A' to 'G' provide access to an additional 13 bus routes of which 6 are school buses that only run during school arrival and departure times, with a summary of the more frequent services provided in **Table 2.1**.

Table 2.1: Summary of Local Bus Services					
Bus Stop	Route		Frequency (every 'x' minutes)		
	No.	Destination	Mon-Fri	Saturday	Sunday
'Lennox Road'	480 Sapphire	Dartford – Riverview Park	20	20	30
	490 Sapphire	Bluewater – Valley Drive	20	20	30
	AZ Fastrack	Dartford – Gravesend	Once an hour during morning (04:00 – 09:00) and evening hours (17:00 – 20:00)		
	B Fastrack	Temple Hill – Gravesend	12	12 – 15	20
'Garrick Street' – Stops 'A – C'	481	Riverview Park – Gravesend	60	60	X
'Barrack Street' – Stops 'E' – 'G'	190	Gravesend – Chatham	20	20	60
	308	Gravesend – Sevenoaks	90	90	X
	416	Gravesend – Meopham	90	180	X
	417	Gravesend – Cliffe	180	210	X
	483	Kings Farm – Bluewater	30	30	30
	489	New Ash Green – Gravesend	120	180	X

- 2.9 Gravesend Station is located approximately 950m to the east of the Site and provides access to Thameslink and Southeastern rail services. Thameslink services operate between Rainham and Luton via central London with services running every 30 minutes. Southeastern services operate between St Pancras International / Charring Cross and Ramsgate / Margate / Maidstone West / Faversham with services to and from Charing Cross running every 30 minutes and services to and from St Pancras international running every 60 minutes

Baseline Mode Share

- 2.10 The 2011 Census has been examined to establish the method of journey to work for the workplace population; the data for the super output area – middle layer (Gravesend 02) in which the Park is located is summarised in **Table 2.2**.
- 2.11 The table shows that the majority of people working in the immediate area travel to work by car with 60% driving and 7% travelling as a passenger in a car, with 14% using public transport and 16% walking with only 1% cycling.

Table 2.2: 2011 Method of Travel to Work [Gravesham 002]	
Mode	Workplace Population (%)
Rail	5%
Bus	9%
Taxi	0%
Motorcycle	1%
Car Driver	60%
Car Passenger	7%
Bicycle	1%
Walking	16%
Total	100%

Highway Network

- 2.12 Thames Way which provides access to the retail park runs in a broadly east to west orientation between West Street to the east and Stonebridge Road (the B2175). In the vicinity of the Site the road is a two-way single carriageway road with double yellow lines along both sides of the carriageway. Approximately 550m west of the Site the road forms the A226 with the road expanding to provide bus lanes on each side of the carriageway with a single lane in each direction for other vehicles.
- 2.13 The A226 is the main connecting road in the vicinity of the site. The road runs in a broadly east to west orientation between the A2 to the east Watling Street and the A207 Crayford Road to the west, whilst connecting to the M25 (via B2228), Gravesend town centre, Dartford and Strood.

3 OBJECTIVES AND TARGETS

- 3.1 This section sets out the overarching objectives and targets for the Travel Plan along with indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review can be found in **Section 6**.
- 3.2 **Objectives** are the high-level aims of the Travel Plan which help to give it direction and provide a clear focus.
- 3.3 **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the Travel Plan Co-ordinator will seek to reach within the period covered by this Plan.

Objectives

- 3.4 The Travel Plan's over-riding objective is:
- To engage with and encourage employees to use the most sustainable way of travelling to the workplace through more effective promotion of active modes. This will minimise the impact on the surrounding road and reduce pressure on the public transport network during peak hours.
- 3.5 The sub-objectives are to:
- Increase employee awareness of the advantages and availability of sustainable / active modes of transport;
 - Promote the health and fitness benefits of active travel to all users;
 - Introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
 - Reduce unnecessary car and public transport journeys.

Targets

- 3.6 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 6**) to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).
- 3.7 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Travel Plan relate to the degree of modal shift the plan is seeking to achieve. Whereas Full Travel Plans would include both Aim and Action Targets, Welcome Packs provide information for employees and do not include targets.

Action Targets

3.8 The Travel Plan Action Targets will include the following:

- Appoint a Travel Plan Co-ordinator prior to opening;
- Launch the Travel Plan within 1 month of opening;
- Promote Walk to Work and National Cycle Week;
- Promote public transport;
- Carry out the Baseline Travel Survey (Year 0) within 3 months of opening;
- Undertake a Travel Survey within 12 months of the Year 0 Baseline travel survey;
- Prepare a Monitoring Report and submit to the Council for approval within 1 month of the Year 1 survey;
- Undertake Travel Surveys on the 3rd and 5th anniversary of the Year 0 Travel Survey;
- Prepare Monitoring Reports within 1 month of the Year 3 and 5 surveys;

Aim Targets

3.9 The Travel Plan recognises that it is not possible to set accurate targets so far in the future and as such it should be acknowledged that the targets will change over time as results from on-going monitoring becomes available which will be discussed with the Council.

