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R BLUE REGEN HQ LTD

THE CHARTER,
GRAVESEND

FINAL TRAVEL PLAN

October 2025

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Ref: File path P:\ P3100 The Charter Gravesend Final Travel Plan October 2025

1.0 INTRODUCTION

1.1 Paul Mew Associates (PMA) is instructed by R Blue Regen HQ Ltd in relation to the development at The Charter, Gravesend ('the site'). The site location is presented on a map in Figure 1 of this report. The site location plan (red line boundary) is shown in Appendix A. The local planning authority is Gravesham Borough Council (GBC) whereas the local highway authority is Kent County Council (KCC).

1.2 The site is in Gravesend town centre and is close to commercial uses, leisure facilities, and transport facilities.

1.3 The site comprises the former Market Square public car park, the former Horn Yard public car park, and adjacent highway and land. Both former car parks were surface car parks; the Market Square car park had approximately 123 spaces and the Horn Yard car park had approximately 88 spaces.

The Development

1.4 Full planning permission has been granted by GBC for the redevelopment of the site. The site plan submitted with the approved planning application is presented at Appendix B. Details of the planning application are as follows:

<i>Application:</i>	20200343
<i>Location:</i>	<i>Land at Market Square and Horn Yard Car Parks, New Swan Yard, Gravesend, DA12 2EN</i>
<i>Proposal:</i>	<i>Erection of 242 no. residential units for Build to Rent (C3 Use Class), within three blocks ranging from 3 to 10 storeys, together with multi-storey car park as well as access, pedestrian, landscaping, highway and other associated works.</i>
<i>Decision:</i>	<i>Approved (with conditions and informatics)</i>
<i>Decision Date:</i>	<i>21st December 2020</i>

1.5 Parking for the development comprises 76 spaces (including 8 disabled) and 4 motorcycle spaces allocated for residential use on the upper floors of the multi-

storey car park (MSCP), 101 public parking spaces (including 8 disabled) and 2 motorcycle spaces in the MSCP, and 9 spaces allocated to the medical centre on the lower floor of the MSCP.

- 1.6 At-grade external parking on the public highway comprises of 5 spaces on Bank Street, 3 spaces on New Swan Yard, and 9 spaces on Crooked Lane.
- 1.7 Details regarding the 'Formation of Parking Spaces' and the 'Allocation and Safeguarding of Parking Spaces' have been submitted to and approved in writing by GBC under discharge of condition applications relating to conditions 21 and 22 of the planning permission respectively.

Final Travel Plan (Pre-Occupancy)

- 1.8 This Pre-Occupancy Final Travel Plan (FTP) has been prepared pursuant to the discharge of condition number 34 of the planning permission, as well as in relation to obligations set out in the associated S106 Agreement, to fulfil the FTP requirements associated with the planning permission. The wording of condition number 34 is extracted in full below for ease of reference:

"Travel Plan

34 Prior to any part of the permitted development being occupied or used, and notwithstanding the details shown on the approved plans, submitted documents and application form, the applicant shall prepare and submit for the approval of the Local Planning Authority a final Travel Plan generally in accordance with the Framework Travel Plan submitted with this application. The Travel Plan shall include, amongst other things, the appointment of a Travel Plan Co-ordinator and the plan shall be monitored at yearly intervals; the measures approved in the Travel Plan shall be implemented in accordance with the approved details or any changes subsequently made under its monitoring review process.

Reason In accordance with adopted Local Plan Core Strategy Policy CS11 of the Gravesham Local Plan: Core Strategy (September 2014)."

- 1.9 In addition, Schedule 2 part 5.2 of the S106 Agreement sets out the Travel Plan obligations associated with the permitted development and is extracted below in full for clarity:

“5.2 Travel Plan

The Owner shall:

5.2.1 At least three months prior to Occupation, submit to the County Council for written approval (such approval not to be unreasonably withheld or delayed), the Travel Plan and shall thereafter;

(a) prior to Occupation of any Dwellings, review the Travel Plan (to include any remedial measures) and submit the reviewed Travel plan to the County Council for written approval (such approval not to be unreasonably withheld or delayed);

(b) implement and comply with any modifications to the Travel Plan arising from the review; and

(c) not cause or Permit the Occupation of more than 60 Dwellings until the County Council has approved the reviewed Travel Plan.

5.2.2 The Owner shall comply with the Travel Plan and use all reasonable endeavours to achieve the following targets:

(a) a reduction in vehicle trips as per the transport assessment submitted with the Planning Application; and

(b) a change of modal split showing an increase in use of public transport or transport modes other than private vehicles.

5.2.3 Within six months of Practical Completion of the final Dwelling, the owner shall submit a final Travel Plan to the County Council, showing the baseline survey results and any updated measures required.

5.2.4 The Owner shall implement the Travel Plan during the lifetime of the Development.

5.2.5 The Owner shall appoint at its own expense a Travel Plan Co-ordinator prior to Occupation of any part of the Development and shall notify the Authorities in writing of the name, address, telephone number and email address of the person appointed.

5.2.6 – The Owner shall ensure that the Travel Plan Co-ordinator undertakes his/her role/responsibilities in accordance with the Travel Plan, including the submission of annual monitoring reports and surveys to the County Council (in accordance with paragraph 6.8 below) for a period of five (5) calendar years after the date on which 95% Occupancy of the Dwellings.

