

FRAMEWORK TRAVEL PLAN

Northfleet Central 1 Ltd

Northfleet Harbourside, Gravesham

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Framework Travel Plan

Report control

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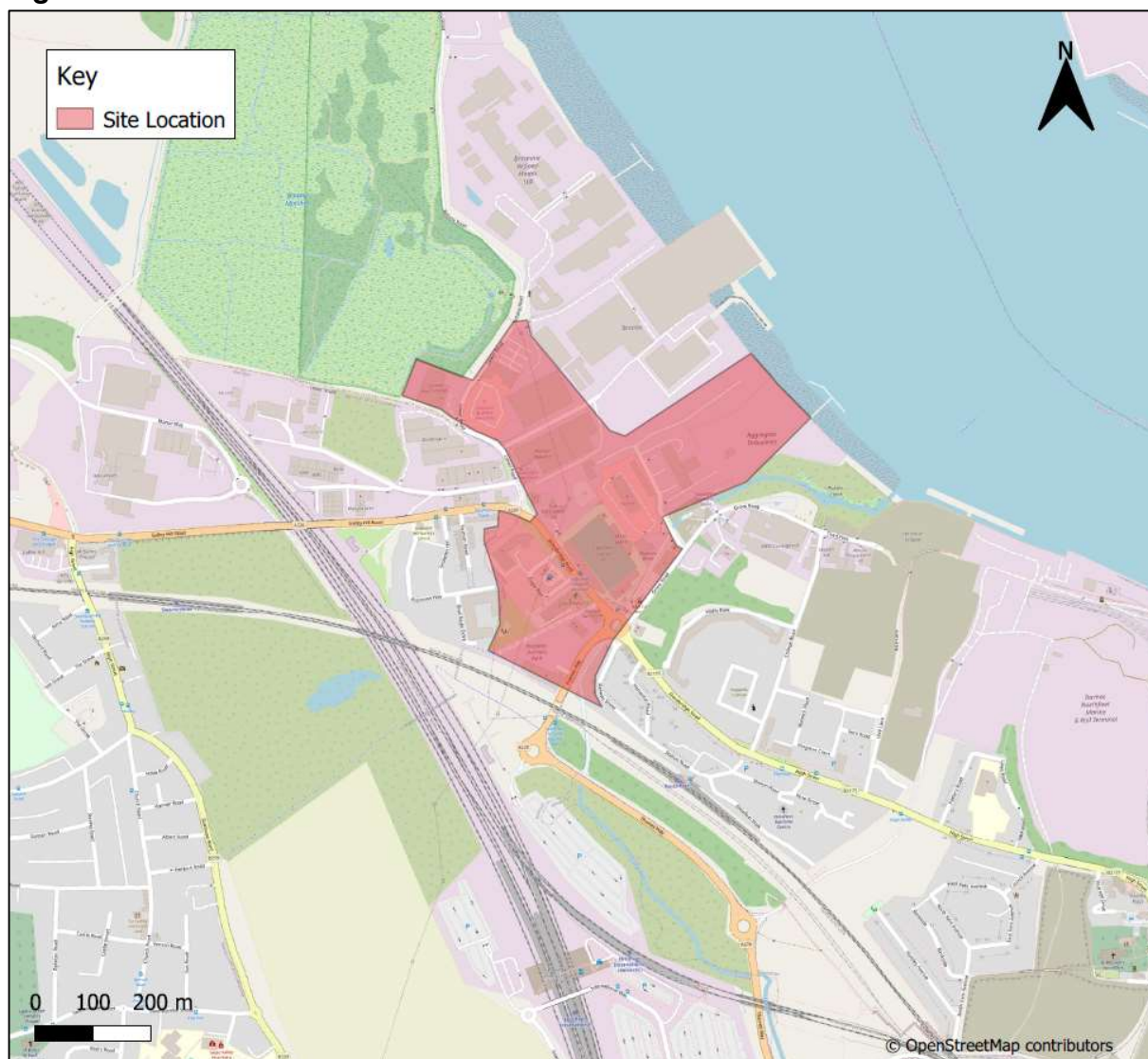
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1 Introduction

- 1.1 Vectos have been appointed by Northfleet Central 1 Limited to provide transport planning in support of an outline planning application for a mixed-use development on land at and surrounding the Ebbsfleet United Football Ground. The site location is illustrated in **Figure 1.1** below whilst a plan of the proposed development is included in **Appendix A**.

Figure 1.1: Site Location



- 1.2 The site falls within the administrative boundaries of Kent County Council (KCC) and Gravesham Borough Council (GBC).
- 1.3 The Proposed Development will comprise:
- Site clearance including the existing industrial uses on-site and remediation of brownfield land as relevant;
 - Realignment of the A226 Galley Hill Road / Stonebridge Road;

- Up to 3,500 residential units (Use Class C3);
- A new multi-use stadium (with associated facilities) with up to 8,000 seats and up to 15,000m2 Gross External Area (GEA) (Sui Generis Use);
- Up to 22,500m2 (GEA) Use Class E(a) retail floorspace;
- Up to 9,500m2 (GEA) Use Class E(b) food and beverage floorspace;
- Up to 18,000m2 (GEA) Use Class E(g) office floorspace;
- Up to 5,000m2 (GEA) 'other' flexible use, comprising local services, indoor sport, recreation and fitness, medical or health services, crèche or nursery, etc.) (Use Class E(c, d, e, f));
- Up to 4,000m2 (GEA) (Use Class F2) local community use;
- Up to 300 room hotel (Use Class C1), comprising up to 20,000m2 (GEA) floorspace;
- Other Sui Generis Uses
- Car, cycle parking and e-charging facilities; and
- Provision of landscaping, public realm and associated works.

- 1.4 This Framework Travel Plan (FTP) relates to the entirety of the proposed development, including both the commercial and residential aspects of the site. This FTP considers guidance contained within the National Planning Practice Guidance (NPPG) and the Gravesham Core Strategy.

Mission Statement

- 1.5 The predominate aim of this FTP is to put in place the management tools deemed necessary to enable future site users of the development to make more informed decisions about their travel, which minimises the adverse effects of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping site users from using sustainable modes which in effect self manages single-occupancy vehicle use.

Scope

- 1.6 This FTP has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan itself.
- 1.7 The remainder of this document is structured as follows:
- **Section 2** – Outlines the existing site;
 - **Section 3** – Outlines the baseline travel patterns for residents at the site;
 - **Section 4** – Sets out the objectives and targets of the Travel Plan;

- **Section 5** – Outlines the Travel Plan strategy;
- **Section 6** – Sets out the measures that will be implemented to help achieve the objectives and targets of the Travel Plan;
- **Section 7** – Outlines the monitoring and review programme which will ensure the Travel Plan continues to develop;
- **Section 8** – Sets out the Action Plan for the site.

2 Existing Site Context

- 2.1 This section of the FTP provides an overview of the development site and the background to the development proposals.