Table 3.1: Summary of Assumed Baseline Main Mode Share and Target			
Mode	Assumed Base Mode Share	Year 5 Target	% Change
Public Transport	14%	15%	+1%
Driving a car or van	60%	50%	-10%
Passenger in a car or van	7%	8%	+1%
Bicycle	1%	5%	+4%
On foot	16%	20%	+4%

3.10 **Table 3.1** outlines the targets for the Travel Plan to be achieved within 5 years of the launch of the Travel Plan; these would only apply when a Full Travel Plan is implemented, i.e. where there are 25 or more FTE staff. The targets will be revised up (or down) if necessary, following the receipt of the various Travel Surveys acknowledging that travel patterns change with time due to a number of factors including employee home origin and opportunities for sustainable travel. The target is to reduce the mode share to car driver by 15% during the course of the Plan with a 15% increase in sustainable modes focusing on active travel.

4 TRAVEL PLAN STRATEGY

Travel Plan Management

4.1 The Travel Plan Co-ordinator will be responsible for overseeing the management, development, implementation and review of the Travel Plan. The primary responsibilities of this role include:

- The implementation of measures as set out in the Travel Plan;
- To undertake Travel Surveys (where applicable) in Years 0 (baseline), 1,3 and 5;
- To oversee the development and implementation of the Travel Plan;
- Promoting the objectives and benefits of the Travel Plan;
- Regular updating of this Travel Plan to ensure the travel information available is up to date;
- Liaison with the Council;
- Acting as the point of contact for information with employees.

Marketing Strategy

- 4.2 Each employee will be provided with a Travel Pack upon commencement of employment which will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, and contact details for taxi operators.
- 4.3 Employees will, as a consequence, be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking. In conjunction with the Travel Pack, marketing activity will be undertaken.
- 4.4 Visitors will be provided with information on how to travel to the Park using public transport when arranging a meeting.

5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

- 5.1 This section outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are the core of the Travel Plan. The measures are considered as being suitable for the Building. However, the list is not exhaustive and the Travel Plan Co-ordinator will be free to investigate other potential initiatives.

Travel Packs

- 5.2 Travel Packs will be distributed to all employees either digitally or in paper format. The packs will contain a summary of the information provided below that will be useful for employees to make decisions about how to travel in the most sustainable and active manner and will contain the following information:

- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of walk routes and key destinations e.g. local amenities; and
- Details of the Travel Plan Co-ordinator and Travel Plan.

Encouraging Walking

- 5.3 Walking is free and one of the most sustainable methods of travel having a number of physical and psychological benefits. Furthermore, walking features in most people's journeys, including those who use public transport or those without access to a car. Walking offers reliable journey times and has an important role to play for journeys made to the workplace, particularly for short journeys.
- 5.4 The Travel Plan Co-ordinator will encourage staff living within walking distance to walk whenever possible, and provide information on events promoted by the Council and Nationally. They will liaise with staff who walk to understand any issues, and liaise with Head Office and the Estate Management regarding any maintenance issues within the Park, and the Council regarding any maintenance issues on the public highway.

Encouraging Cycling

- 5.5 The Travel Plan Co-ordinator will promote cycling as a viable transport option by supporting those interested in cycling in terms of promoting good routes and maintaining and/or establishing the physical facilities required.
- 5.6 The Travel Plan Co-ordinator will undertake the following measures to encourage cycling:
- Promotion of the health benefits of cycling;
 - Publicise the availability of cycle parking; and
 - Promote events such as National Bike Week and Cycle Training.

Encouraging Public Transport

- 5.7 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus and train services, including route information and service frequencies, will be made available to employees. Traveline and Council travel websites and enquiry phone numbers will also be promoted through the Travel Packs and at the reception.
- 5.8 Employees will be advised of the best ways to seek out the most-up-to-date travel information for local and national public transport services, including the use of smart phone technology.

Car Use

Car Sharing

- 5.9 It is recognised that some employees will need to drive to work. However, it is not necessary that each employee who needs to drive travels alone each day, with car sharing a convenient way to reduce the number of vehicles on the road. The Travel Plan Co-ordinator will promote the benefits of car sharing for when employees may need to use a car, and look to allocate parking spaces to those who car share when travelling to / from work each day.

Low Emission Vehicles

- 5.10 The Occupier will encourage staff who need to drive to work to purchase / drive low or zero emission vehicles.