5.2.7 The annual monitoring reports shall set out and evidence, to the County Council's reasonable satisfaction, how the Travel Plan has been implemented during the previous year and include:

(a) measures introduced and actions taken to promote the Travel Plan;

(b) a statistical summary of the modal split of employees/residents/users disclosed by the monitoring surveys;

(c) the progress of the Travel Plan in achieving targets and identifying any amendments to be agreed in writing by the County Council in the event that targets are not achieved; and

(d) a plan for future actions to be implemented.

5.2.8 In the event that the annual report shows that the Travel Plan has failed to meet the objectives/targets in any respect, then the Owner shall submit to the Council:-

(a) a revised Travel Plan setting out the proposed remedial measures for the County Council's approval, such approval not to be unreasonably withheld or delayed;

(b) implement the remedial measures approved by the County Council in the revised Travel Plan within two (2) months after approval of the revised Travel Plan; and

(c) a monitoring report six (6) months following approval of the revised Travel Plan and in the event that the monitoring report shows that the revised Travel Plan has failed to meet its objectives/targets in any respect, to repeat the steps set out under paragraph 5.2.8 until the approved Travel Plan at the given time has met its objectives/targets to the County Council's reasonable satisfaction.

5.2.9 The Owner shall maintain the position of Travel Plan Co-ordinator for a period of at least five (5) years from Practical Completion of the Dwellings."

- I.10 This FTP has been produced to mitigate the traffic impact of the new residential dwellings. In the short term the FTP aims to publicise and raise awareness of the health / economic / environmental and social benefits of greener travel, and resultantly in the longer term aims to physically reduce the number of car borne journeys generated by the development as well as to increase the number of public transport and 'active' travel trips (i.e. walking and cycling).
- I.11 The FTP will be initiated prior to occupation of any part of the development through the appointment of a Travel Plan Coordinator (TPC). The TPC will notify the Authorities (GBC and KCC) in writing of their name, address, telephone number and email address. In the interim, PMA can be contacted for FTP related queries.
- I.12 This document sets out how the FTP will be formulated and the range of options available. This document sets out how the FTP scheme will be structured, how it will operate, the alternatives available and their suitability for different users.

2.0 SUSTAINABLE TRAVEL & TRAVEL PLANS IN A POLICY CONTEXT

National Policy

2.1 The main planning policy document which provides a context for national sustainable transport is the National Planning Policy Framework (NPPF) updated in December 2024. The NPPF sets out key sustainable transport objectives. Promoting sustainable transport is an integral part of transportation policy.

2.2 An extract from section 9 'Promoting Sustainable Transport' of the NPPF is set out as follows:

"115. In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users;*
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code48; and*
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.*

116. Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

117. Within this context, applications for development should:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*

- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

118. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored."

2.3 The Department for Transport's (DfT) web-based best practice guidance 'Travel Plans, Transport Assessment and Statements' summarises the implementation of Travel Plans as follows;

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.

Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.

Where there may be more effective or sustainable outcomes, and in order to mitigate the impact of the proposed development, consideration may be given to travel planning over a wider area."

Regional Policy

2.4 At the regional authority level, KCCs 'Local Transport Plan 5 – Striking the Balance 2024-2037' (adopted December 2024) replaces its fourth plan, 'Delivering Growth without Gridlock 2016-2031' following an early review of that plan.

2.5 The LTP provides the overarching strategy for the full transport mix in Kent. The ambitions, outcomes and objectives will be delivered by the proposals in the plan, as well as by the sub-strategies and plans that sit under it. These include the Bus Service Improvement Plan (BSIP) and Kent Cycling and Walking Infrastructure Plan (KCWIP), and it is generally in these documents that more detailed proposals for specific modes of transport or geographical areas can be found.

2.6 More specifically relevant to the preparation of this report, KCCs 'Transport Assessment and Travel Plan Guidance 2025' document has been reviewed to ensure that this FTP is produced and implemented in accordance with requirements.

2.7 KCCs Travel Plan guidance sets out recommendations for what a Travel Plan should contain, guidance on the provision of Travel Information Packs, measures and mode shift target setting, and monitoring and review of the Travel Plan.

Local Policy

2.8 At the local authority level, GBCs Local Plan for Gravesham consists of:

- Gravesham Local Plan Core Strategy and Policies Map (2014)
- Gravesham Local Plan First Review (1994) – saved policies
- Kent County Council Minerals and Waste Local Plan 2024-30 (adopted March 2025)
- Supplementary Planning Guidance SPG4 Kent Vehicle Parking Standards, 2006.

2.9 The Local Plan Core Strategy (LPCS) notes that the NPPF requires local planning authorities to support a pattern of development which facilitates the use of sustainable modes of transport, i.e. public transport, walking and cycling. Developments that generate significant movement should be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. Such proposals should be supported by a Transport Assessment and a Travel Plan.

2.10 The LPCS seeks to:

- locate new mixed use development in areas with best access to services and facilities which minimise the need to travel, particularly by car;
- improve the local economy to reduce the need for out-commuting;
- support and where possible provide alternatives to help support a modal shift away from car based transport, e.g. improve public transport including bus, train, cycling and walking provision, and increase the use of water-based transport; and
- ameliorate the implications of additional traffic for air quality.