Active Travel

Walking

- 2.2 The transport network surrounding the site has excellent pedestrian and cycling connectivity with several footway and cycleway connections in the local area.
- 2.3 Footways are present along both sides of the A226 with street lighting provided throughout. The footways are adequately surfaced, with dropped kerbs and tactile paving present at times. These footways continue along the B175 (Stonebridge Road) and the A226 to the north with footway connections also provided from the site to Ebbsfleet International station.
- 2.4 Further pedestrian routes are also available in the form of PROWs. To the south, a pedestrian footpath provides access to the site via a footway over the railway line towards Swanscombe. An additional promoted PROW route travels through the site with a general north south alignment. This route travels northwest from Gravesend passing through the site and into the marshes.
- 2.5 These routes and the 800m and 2km isochrones associated with each of the character areas across the site are illustrated within **Figure 2.1** and **Figure 2.2** overleaf. Full size plans are shown in **Appendix B**.

Figure 2.1: Walking Routes and 800m Isochrones

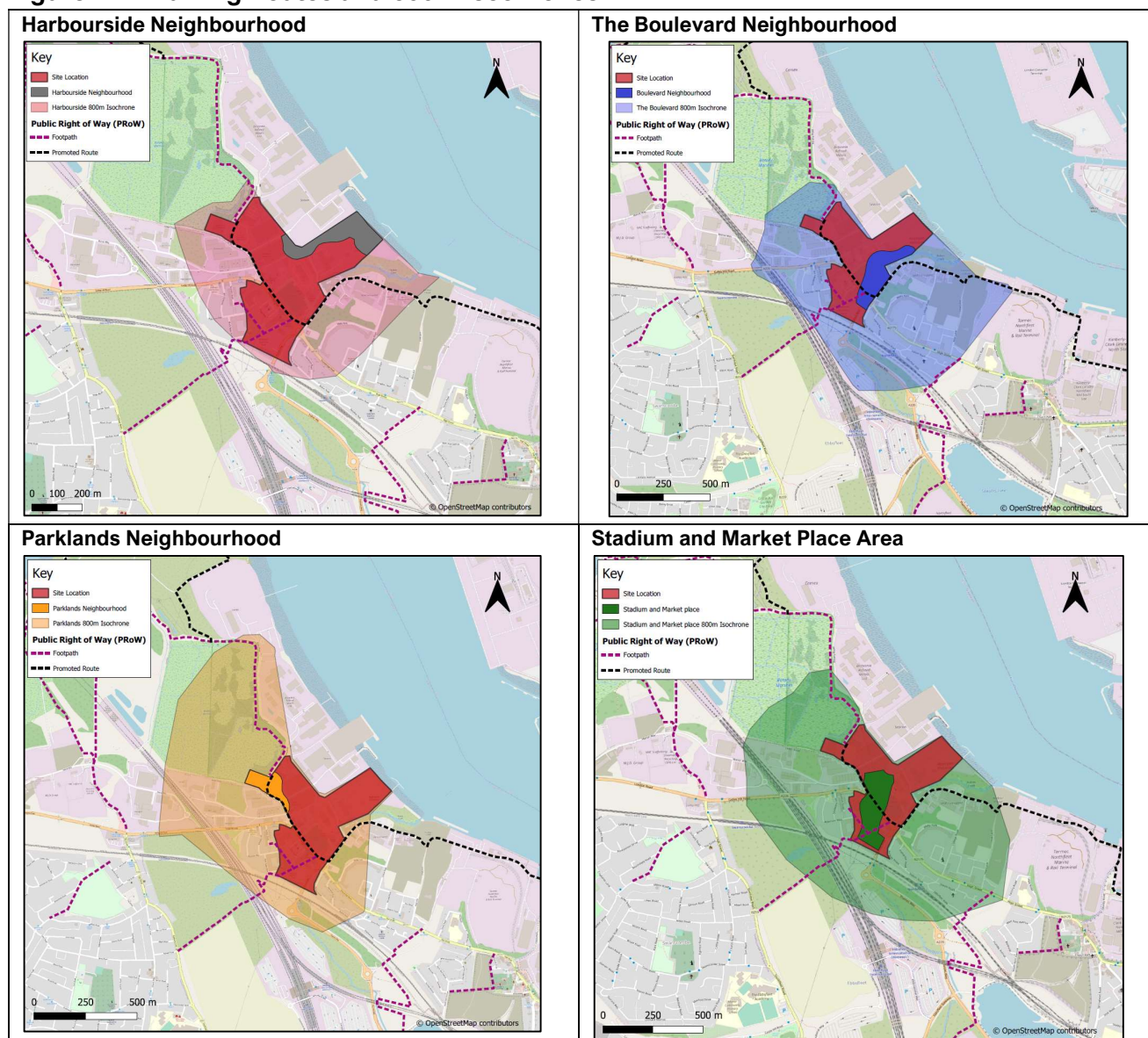
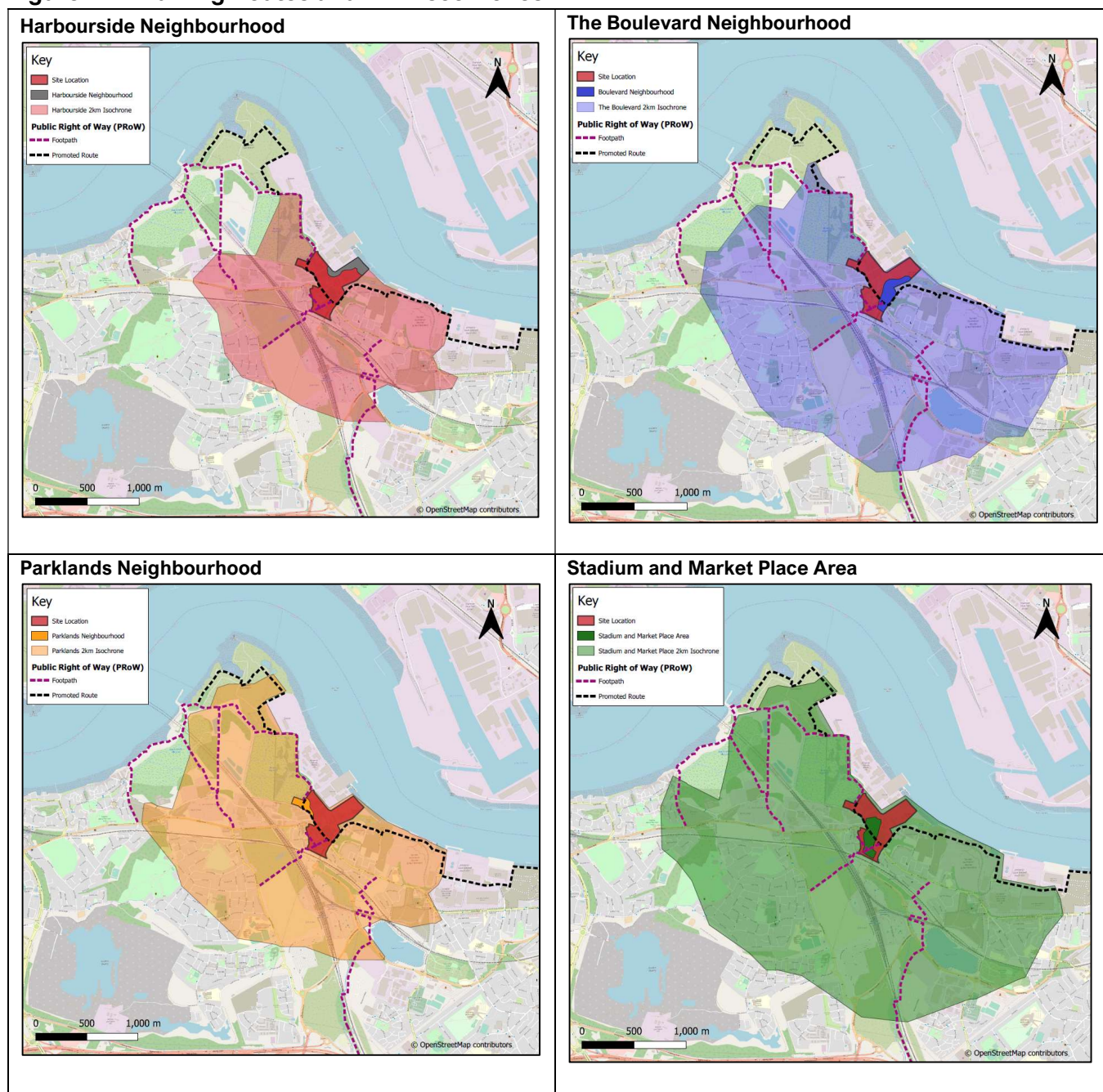