6 MONITORING AND REVIEW

- 6.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

Monitoring

- 6.2 The monitoring of the Travel Plan will take place through the five-year life span of the plan. All monitoring will follow the most relevant up to date guidance and will be the responsibility of the Travel Plan Co-ordinator.
- 6.3 The monitoring process will start with the implementation of the Travel Plan with the Travel Plan Co-ordinator monitoring the condition of the cycle parking on a frequent basis along with liaising with staff on travel related subjects. Where appropriate, Year 0 Baseline surveys will be undertaken within 3 months of the Unit opening for trading. Further Travel Surveys will be undertaken on the 1st, 3rd and 5th anniversary of the Year 0 Baseline survey.
- 6.4 The Travel Plan Co-ordinator will prepare a Monitoring Report within 2 months of each Travel Survey. The Monitoring Report will include the results of the survey along with details of any new measures introduced and a general summary.
- 6.5 A copy of the draft Travel Survey Questionnaire is included at **Appendix B**.

Review

- 6.6 The review of the Travel Plan which will be carried out after each monitoring survey which will consider the following:
- The success of the measures since the previous review;
 - The need to amend or introduce new targets; and
 - The need to change or introduce new measures.
- 6.7 The Travel Plan Co-ordinator will review the Travel Pack annually in January each year or as and when necessary to ensure that it is up to date.

7 ACTION PLAN

7.1 **Table 7.1** sets out a draft Action Plan which will be revised, if necessary, following each Travel Plan Monitoring and Review.

Table 7.1: Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Maintenance of Cycle Parking	Ongoing	Occupier	Condition of cycle parking	Occupier
Appointment of TPC	Prior to opening	Occupier	TPC appointed	Occupier
Production of Travel Plan	Prior to opening	Occupier	Travel Plan	TPC / Occupier
Production of Travel Pack	Prior to opening	Landlord	Completed Travel Pack	Landlord
Updating Travel Pack	Annually	Occupier	Updated Travel Pack	Occupier
Launch of Travel Plan	Within 1 months of the Unit opening	Occupier	Travel Plan Launched	TPC / Occupier
Travel Pack issued to staff	Prior to commencement of employment	Occupier	Staff received Travel Pack	TPC
*Baseline Travel Survey (Year 0)	Within 3 months of opening	Occupier	Receipt of survey results	TPC
Update Travel Plan	Within 1 month of receipt of survey	Occupier	Updated Travel Plan	TPC
Promote walking & cycling	Ongoing with focus on summer months	Occupier	NA	TPC

**for full Travel Plans, i.e. with 25 or more FTE staff*

Appendix A

(Travel Questionnaire)

Travel Survey Questionnaire

As part of the Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact _____ on _____. Thank you in advance for your help.

1. What time do you normally arrive at work?

☐ Before 07:00 (01)	☐ 07:00-08:00 (02)	☐ 08:00-09:00 (03)	☐ 09:00-10:00 (04)
☐ 10:00-16:00 (05)	☐ 16:00-17:00 (06)	☐ 17:00-18:00 (07)	☐ 18:00-19:00 (08)
☐ 19:00-20:00 (09)	☐ 20:00-21:00 (10)	☐ After 21:00 (11)	

2. What time do you normally leave work?

☐ Before 07:00 (01)	☐ 07:00-10:00 (02)	☐ 10:00-14:00 (03)	☐ 14:00-17:00 (04)
☐ 17:00-18:00 (05)	☐ 18:00-19:00 (06)	☐ 19:00-20:00 (07)	☐ 20:00-21:00 (08)
☐ 21:00-22:00 (09)	☐ 22:00-23:00 (10)	☐ 23:00-24:00 (11)	☐ After 24:00 (12)

3. On average how long does your journey take?

☐ 0-15min (01)	☐ 16-30min (02)	☐ 31-45min (03)	☐ 46-60min (04)
☐ 61-75min (05)	☐ 76-90min (06)	☐ Over 90min (07)	

4. Approximately how far is your journey?

☐ 0-1 Mile (01)	☐ 2-3 Miles (02)	☐ 4-5 Miles (03)	☐ 6-10 Miles (04)
☐ >10 Miles (05)			

5. What mode of transport do you use for the LONGEST part of your journey to work?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

6. What alternative mode of transport would you consider if your usual mode wasn't available?

☐ Drive Alone (01)	☐ Car Passenger (02)	☐ Bus (03)	☐ Train / Light Rail (04)
☐ Walk (05)	☐ Cycle (06)	☐ Motorbike (07)	☐ Taxi (08)
☐ Car Share (09)	☐ Other (10)		

7. What would encourage you to use an alternative mode of travel?

☐ More frequent bus services (01)	☐ Better pedestrian / cycle routes (02)
☐ A cleaner walking / cycling environment (03)	☐ A friend to walk / cycle with (04)
☐ A safer walking / cycling environment (05)	☐ Nothing (08)
☐ Better information on alternatives (07)	

8. In what age category do you fall?

☐ 25 and under (01)	☐ 26 to 40 (02)	☐ 41 to 60 (03)	☐ Over 61 (04)
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