2.11 The LPCS Policy CS11: Transport states:

"New developments should mitigate their impact on the highway and public transport networks as required. As appropriate, transport assessments and travel plans should be provided and implemented to ensure the delivery of travel choice and sustainable opportunities for travel. Transport assessment work is required to be undertaken in accordance with national and local policy guidance, and to identify detailed highway and public transport network requirements and management arising from the development.

Sufficient parking in new development will be provided in accordance with:

- *adopted parking standards which will reflect the availability of alternative means of*
- *transport and accessibility to services and facilities.*

Sufficient parking in new development will be provided in accordance with adopted parking standards which will reflect the availability of alternative means of transport and accessibility to services and facilities."

2.12 The Local Plan First Review dated September 2019 notes that the LPCS Policy CS11 requires no modification.

- 2.13 It is on the basis of the national, regional, and local policy framework set out herein that this FTP, and any future version of this document and travel plan monitoring reports, will be developed.
- 2.14 The following chapter sets out the development site's accessibility characteristics for all modes of travel.

3.0 SITE ACCESSIBILITY OVERVIEW

Public Transport

- 3.1 The site is within a short walk of frequent and wide-ranging public transport options as would be expected for a town centre location.
- 3.2 Gravesend railway station is around 530-metres walk south from the site. It provides direct train services between Gravesend and London St Pancras International with other services to destinations across Kent and London including Victoria, Charing Cross, London Bridge, Rainham, and Great Yarmouth. The services include stopping services as well as the High Speed 1 service to Stratford International and St Pancras.
- 3.3 The site is also close to the centre of the Gravesend bus network. The nearest bus stop to the site is to its north on West Street/Crooked Lane. This is served by the intercity service 735 and by the local services 190, 416, 417, 455, 481, 482, 489, 490, 491, G1, M1, NAG1 and VIGO1.
- 3.4 Bus services serving Gravesend town centre include Fastrack buses which provide fast and frequent services between Gravesend town centre, Ebbsfleet Station, Bluewater, Dartford Valley Hospital, and Dartford Town Centre. Fastrack bus services and other services are accessible from bus stops on Garrick Street and Barrack Row around 500-metres walk south of the site.
- 3.5 Table 1a provides a summary of the 13 bus services that can be accessed from the closest bus stop on Crooked Lane/West Street, and Table 1b provides a summary of the notable bus services that can be accessed from bus stops on Garrick Street.
- 3.6 Refer to Figure 2 for the location of the nearest bus stops and bus services in proximity to the site.

Table 1a. Local Bus Service Summary

WEST STREET (E-BOUND), CROOKED LANE, GRAVESEND - ID kntatjwp					
Service	Operator	Route	Weekday	Sat	Sun
190	Arriva	Gravesend to Chatham	2 bph 05:25-19:27	2 bph from 06:53-18:53	2 bph from 08:07-17:37
416	Redroute	Gravesend to Meopham	10:22, 11:47, 14:07, 15:47	10:22, 14:42	N/A
417	Redroute	Northfleet to Cliffe	08:41, 12:52, 15:57	08:46, 12:22, 16:09	N/A
481	Arriva	Ebbsfleet to Gravesend	1 bph 07:07-18:07	N/A	N/A
482	Arriva	Gravesend to Kings Farm	1/2 bph 05:45-21:12	1/2 bph 07:32-21:12	1/2 bph 09:12-17:12
489 [sch]	1st Bus	New Ash Green to Denton	08:15	N/A	N/A
490	Arriva	Gravesend to Singlewell	1/3 bph 03:57-22:37	1/3 bph 04:19-22:37	1/2 bph 05:17-21:57
491	Arriva	Gravesend to Riverview Park	1/3 bph 05:52-22:17	1/2 bph 07:54-22:17	1/2 bph 08:17-18:57
GI [sch]	Brian Jones	Longfield to Denton	15:43, 16:49	N/A	N/A
MI [sch]	1st Bus	Meopham to Kings Farm	15:36	N/A	N/A
NAGI [sch]	1st Bus	Denton to New Ash Green	08:03	N/A	N/A
735	Redwing	Gravesend to Embankment	05:55, 07:10	N/A	N/A

Source: traveline.info October 2025

Table 1b. Town Centre Bus Service Summary

GARRICK STREET (STOPS A & B), GARRICK STREET, GRAVESEND - ID kntatmtg / kntatmtd					
Service	Operator	Route	Weekday	Sat	Sun
Fastrack B	Go Ahead	Gravesend to Temple Hill	2/6 bph 05:25-23:10	3/5 bph 05:25-23:10	2/5 bph 05:55-22:10
Fastrack AZ	Go Ahead	Gravesend to Dartford	07:20, 08:50, 17:30, 18:50, 19:20		
N	Go Ahead	Gravesend to Dartford	00:25, 01:25, 02:25, 03:25, 04:25, 23:25, 23:55		
Fastrack E	Go Ahead	Gravesend to Bluewater	2 bph 06:08-00:12	2 bph 05:38-00:12	2 bph 06:38-00:12

Source: traveline.info October 2025

3.7 Tables 1a and 1b demonstrate that the site is highly accessible by bus, with a high number of services operating within easy walking distance of the site, providing access to a wide range of destinations across the town centre and beyond including Central London.

3.8 The local bus stops include a shelter, flag, timetable information and are illuminated by local street lighting. Real-time information boards are provided at the bus stops on Garrick Street.