Figure 2.2: Walking Routes and 2km Isochrones

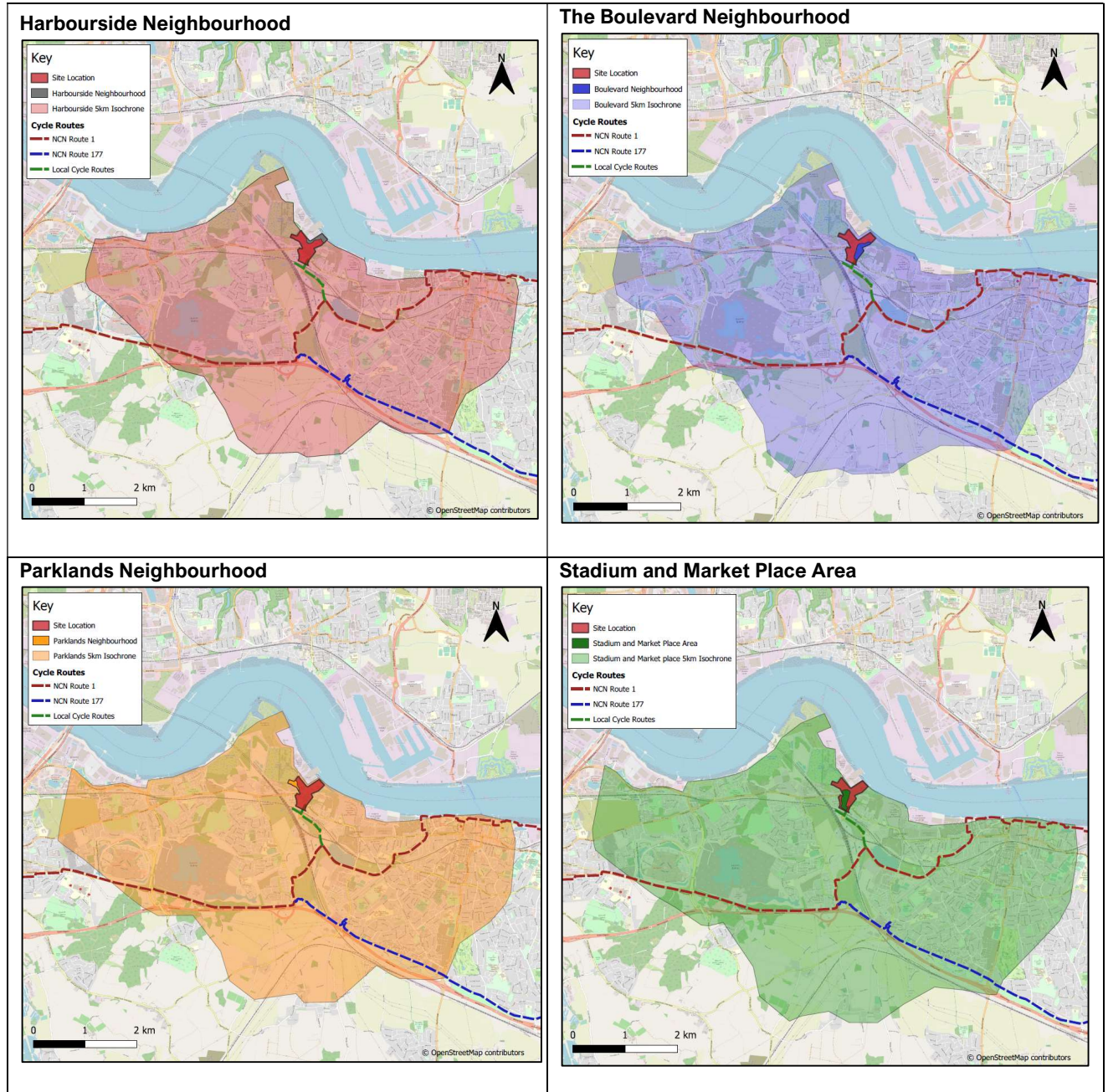


Cycling

- 2.6 Regarding cycling, there is a local cycle route along the A226 to the south of the site that consists of an off carriageway shared cycleway. This carriageway continues to travel southbound along the A226 (Thames Way) towards Gravesend. At the A226/A2260 junction, 1.2km from the site the local cycle route changes to become NCN Route 1, however the route characteristics remain the same.
- 2.7 NCN Route 1 is a long-distance cycle route that runs from Kent to Essex passing through central London. In closer proximity to the site, the route provides access to Gravesend to the east and Dartford to the west. Further to the south, NCN Route 1 provides access to NCN Route 177. **Figure**

2.3 overleaf highlights these key cycle routes along with the 5km isochrone associated with each of the key character areas across the site. Full size plans are shown in **Appendix C**.

Figure 2.3: Cycle Routes and 5km Isochrones



Existing Offsite Walking / Cycling Assessment

- 2.8 An audit has been completed to review the existing walking and cycling routes that are not located within the site boundary. Routes within the site boundary have not been included within this assessment as the proposals for this development involve the complete redevelopment of the area and as such an assessment of these routes would not be beneficial or representative of the future site.
- 2.9 It is also noted that The Green Corridors and KCC Active Travel teams are considering / proposing several walking/cycling schemes across the Ebbsfleet / Gravesham area. These schemes include:
- Improvements to the cycle route along Thames Way;
 - A feasibility study looking to improve the Fastrack service and the walking/cycling facilities along Stonebridge Road between Lower Road and Grove Road. This is the section of Grove Road through the proposed site.
 - A feasibility study looking to improve the walking/cycling connections along the A226 between Craylands Land and Lower Road.
 - Improvements to Northfleet High Street
- 2.10 The routes that have been assessed are from the site boundary to the following locations:
- Ebbsfleet International Station
 - Northfleet Railway Station
 - Swanscombe Railway Station
 - Lawn Road Primary School
 - Ebbsfleet Academy
 - Swanscombe Methodist Church
 - Swanscombe Health Centre
- 2.11 Overall, this assessment determined that there are more than adequate walking routes between the site and three local stations. The assessment of these routes is shown in Appendix D of the TAA.

Public Transport

- 2.12 The site has excellent connectivity to the surrounding public transport network and has access to regular bus and rail services within a few minutes' walk of any area within the proposed red line boundary.

Bus Services

- 2.13 There are multiple bus stops located within walking distance of the site, including the Ebbsfleet United Football Ground bus stop located along the A226 directly adjacent to the existing football ground. A second bus stop, Taunton Road is located along the A226 approximately 200m north of the Ebbsfleet United Football Ground. Both bus stops provide raised kerbs and timetables.
- 2.14 Pedestrians can access the Taunton Road bus stop on foot using the pedestrian footways present on both the northern and southern sides of the A226 carriageway. These footways are generally wide and well surfaced, with dropped kerbs and street lighting throughout. Additional protective barriers are in place around the Lower Road junction to provide additional protection to pedestrians.
- 2.15 Those accessing eastbound services from this stop will travel along the northern footway and will need to cross Lower Road which is located between the site and Taunton Road bus stop. This road has no dedicated pedestrian crossing however this is not considered to be a notable concern as Lower Road solely acts as an access to the industrial area to the north and as such has low traffic flows.
- 2.16 In order to access the westbound services, pedestrians will need to cross the road at the pedestrian crossing located immediately to the west of the Grove Road/Stonebridge Road/A226 roundabout. This crossing point has a central reservation and protective metal barriers.
- 2.17 An overview of the bus services servicing these bus stops is presented within **Table 2.1** overleaf.

Table 2.1: Bus Routes and Frequencies

Stop Name	Route Number	Route	Approximate Frequency		
			Weekday	Saturday	Sunday
Ebbsfleet Football Ground Bus Stop	AZ Fastrack	Dartford – Gravesend	5 per day	5 per day	5 per day
Ebbsfleet Football Ground Bus Stop	B Fastrack	Temple Hill – Gravesend	5 per hour	5 per hour	3 per hour
Ebbsfleet Football Ground Bus Stop	34	New Barn – Wilmington	1 per day (School Bus)	No Service	No Service
Ebbsfleet Football Ground Bus Stop	3	Gravesend – Wilmington Grammar School	1 per day (School Bus)	No Service	No Service
Ebbsfleet Football Ground Bus Stop	306	Sevenoaks – Bluewater	1 morning Service	5 evening services	No Service
Ebbsfleet Football Ground Bus Stop	308	Gravesend – Sevenoaks	1 per hour	1.5 per hour	No Service
Taunton Road Bus Stop	480	Dartford – Riverview Park	3 per hour	3 per hour	2 per hour
Taunton Road Bus Stop	490	Dartford – Gravesend	3 per hour	3 per hour	2 per hour

- 2.18 **Table 2.1** highlights the range of bus services available from the site, indicating that the site and its users would be able to travel using buses thus minimising the need to travel using private vehicles.

Rail Services

- 2.19 The closest railway station to the site is Northfleet Rail Station which is located approximately 450m to the southeast of the site. This station can also be reached using the 480 and 490 bus services which stop at the Hive bus stop situated approximately 240m from Northfleet Station on the B2175 High Street. Rail services from Northfleet travel to destinations including London Charing Cross and Luton.
- 2.20 Ebbsfleet International Station is also located in close proximity to the site, approximately 800m to the south of Ebbsfleet United Football Club. Ebbsfleet International Station has provision for approximately 3,000 car parking spaces and approximately 100 cycle parking spaces. London St Pancras can be reached in 20 minutes from Ebbsfleet International.
- 2.21 Northfleet Station benefits from customer help points, CCTV and ramps for train access. Furthermore, staff help is available Monday to Friday 6:10-22:10 via a helpline contact number. There are currently no dedicated cycling routes to the station, with cyclists required to travel on road on the B2175 and Station Road / Railway Street / Hamerton Road.
- 2.22 If improvements to the cycle infrastructure are sought for Northfleet Station by KCC or GBC then this could be achieved through Section 106 contributions as the station is not located within the site boundary. The same would be the case for any improvements to pedestrian or cycle links between the site and Northfleet Station, or any other local amenities.
- 2.23 **Table 2.2** presents the rail services operating at both Northfleet Station and Ebbsfleet International, along with their frequencies.

Table 2.2: Rail Routes and Frequencies

Station	Operator	Route	Approximate Frequency		
			Weekday	Saturday	Sunday
Ebbsfleet International	Southeastern	St Pancras International – Ebbsfleet International – Ramsgate	2 per hour	2 per hour	2 per hour
Ebbsfleet International	Southeastern	St Pancras International – Ebbsfleet International – Maidstone West	3 per day	No Service	No Service
Ebbsfleet International	Southeastern	St Pancras International – Ebbsfleet International – Gravesend	2 per hour	1 per hour	1 per hour
Northfleet Station	Southeastern	St Pancras International – Northfleet – Rainham	2 per hour	2 per hour	2 per hour
Northfleet Station	Southeastern	London Charing Cross – Northfleet – Gravesend	2 per hour	2 per hour	2 per hour
Northfleet Station	Thameslink	Luton – Northfleet – Rainham	2 per hour	2 per hour	2 per hour

- 2.24 Considering the results presented in **Table 2.2**, there are a wide range of rail services available to those using the site. These services operate at a high frequency and provide access to several locations.

Local Highway Network

- 2.25 This section describes the existing highway network relevant to the proposed site.

A226

- 2.26 The A226 has a general east-west alignment travelling between Dartford and Gravesend. The A226 comprises a two-way single carriageway with sections operating at both 30mph and 40mph. Throughout pedestrian footways are present on at least one side of the carriageway along with street lighting. The A226 runs through the site, along this section there is a ghost island right turn bay adjacent to the football ground, along with bus stops, pedestrian footways and street lighting.
- 2.27 To the west of the site the A226 continues for approximately 3km until it reaches the A206 / A226 / B255 roundabout junction. The A226 continues westbound from the roundabout towards Dartford. To the southeast the A226 continues for 3.7km until it reaches the Thames Way/London Road priority junction.