Walking & Cycle Accessibility

3.9 The lower ground and ground level plans appended to this document assist in understanding the site layout. The residential block facing Crooked Lane has an entrance lobby off New Swan Yard, the central residential block has an entrance lobby off Bank Street plus seven dwellings with individual entrances, and the rear residential block has two entrance lobbies off Bank Street plus nine dwellings with individual entrances.

3.10 Significant improvements to the existing public highway plus the provision of new public highway will be delivered because of the development via a S278 Agreement. The works involve new and resurfaced footpaths, carriageway, dropped kerbs and tactile paving at crossing points, plus a new pedestrian connection to Crooked Lane via New Swan Yard. Step-free access to Crooked Lane is via Bank Street and an existing zebra-crossing on Crooked Lane providing accessibility to the nearest bus stop on West Street/Crooked Lane, Gravesend Pier, and nearby public green open spaces.

3.11 To the west of the site step-free pedestrian access will be provided via Bank Street to High Street for accessibility to Gravesend town centre shops, services and amenities as well as south to Gravesend train station and bus hub via New Road, Stone Street, and Clive Road.

3.12 The existing pedestrian footways in the locality of the site therefore provide a continuous paved link to the wider town centre and residential areas as well as Gravesend train station, local bus stops, and other local facilities and amenities. Street lighting is provided at regular intervals where pedestrian footways are present.

3.13 In terms of cycling accessibility, National Cycle Network Route 1 passes next to Crooked Lane by the northern boundary of the site. Within Kent this route connects Dover to Gravesend via Canterbury and Rochester. West of Gravesend it continues to London, Dartford, Erith and, via the south bank of the River

Thames, to Greenwich. Refer to Figure 3 for an extract of the local cycling network surrounding the site.

3.14 The development will provide secure cycle parking provision within the site for the residential occupiers as well as for visitors, as will be discussed in further detail later in this report.

Site Access

3.15 Vehicle access to the site is provided via the A226 Crooked Lane, Bank Street, and new Swan Yard. An external delivery/servicing bay and public highway parking bays will be provided on Bank Street, New Swan Yard, and Crooked Lane. Access to the MSCP will be via New Swan Yard.

3.16 As referenced in the introduction, parking for the development comprises 76 spaces (including 8 disabled) and 4 motorcycle spaces allocated for residential use on the upper floors of the MSCP, 101 public parking spaces (including 8 disabled) and 2 motorcycle spaces in the MSCP, and 9 spaces allocated to the medical centre on the lower floor of the MSCP.

3.17 At-grade external parking on the public highway comprises of 5 spaces on Bank Street, 3 spaces on New Swan Yard, and 9 spaces on Crooked Lane.

3.18 The residential bays which are located on the upper floors are separated from the public bays via controlled barriers which will only permit relevant resident access to the floors. An automatic number plate recognition (ANPR) system will be in place, so registered residential vehicles are granted automatic entry. The ANPR system will enable the barrier to open and allow registered vehicles (including permitted visitors) access outside of hours.

3.19 For the public parking bays, the ANPR system will also enable the barrier to open and allow vehicles to enter the car park and utilise the public parking bays across the lower floors. Payment methods for the spaces will be ticketless (using ANPR virtual ticket/image) and two payment machines will be located on ground level.

An online portal and app will also be available to enable alternative payment methods.

- 3.20 Gravesend town centre features both controlled parking areas and a pedestrian zone with specific access rules. Parking in the town centre includes on-street pay-and-display bays, designated car parks, and residential permit zones, alongside single and double yellow line restrictions and a vehicle-restricted pedestrian area that is open for drive-through between 8pm and 10am.
- 3.21 In summary the site benefits from excellent levels of accessibility to sustainable transport modes, these provide frequent services and are well linked to other parts of the borough as well as the wider area including Central London.

4.0 TRAVEL MODE PROJECTIONS

- 4.1 KCCs Travel Planning Guidance states that baseline travel data should be included at the framework stage, based on travel survey data (if there are existing site users) or based on the transport assessment, comparator data drawn from TRICS (Trip Rate Information Computer System), or census data.
- 4.2 As discussed in the introduction, this is a Pre-Occupancy FTP prepared in relation to a planning condition and S106 obligations to fulfil the FTP requirements associated with the planning permission. The site is not yet occupied and therefore baseline travel information is not yet available. A timeline for the collection of baseline and future year travel survey data for reporting and monitoring purposes is set out in the following chapter.
- 4.3 A Transport Assessment (TA) and Interim TP (Waterman – March 2020) was submitted with the planning application setting out trip generation and travel mode estimates for the residential development which form the agreed baseline position at the time of the planning permission being granted. Therefore, for the purpose of this Pre-Occupancy FTP the baseline travel mode projections are based on and extracted from the TA and Interim TP.
- 4.4 To recap, the development consists of 242 residential dwellings and 76 residential car parking spaces plus 4 motorcycle bays. Cycle parking will be provided in accordance with the approved details set out in the associated discharge of condition application (condition no. 24).
- 4.5 Predicted trips by mode for the proposed 242 flats were established based on similar surveyed sites contained within the TRICS database, as set out in Chapter 8 and Table 8 of the TA.
- 4.6 The total weekday morning peak hour, evening peak hour, and daily person trip projections from the Waterman TA are replicated and adapted as set out in Table 2.

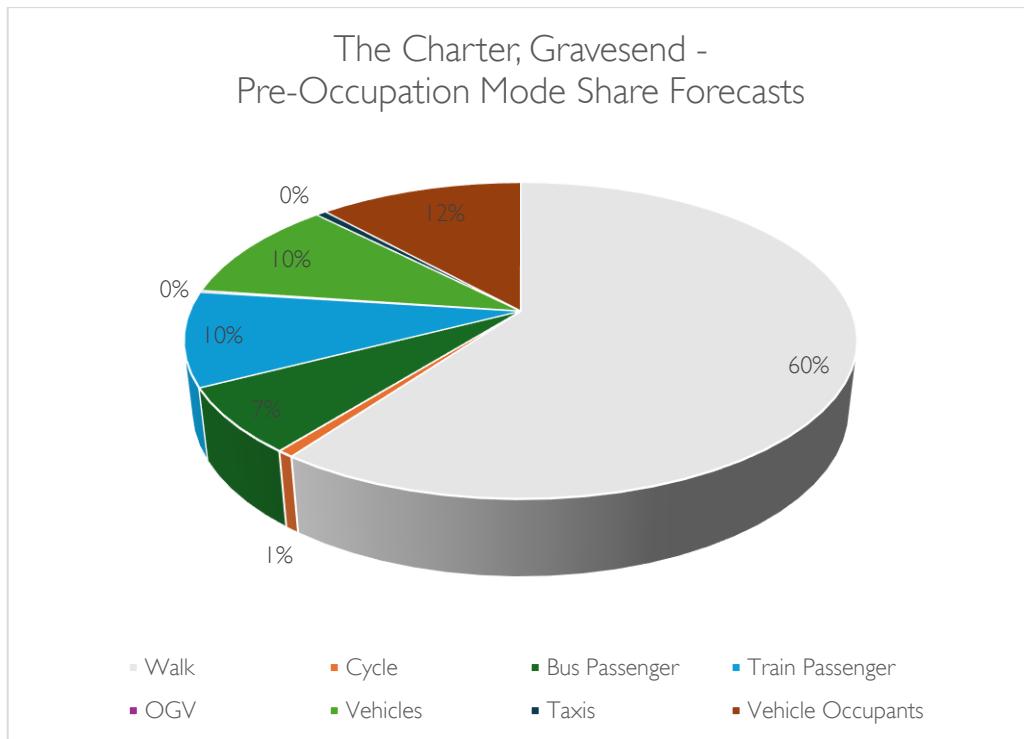
Table 2. The Charter, Gravesend – Predicted Trips by Mode for 242 Flats

Mode	AM Peak (0800-0900)			PM Peak (1700-1800)			Daily (0700-2100)		
	In	Out	2-Way	In	Out	2-Way	In	Out	2-Way
Walk	8	51	60	55	30	85	348	331	1301
Cycle	0	2	3	3	0	3	7	8	15
Bus Passenger	0	16	16	16	3	18	75	70	145
Train Passenger	0	28	29	27	2	29	120	89	209
OGV	0	0	0	0	0	1	2	2	4
Vehicles	6	15	21	12	7	19	112	115	227
Taxis	0	0	0	1	0	1	7	6	13
Vehicle Occupants	8	18	26	12	10	21	128	127	254
Total	22	130	155	126	52	177	799	748	2168

Note: Table contains rounding of data

Source: TRICS/Waterman

4.7 A chart illustrating the predicted total daily modal share of residential trips based on the data in Table 2 is presented below.



4.8 The chart demonstrates that, based on the daily total person trip projections from the Waterman TA, 60% of trips will be made on-foot, 1% by bicycle, 7% by bus, 10% by train, 10% by vehicle, 1% by taxi, and 12% as vehicle occupants/passengers.

- 4.9 In summary the traffic impact of the development was expected to be adequately accommodated on the adjoining highway and within the extant available capacity on existing public transport infrastructure adjoining the site at the time of the planning application being determined by the local planning and highway authority.
- 4.10 Initial Travel Plans targets, based on the TRICS data contained herein as per the original TA and TP, are set out later in this report in accordance with KCCs Travel Planning Guidance.

5.0 TRAVEL PLAN OBJECTIVES, MANAGEMENT & MEASURES

Objectives

- 5.1 The primary objective of this FTP is to achieve a reduction in the number of private car trips to and from the site by residents and visitors during the lifetime of the plan.
- 5.2 The nature of the development being within a highly sustainable town centre location, along with the predicted baseline travel data detailed in the preceding chapter of this report, demonstrates that future occupiers are predominantly expected to travel sustainably on a daily basis.
- 5.3 Resultantly the secondary objective will be to encourage people to walk or cycle as their main mode of travel, thus easing any potential added pressure of the development on the adjoining public transport network.
- 5.4 The TP objectives will primarily be achieved by promoting and educating the health, social, economic, and environmental benefits of sustainable and active travel choices from the outset of the development being brought into use. This FTP will be submitted to and approved by the local planning authority prior to first occupation of the site.
- 5.5 The FTP would be implemented in consultation with GBC and KCC officers.
- 5.6 The final travel mode shift targets would be set once the post occupancy resident travel surveys have been reviewed and achievable mode shift targets can then be decided. This would also be done in consultation with KCCs Travel Plan Officer.