A206

- 2.28 The A206 has a general east west alignment travelling between the A206 / A226 / B255 roundabout and the M25 Junction 1A. Throughout this is a dual carriageway that is subject to a 40mph speed limit. The A206 has a pedestrian footway along at least one side of the carriageway throughout along with an in-carriageway cycle lane for extended sections. To the west the A206 provides access to Junction 1A of the M25, to the east it provides access to the A206 / A226 / B255 roundabout

M25

- 2.29 The M25 is part of the strategic road network and provides an orbital route around London. The M25 also provides access to a number of key national routes including the M1 and M40 and its most immediate point of access is approximately 6.4km or an 11-minute drive time from the site.

A2206

- 2.30 1.1km to the southwest of the site, the A226 also provides a connection to the A2206. The A2206 comprises a two-way single carriageway road with sections operating at 40mph and 50mph. There is a shared cycle/footway travelling along the northern side of the carriageway, street lighting is present throughout. The A2206 provides a strategic link to the A2 corridor further south.

A2

- 2.31 The A2 has an east west alignment and provides a strategic link through Kent to both the east and west extending east to Dover and west beyond Kent into London. The A2 has multilane carriageways operating in both directions. This road operates at the national speed limit. The A2 is accessed and

egressed using the most relevant slip roads, and its most immediate point of access is approximately 2.5km or a 4-minute drive time from the site.

Summary

- 2.32 This section outlines that the proposed site is well located to benefit from public and active travel. A number of PROWs and cycle lanes are present within the vicinity of the site suggesting that the site is easily accessible for both pedestrians and cyclists.
- 2.33 Furthermore, a wide range of both bus and rail services operating at a high frequency are accessible in close proximity to the site, again, suggesting that the site is easily accessible through the use of public transport modes. The site is also located in close proximity to major multilane carriageways that provide further means of access by car or public transport (bus) to the wider area and is therefore considered to address the needs of people with disabilities and reduced mobility in relation to all modes of transport.

3 Baseline Travel Patterns

- 3.1 This section will set out the baseline mode split information for future residents of the proposed development. These will be used as a basis for setting future targets in this FTP.

Mode Share

- 3.2 Within the first six months of occupation of the site, travel surveys will be completed which will accurately identify the travel patterns of residents at the site. These will be carried out in the form of travel survey questionnaires and will identify a resident's main mode of travel to work. The exact nature of the survey will need to be discussed and agreed in advance with the relevant authorities. The baseline data will be a useful guide in the setting of realistic targets for mode shift over the life of the development. Details of the management of the survey are set out in **Sections 5 and 7**.
- 3.3 In the interim, and for the purpose of setting indicative targets as part of this FTP, the modal split has been determined using TRICS and Census data.

Residential Mode Share

- 3.4 The residential mode share for the site has been determined using the TRICS database. The sites selected for the trip generation that is presented within the TA have once again been consulted. However, in order to determine the mode share, only the sites with multimodal surveys have been consulted to determine the residential modal share. Furthermore, the TRICS mode share has been adjusted to ensure that it more accurately represents the proposed site.
- 3.5 The forecast residential mode share is summarised in **Table 3.1**.

Table 3.1: Residential Modal Share

Mode	Mode Split
Train	6%
Bus, minibus, or coach	13%
Driving a car or van	24%
Passenger in a car or van	26%
Bicycle	3%
On foot	28%
Total	100%

- 3.6 **Table 3.1** indicates that approximately 50% of residents will use sustainable and active modes of transport such as walking, cycling or public transport to travel.

Commercial Mode Share

- 3.7 In order to determine the commercial mode share for the site the 2011 Census dataset (WU03EW) for the MSOA Gravesham 001 has been consulted. This has been used to give an indication of the

expected mode split for employees. Furthermore, the Census 2011 mode share has been adjusted to ensure that it more accurately represents the proposed site. It should be acknowledged that the mode share presented is likely to change to reflect the baseline travel surveys undertaken once the site is operational. These changes will be discussed with the relevant authorities.

- 3.8 The assumed mode share for the commercial uses across the site are presented in **Table 3.2** below..

Table 3.2: Commercial Modal Share

Mode	Mode Split
Train	4%
Bus, minibus, or coach	24%
Driving a car or van	56%
Passenger in a car or van	4%
Bicycle	4%
On foot	8%
Total	100%

- 3.9 Consulting the results presented within **Table 3.2** it can be concluded that at present the majority of commercial trips are undertaken by car.
- 3.10 The mode shares shown above will be used to derive interim FTP targets. If, after the baseline travel surveys have been undertaken, it is found that the expected mode split is not accurate, the targets will be adjusted to reflect the actual mode split.
- 3.11 The undertaking of the baseline surveys represents the start of the FTP for monitoring purposes and will provide a basis for ratifying and adjusting the targets as set out in the FTP.

4 Objective and Targets

4.1 This section of the report sets out the overarching objectives for the FTP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the FTP can be found in **Section 7**.

- **Objectives** are the high-level aims of the FTP. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The FTP sets out targets which will be sought to be achieved within the period covered by this Travel Plan.

Objectives

4.2 The TP's overriding objective is:

To engage with and encourage residents to use more sustainable ways of travelling to/from the site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.

4.3 The sub-objectives are:

- **Sub-objective 1:** To increase site user awareness of the advantages and availability of sustainable / active modes of transport;
- **Sub-objective 2:** To promote the health and fitness benefits of active travel to all site users; and therefore
- **Sub-objective 3:** To reduce the dependence of site users on travelling by private vehicles.

4.4 These objectives will be achieved by introducing a package of physical and management measures that will facilitate site user travel by sustainable modes.

Targets

4.5 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 7**) to ensure they remain SMART (Specific, Measurable, Achievable, Realistic and Timed).

4.6 There are two types of targets, namely: '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 FTP relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 4.7 The action targets for this FTP in the short term are:
- To appoint a Travel Plan Co-Ordinator within first six months of occupation; and
 - To coordinate baseline travel surveys (see **Section 7**) within six months of the first occupation of the development.
- 4.8 A further action plan has been completed within **Section 8** of this FTP, this provides the key actions required before and within the first six months of occupation of the development.

Aim Targets

- 4.9 The aim targets of this FTP are focused on travel to the site.
- 4.10 The interim baseline travel patterns (as shown in **Table 1**) will be used to set targets until baseline travel surveys can be carried out. These will be carried out within six months of occupation of the development.
- 4.11 For this FTP, targets are set over a five-year period from the time of the initial baseline travel survey. The final target for this FTP should be achieved by the fifth anniversary of the first travel survey. There will be an interim review of the progress towards targets on the third anniversary of the initial baseline travel surveys. If the targets are not met by year five, the lifecycle of this FTP may be extended to a date agreeable with the developer and the relevant authorities. **Table 4.1** shows the target mode split for the development once the TP has been implemented.

Table 4.1: Travel Plan Aim Targets

Target	Indicator	Mode Split		
		Baseline (Year 0)	Interim Review (Year 3)	Final Target (Year 5)
Residential				
Achieve a 10-percentage point increase in sustainable mode share	Travel Surveys	50%	55%	60%
Achieve a 10-percentage point decrease in single occupancy vehicle movements	Travel Surveys	24%	19%	14%
Commercial				
Achieve a 10-percentage point increase in sustainable mode share	Travel Surveys	40%	45%	50%
Achieve a 10-percentage point decrease in single occupancy vehicle movements	Travel Surveys	56%	51%	46%

- 4.12 The targets listed in **Table 4.1** are based on both TRICS and census data and therefore may need to be adjusted once an accurate baseline mode share has been established from the baseline travel surveys. Any adjustments to the targets will be discussed and agreed with the relevant authorities.
- 4.13 Indicators are the elements which will be measured in order to assess progress towards meeting the final target. For the most part this will be the main mode listed by site users in the monitoring surveys conducted annually up to and including year five.
- 4.14 This target will be achieved by introducing a package of physical and management measures that will facilitate travel by sustainable modes. A description of these measures is set out in **Section 5**.
- 4.15 Details on the review and monitoring of these targets are set out in **Section 7**.

5 Travel Plan Strategy

Management

- 5.1 A Travel Plan Co-Ordinator (TPC) will be appointed whose role will be to encourage and foster a sustainable approach to the development where possible. A TPC will be named within the first six months of the occupation of the development.
- 5.2 The role of the TPC will be part-time and will vary throughout the year in response to campaigns / sustainable transport events / monitoring surveys taking place. The TPC will be allocated enough time to effectively manage and implement the TP as agreed.

Funding

- 5.3 The FTP, its accompanying measures and initiatives, and the TPC role will be funded by Northfleet Central 1 Limited, throughout the five-year period. The developer will ensure that the TPC has sufficient funding to effectively implement the FTP and the range of associated measures that are proposed for the site in the short, medium and long term. Such measures include infrastructure, incentives and information-based measures.

Travel Plan Coordinator Responsibilities

- 5.4 The TPC will be responsible for the administration of the FTP, the implementation of measures, and for the on-going monitoring and review of the FTP. They will have overall responsibility for ensuring that the measures are successfully delivered on time and to budget.
- 5.5 The TPC will report to the developer, relevant authorities and other involved stakeholders regarding the implementation and progression of the FTP.
- 5.6 The duties of the TPC will therefore include:
- Providing guidance to, and be the main point of contact, for site users and issue travel information;
 - Liaising with site users to inform them of upcoming promotions and to gather feedback on the day-to-day operations of the FTP;
 - Communicating information regarding relevant national and local initiatives related to the promotion of sustainable travel;
 - Undertaking the travel surveys over the five-year period and supply evidence of this to the relevant authorities;
 - Taking responsibility for data collection and review of the FTP;
 - Designing and implementing effective marketing and awareness-raising campaigns to promote the FTP;

- Liaising with external organisations, e.g. local authorities and retailers;
- Co-ordinating the monitoring programme for the FTP, including target setting and make necessary changes if the targets are not being met; and
- Establishing and maintaining a filing system for recording all correspondence relating to the FTP.

Marketing Strategy

5.7 An essential element of the strategy identified in this FTP, and one which largely determines its success, is the promotion of the FTP. In order to promote and increase awareness of the FTP, the following measures will be adopted:

- Display of key FTP information within Information Packs;
- Arrange Q&A sessions and offer a personalised travel planning service if demand is identified;
- Promote national travel initiatives and organise events such as organised cycle rides; and
- The provision of Information Packs.

6 Measures and Initiatives

- 6.1 This section of the FTP outlines the specific physical and management measures to be implemented as part of the FTP. The implementation of these measures includes both 'hard' and 'soft' measures and is considered to be the core of the FTP.
- 6.2 The measures outlined below will be agreed with the relevant authorities as being suitable for the situation at the site. However, this list is not exhaustive and the TPC will be free to investigate other potential initiatives.
- 6.3 An Action Plan is also included in this report, at **Section 8**, which shows the measures / initiatives and a possible timescale for implementation.

Measures

Management and Promotion

- 6.4 A TPC will be appointed to manage the FTP. The developer will be responsible for appointing a member of staff to fulfil this role and will ensure that they have sufficient time and resources to undertake their responsibilities.
- 6.5 The TPC will be responsible for overseeing the implementation of the FTP. The TPC will provide personalised travel planning advice should demand be identified, as well as providing Information Packs.
- 6.6 This Information Pack will contain information regarding:
- Walking and cycling routes;
 - Bus and train station locations and timetable information;
 - Journey Planner tools;
 - Car sharing opportunities;
 - Contact details for the TPC; and
 - Brief overview of the FTP.
- 6.7 The TPC will continuously promote the FTP and its initiatives and will be responsible for investigating new ways for site users to become involved. The TPC will also publicise the on-going progress and successes of the FTP in order to encourage site users to travel sustainably.

Walking

- 6.8 The TPC will be responsible for promoting the benefits of walking to staff of the site. As well as providing information regarding local walking routes within the Information Packs, the TPC will promote public health campaigns such as Change 4 Life (NHS programme) and walking challenges

such as the 10,000 steps a day campaign. These highlight the health benefits associated with active travel.

- 6.9 The TPC will liaise with KCC and GBC to make sure that all footways and pedestrian routes are maintained and well-lit within and around the site.
- 6.10 Consideration will be given to the presence of communal umbrellas within the commercial aspects of the development. Other items may also be considered.
- 6.11 Other measures that may be introduced with the aim of increasing number of people travelling to and from the site on foot may be based around provision of the following facilities and benefits:
- Information on the pedestrian routes in and around the proposed site, relevant maps should be included on notice boards, a website and travel packs.
 - Promotion of a walk to work week
 - Encourage walking as a leisure activity by providing information regarding relevant walking websites.
 - Outline and promote the health benefits of walking

Cycling

- 6.12 Cycle parking will be provided in line with the required KCC cycle parking standards which seeks 1 space per unit for flats/maisonettes. This therefore equates to a total of 3,500 cycle parking spaces across the residential aspect of the development. 709 cycle parking spaces will also be provided across the non-residential aspects of the site, this cycle parking provision will again be in line with KCC cycle parking standards.
- 6.13 The provision will be provided by dedicated cycle stores including e-bike charging points located at each of the residential blocks. Cycle parking will be secure and conveniently located close to building entrances to ensure that it is easily accessible and usable for residents. Cycling parking stores will be well signed, visible and will benefit from a good level of surveillance through natural surveillance or CCTV. Furthermore, long stay spaces will be sheltered and protected from the weather. Showers, lockers and changing facilities will be provided for the non-residential uses at the site.
- 6.14 Furthermore, cycle parking spaces for adaptive bicycles will be provided at the site. In particular these spaces will be larger to accommodate the larger bicycles with a minimum gap between stands of 1.0m. These spaces will be suitably located, including at the end of a row of cycle stands to ensure they are accessible to all. Adaptive cycle spaces will be provided in line with the Kent Design Guide standards which state that 5% of all cycle parking spaces should be designed for use by disabled cyclists.
- 6.15 Short stay spaces will be located across the public realm but in locations that do not obstruct pedestrian movement. All cycle parking spaces will be well maintained to ensure they remain attractive to users and secure.