Management

- 5.7 The proposals contained in the TP will be promoted by the management of the proposed development site, through the appointment of a Travel Plan Coordinator (TPC). As per clause 5.2.5 of the S106 Agreement, the owner shall

appoint at its own expense a TPC prior to occupation of any part of the development and shall notify the authorities in writing of the name, address, telephone number and email address of the person appointed.

5.8 Paul Mew Associates will initially assume the role of TPC for 'The Charter' development until a formal instruction has been made. The contact details of the interim TPC at Paul Mew Associates is as follows:

- Email – nick.ferguson@pma-traffic.co.uk
- Web – www.pma-traffic.co.uk
- Phone – 020 8780 0426

5.9 The responsibility of the TPC will be to encourage and promote the proposed measures of the plan amongst future occupiers. The roles and responsibilities of the TPC are listed as follows:

- Developing and implementing promotional, publicity, and awareness campaigns,
- Administering the Travel Plan Measures,
- Organising the collection, analysis and presentation of information related to the monitoring and development of the FTP,
- Liaising with the developer and the key site management personnel,
- Liaising with the Local Planning and Highway Authority on FTP progress and development, and
- Acting as a point of contact for all residents/occupiers requiring information.

5.10 In addition, the TPC will carry out regular monitoring of the plan through traffic surveys, and the associated reporting of the findings back to the local planning and highway authority. This would form part of the Post-Occupancy Baseline Travel Plan, and the subsequent annual FTP reviews.

Travel Plan Measures

5.11 There are several ways in which this FTP will set out to encourage residents to travel sustainably and to subsequently discourage and reduce the use of the private car as a main mode of travel.

5.12 The TP measures can be split into two categories, 'hard' and 'soft' measures. Hard measures include those include those design features that will physically assist in reducing the traffic impact of a scheme, whereas soft measures include the management, marketing and promotional measures which are designed to influence peoples travel choices.

Hard Measures

5.13 The hard measures that are to be implemented as part of 'The Charter' development include a restraint based approach to car parking, providing 76 residential parking spaces inclusive of 8 disabled bays (car parking ratio of 0.31 per dwelling) plus 4 motorcycle bays.

5.14 Details of the provision of cabling to enable charging facilities to be installed for electric vehicles for the future occupants and public of the development in the MSCP as well as the parking spaces on Bank Street have been submitted to and approved by GBC as per the discharge of Condition no. 26 of the planning permission. This measure will facilitate a transition towards ultra-low and zero emission vehicles by occupiers of the development.

5.15 The development will provide secure and sheltered on-site cycle parking facilities for the residential development in accordance with details submitted to and approved by GBC as per the discharge of Condition no. 24 of the planning permission. Additional short-stay visitor cycle parking will be provided in accordance with the approved details.

5.16 The submitted details show an arrangement providing 352 cycle parking spaces and provides overall 1.45 cycles spaces per residential unit. A further seven

Sheffield stands providing 14 cycle parking spaces will be provided on Bank Street for visitors. Residents will be made aware of the availability and location of cycle parking within and around the development upon occupation.

Soft Measures

5.22 Promotion of the FTP will be by means of travel information and initiatives being displayed to all residents. The first task of the TPC will be to ensure that a 'Travel Guide' is produced and distributed as part of packs made available upon first occupation of the residential units. Promotion of public and sustainable transport at this early stage will be crucial in influencing peoples travel behaviour at the outset of the development being occupied.

5.23 A copy of the Travel Guide for The Charter development is provided at Appendix C of this report. It will be the duty of the TPC to make this information available to each residential unit upon first occupation.

Remedial Measures

5.24 If the FTP modal shift / SOV reduction targets are not being met, there will be an organisational commitment to increase investment in the FTP by an amount agreed with the Council in prior correspondence.

5.25 Improvement of an underperforming TP could be made with some of the following measures:

- Renewed travel information and promotional material.
- Renewed offer of personal travel planning for residents through the TPC role.
- Offer of bus vouchers to residents to encourage uptake of travel by public transport, for example a PlusBus discount ticket for unlimited bus and tram travel, added to your train ticket for use commuting, shopping, or exploring.

6.0 TARGETS, MONITORING & REVIEW

Targets (Framework)

6.1 Modal shift targets will be formulated once data from the post occupancy baseline travel mode survey has been undertaken and analysed. These would be agreed between the TPC and the Council's Travel Plan Officer. The targets would be SMART (specific, measurable, achievable, realistic and time-bound).

- Specific – the targets will aim to specifically (not exclusively) promote walking and cycling. Those that can combine public transport travel will be actively encouraged. The targets will be set by using the results of the initial travel mode survey.
- Measurable – the targets would be measurable, based on the results of the initial post-development travel mode survey and review surveys to be performed at key intervals during the course of the Travel Plan lifespan.
- Achievable and realistic – the targets would be achievable and not overbearing, again based upon the results of the travel mode surveys.
- Time-bound – the travel plan will have a five year timeframe, with surveys and targets required at yearly intervals and a full review every three years. Thereafter the site will continue to observe the general aims and objectives of the Travel Plan.

6.2 In accordance with KCC guidance it is the purpose of the FTP to present initial targets based on travel mode projections for the development; in this case assessed against the baseline TRICS derived forecast data as set out in Chapter 4 and the targets set out in the Waterman Interim Travel Plan (March 2020) approved at the planning application stage.

6.3 The FTP targets are set out in Table 3 as follows:

Table 3. Pre-Occupancy Travel Plan Mode Shift Targets

Mode	Baseline		Year 1		Year 3		Year 5	
	Trips	% Share	Trips	% Share	Trips	% Share	Trips	% Share
Walk	1301	60%	1319	61%	1327	61%	1336	62%
Cycle	15	1%	33	2%	41	2%	50	2%
Bus Passenger	145	7%	162	7%	169	8%	178	8%
Train Passenger	209	10%	225	10%	232	11%	241	11%
OGV	4	0%	4	0%	4	0%	4	0%
Vehicles	227	10%	204	9%	194	9%	182	8%
Taxis	13	1%	13	1%	13	1%	13	1%
Vehicle Occupants	254	12%	208	10%	188	9%	164	8%
Total	2168	100%	2168	100%	2168	100%	2168	100%

Source: PMA

6.4 The key target set out in the Waterman Interim Travel Plan (March 2020) is to 'decrease car borne travel by 20% over five years' (paragraph 7.6 of the document). This key target is reflected in the total daily trips and resultant percent mode share in Table 3. Based on the TRICS data the development will generate 227 total two-way vehicle trips throughout a typical weekday from 7am-9pm.

6.5 A reduction of 20% in vehicle trips over five years results in a target of 182 total two-way daily vehicle trips by the final annual monitoring survey. It has been assumed that the number of vehicle occupants will also decrease proportionately. The vehicle and passenger trips have been reassigned to active travel and public transport modes in the mode shift target table.

6.6 The monitoring strategy to review whether targets are being met, and whether the proposed measures are effective, is set out in the following section.

Monitoring

6.7 The FTP will be continually monitored through site travel surveys. A TRICS SAM compliant post occupancy baseline travel mode survey will be carried out within six months of practical completion of the final dwelling. The survey results and any updated measures required will be submitted in a Baseline Travel Plan

Monitoring Report to the County Council as per clause 5.2.5 of the S106 Agreement.

- 6.8 The site wide TRICS SAM survey would be organised and carried out by the TPC with the full support of the site's management.
- 6.9 It would also be the responsibility of the TPC to collate and send the results of the post occupancy baseline survey to the Council for review as part of the Baseline Travel Plan Monitoring Report, and to discuss and agree future SMART modal shift targets with the Council's Travel Plan Officer.
- 6.10 Thereafter at the owners expense annual surveys and monitoring reports will be carried out and submitted to the County Council for a 5-year period after the date on which 95% occupancy of the dwellings occurs, as per clause 5.2.6 of the S106 Agreement. The Annual Monitoring Reports will form the basis of the FTPs ongoing review.
- 6.11 The Monitoring Reports will contain information detailing how the measures have been implemented, comments on whether or not the agreed targets are being met, relevant recommendations on improvements and copies of all literature produced prior to the date of the report designed to encourage residents / site users to travel to and from the site using walking and cycling as a means of travel and / or public transport.

7.0 ACTION PLAN

7.1 The programme for the implementation of the FTP measures, as and when they are required for the development, is set out in the action plan.

7.2 The action plan for the development sets out tasks, intended implementation dates and funding sources. It is intended to be a live document which will be updated by the TPC to reflect the outcome of consultation with the local planning authority, once the first full multi-modal travel survey has been completed.

Table 4. The Charter, Gravesend - Travel Plan Action Plan

Action	Target	Date	Funding	Indicator	Responsibility
Appointment of the Travel Plan Coordinator (TPC)	Role fulfilled by Paul Mew Associates in the interim. Full contact details of the appointed TPC to be provided to GBC and KCC	Prior to occupation of any part of the development	The developer	Appointment of instruction sent to Travel Plan Coordinator	The developer
Provision of 'hard' engineering measures (car, EV infrastructure, and cycle parking etc)	Car, EV, and cycle parking spaces to be provided in accordance with the approved planning application	Prior to occupation of the residential dwellings	The developer	Completion of car and cycle parking	The developer
Provision of 'Travel Guide' leaflets	Issue of Travel Guide to every residential unit	Upon first occupation of each dwelling	The developer	Travel Guides to be provided to the sales/lettings suite. Email of confirmation sent to GBC and HCC	TPC
Undertake the TRICS SAM compliant post-occupation travel survey	To establish the baseline travel situation, and review the FTP measures and targets	Within six months of practical completion of the final dwelling	The developer	Receipt/analysis of survey results	TPC
Submit Baseline Post-Occupancy Travel Plan Monitoring Report to the County Council	As above	As above	The developer	Email correspondence with the County Council's Travel Plan Officer	TPC
Agree SMART targets for modal shift	Target subject to negotiations with the Council	1 month after report is submitted	N/A	Receipt of written agreement of targets	TPC
Undertake 1st yearly TP review including a new TRICS SAM survey	To analyse the effectiveness of marketing, measurements and targets	The date on which 95% of the dwellings has occurred	The developer	Receipt/analysis of survey results	TPC