- 6.16 A number of new cycle routes will be introduced within the site boundary. A mobility hub will also be introduced as part of the proposals, this hub will include cycle hire to enable those who don't wish to own their own bike to be able to cycle at the site. As described previously, information regarding local cycle routes will be provided within Information Packs.
- 6.17 The TPC will also liaise with the relevant authorities to discuss ideas for awareness raising events and initiatives. Participation in national and local events for specific campaigns will also form a central role in raising awareness of travel options such as National Bike Week.
- 6.18 The TPC will investigate cycle training, on either an individual or group basis, depending on the number and ability of participants and availability of trainers. The aim is to make cyclists more confident and comfortable cycling on the road, therefore encouraging them to cycle to / from the site on a regular basis.
- 6.19 The TPC will liaise with local bike shops to investigate the potential for potential discounts or site user benefits. This information will be passed on to site users.
- 6.20 KCC's new cycle loan scheme provides free access to refurbished cycles with the aim of promoting active and sustainable ways to travel to and from work and/or education, which are provided through Cycle Community. For more information contact KentConnected@kent.go.uk.
- 6.21 The development will provide information on local cycle network routes. This information will be provided on maps and made available to site users through the TP notice boards, website and Travel Pack.

Public Transport

- 6.22 Up-to-date timetables and journey planning tools, including route information and service frequencies, will be provided within the Information Packs.
- 6.23 The Fastrack service will be routed through the site, with two stops provided within the site boundary. The TPC will liaise with Fastrack and other commercial services to improve services, negotiate discounts and trial new initiatives, such as bulk ticket purchase.
- 6.24 Encourage participation in national events such as 'In work without my car day'.
- 6.25 In addition, links to the National Rail and Traveline websites as well as enquiry phone numbers will be advertised through all relevant means.

Fastrack Bus Passes

- 6.26 Sustainable Travel Vouchers will be provided to residents of the site, these vouchers can be used by first time residents to cover the cost of Fastrack Bus Tickets in order to increase the number of people using public transport services. A voucher for the value of an Adult Annual Thameside ticket can be provided, totalling £820 for the year.
- 6.27 The Thameside region consists of two distinct regions; Gravesham to the east and Dartford to the west. Considering the site's location between these two areas, it is unlikely that residents will need to

have a full Annual Thameside ticket. As such it is proposed that additional Fastrack bus tickets will be provided. These tickets will provide more travel flexibility for residents of the site:

- Annual Dartford Ticket
- Annual Gravesend Ticket

6.28 **Table 6.1** presents a breakdown of the different costs of each ticket

Table 6.1: Bus Ticket Prices

Bus Ticket Region	Cost
Adult Annual Thameside	£820
Adult Annual Dartford	£620
Adult Annual Gravesend	£690

Mobility Hub

6.29 A mobility hub is proposed to be located at the centre of the proposed site. A mobility hub provides a focal point in an area or sites transport network. Their presence helps to facilitate the seamless integration of different modes of transport, multimodal supportive infrastructure, and placemaking strategies to create a centre of activity. Mobility hubs support local living, low-car lifestyles and the reallocation of space from roads and car parking to housing and public realm, and have the potential to contribute significantly to decarbonising transport. Indicative images of what the mobility hub proposed for the site could look.

6.30 The Mobility Hub proposed for the site could benefit from several the features listed below:

- High-quality bicycle parking, including secure
- Bicycle repair stations
- Bike, e-bike and e-scooter share
- Connected active travel routes
- Cargo bike share
- EV car club
- Demand Responsive transport (DRT) pick up and drop off bays
- EV charging points for car club and DRT
- Secure parcel lockers
- High speed free Wi-Fi

- Real time travel information
- Wayfinding totem signage for onward active travel journeys
- Proximity to a public transport stop
- Appropriate safety infrastructure, primarily good lighting
- Highly accessible for everyone
- Shower facilities

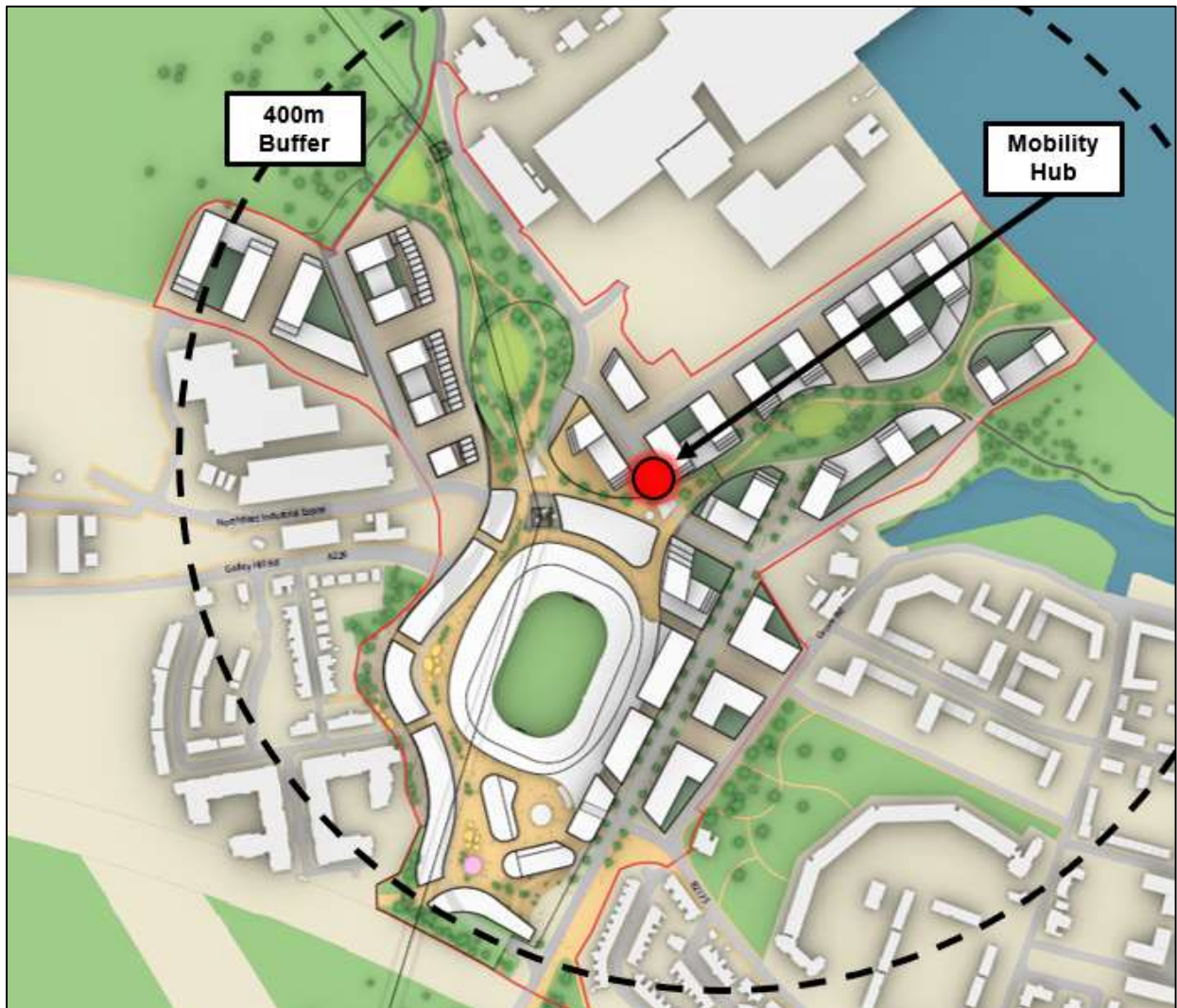
6.31 In addition, several concierge features could be provided:

- Micro-consolidation centre for parcel receipt, including onward delivery by cargo bike,
- ground drone and air drone
- Third Place working hub
- Café
- Travel planning services, including for schools
- Coordination of local walks and cycles
- Management of IT platforms for carsharing and DRT

Car Club

6.32 Car club spaces will also be provided at the proposed site. These spaces will be located at the mobility hub in the centre of the site. The proposed location of the mobility hub at the site is such that it ensures that residents living across the site will be within walking distance of the hub, and the car club spaces located there. **Figure 6.1** shows the 400m distance from the mobility hub, illustrating that all residents at the site would be within a 400m (5 minute walk) of the on site car club spaces.

Figure 6.1: 400m Walking Distance to Car Club Spaces



Other Measures

- 6.33 Travel awareness measures should play a key part of the FTP, for example:
- Car-free days to be promoted;
 - Promote the use of a car sharing database such as Liftshare;
 - Personalised travel information if the demand is identified;
 - Promote participation in National Bike Week events; and
 - Promoting the health and cost benefits of using sustainable transport.

7 Monitoring and Review

- 7.1 The FTP 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 FTP.

Monitoring

Transport Review Group

- 7.2 A Transport Review Group, which would include the Travel Plan Co-ordinator would be established. This group would incorporate key stakeholders and would be responsible for reviewing and reporting on travel behaviour at the site and deciding the best course of action to ensure that the travel targets are achieved.
- 7.3 All monitoring will follow the most up to date DfT and GBC best practice guidance and will be the responsibility of the TPC.
- 7.4 Given the scale of the proposed development a detailed monitoring strategy will be employed, based around the forecast trip generation of the site as set out in the Transport Assessment Addendum (TAA). The goal of this monitoring strategy will be to manage the unrestrained car use associated with the site.
- 7.5 Traffic generation targets will be established and a vehicle monitoring system put in place to measure the traffic flow across the site. A methodology note will be developed to set out the principles of the monitoring scheme, the performance criteria and the details of the data required for collection. It is proposed that monitoring takes place every six months.
- 7.6 This vehicle monitoring scheme will inform progress against the targets to identify if further transport intervention measures are required to restrain car use across the site. The intervention measures will be secured through a transport toolkit fund, to be secured through the legal agreement for the application. This fund will be managed by a steering group who will be responsible for the reviewing of the monitoring results.
- 7.7 The monitoring programme will begin with the initial baseline travel survey, to be undertaken within six months of meaningful occupation of the development.
- 7.8 It is important to note that the development will be built in phases over a seven year period, with the first occupation taking place at the end of year 5. The FTP will monitor the site from first occupation and then continue monitoring every six months until at least five years after full occupation.
- 7.9 The interim (Year 3) targets set out in this FTP may be revised on the results of the initial baseline travel survey if the modal split is found to be considerably different from the census data modal split. The targets will be discussed with the relevant authorities before being finalised.
- 7.10 An example travel survey which could be used for the site is presented at **Appendix D**.

- 7.11 If the travel targets are not being met then the interventions and measures implemented at the site would be reviewed and adjusted as necessary. Revised interventions or measures would be able to utilise travel information to inform of the most effective measures to support at the site.
- 7.12 If sustainable travel targets have not been met by the end of the FTP's five-year lifespan, monitoring could be extended.
- 7.13 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored on a constant basis:
- Comments received relating to the operation and implications of the FTP; and
 - Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the relevant authorities.

Reporting

- 7.14 An FTP review, separate to the wider traffic monitoring will be undertaken by the TPC after the first travel survey, and the subsequent surveys after 3 and 5 years of full occupation to assess the progress of the FTP. This will outline the results of the survey, measures that have been implemented and any changes to targets and measures as a result of the survey data.
- 7.15 The report will also incorporate the results of monitoring throughout the preceding period. The report will be issued to the relevant authorities within three months of completion of the survey. Any revisions to targets or measures will be agreed with the relevant authorities.

8 Action Plan

- 8.1 The Action Plan outlined in **Table 3** overleaf sets out the measures included within the FTP that are directed at influencing travel.

Table 3: Action Plan for Travel Plan Measures

Measures	Notes	Timescale	Monitoring Method	Responsibility
General				
Appointment of Travel Plan Coordinator	Part time role	Within six months of the occupation of development	N/A	Developer
Information Packs	To be provided to all site users	Upon occupation	N/A	Developer
Appointment of Transport Review Group	Comprises TPC and key stakeholders	Within six months of the occupation of development	N/A	Developer
Cycling				
Provision of cycle parking	Provision to be in accordance with KCC standards	As part of construction	N/A	Developer
Provide cycle route maps and other information relating to cycle facilities	Site Users to be provided with relevant information	Ongoing	Monitor uptake through travel surveys	Estate Management Company
Promote available cycle training	Making cycling more accessible	Ongoing	TPC to monitor uptake through travel surveys	Estate Management Company
Walking				
Health benefits of walking to be promoted (10,000 Steps a Day)	Promoted in conjunction with the organisation of social walks and walk to work days	Spring and Summer (annually)	Monitor uptake through travel surveys	Occupiers/ Tenant Bodies and Estate Management Company

Information related to safe walking routes	Site Users to be provided with relevant information	Ongoing	Monitor uptake through travel surveys	Occupiers/ Tenant Bodies and Estate Management Company
Public Transport				
Journey planner information to be provided	Site users to be provided with relevant information, the Fastrack service will be routed through the site.	Ongoing	N/A	Occupiers/ Tenant Bodies and Estate Management Company
Other				
Mobility Hub	A mobility hub will be provided within the site that will incorporate a number of facilities including a bus stop for the Fastrack service.	As part of construction	N/A	Developer
Promote initiatives to encourage sustainable travel such as commuter challenges and car-free days	Investigate local/national and regional options	Ongoing	TPC to monitor	Occupiers/ Tenant Bodies and Estate Management Company

Appendix A

Appendix B

Appendix C

Appendix D

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