Undertake 2 nd , 3 rd , and 4 th yearly TP reviews including new TRICS SAM surveys	To analyse the ongoing effectiveness of marketing measurements and targets	2, 3, and 4 years from the date of the year 1 survey	The developer	Receipt/analysis of survey results	TPC
Undertake 5 th and final year TP review including a new TRICS SAM survey	To analyse the final effectiveness of marketing measurements and targets	5 years from occupation of 95% of the dwellings	The developer	Receipt/analysis of survey results	TPC
Achieve SMART travel mode split targets	Achieve agreed target values	5 years after post-occupancy travel survey completed	The developer	Annual TRICS SAM travel surveys conducted for 5 years after the baseline post-occupancy survey	TPC

Source: PMA

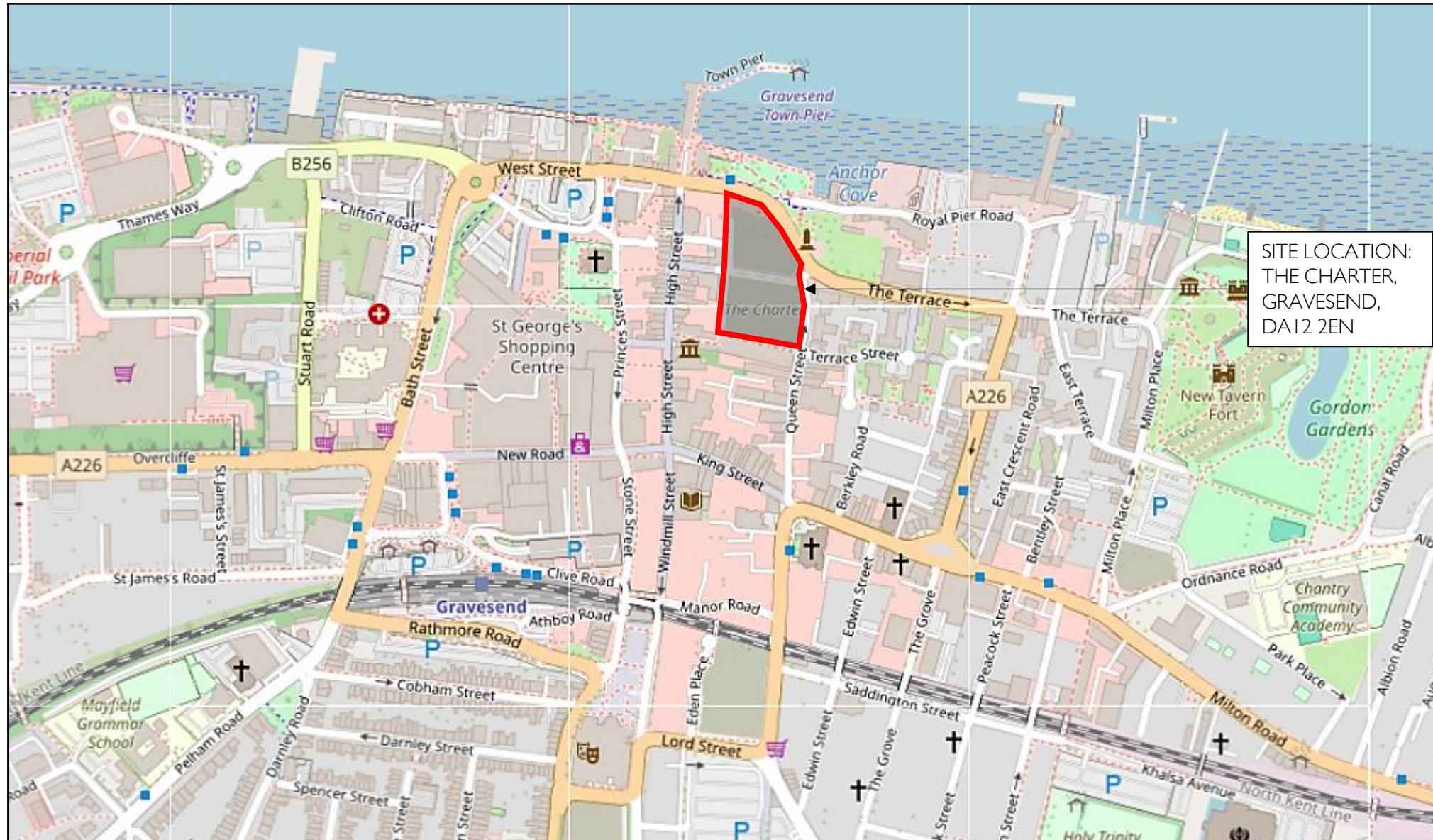
7.3 The developer will set aside funding for the full implantation of the FTP. A budget will be agreed to undertake the TPC role prior to occupation of the development. The agreed budget will include the following items:

- Travel Plan Coordinator Role for a period of at least five years from practical completion of the dwellings as per clause 5.2.9 of the S106 Agreement – allocated within staffing costs;
- Provision of hard engineering measure – allocated within construction costs;
- Distribution of Travel Information Leaflets as required;
- Travel Plan Coordinator duties carried out – allocated within staffing costs;
- TRICS SAM compliant Post-Occupancy travel survey and Baseline Travel Plan Monitoring Report; and
- Annual TRICS SAM compliant travel surveys and Travel Plan Monitoring Reports for 5-years thereafter, and liaison with the Council throughout the lifetime of the plan.

8.0 SUMMARY

- 8.1 To summarise, the development comprises of 242 new residential dwellings at The Charter, Gravesend.
- 8.2 The site is within the planning authority of GBC and the highway authority of KCC.
- 8.3 The developer is committed to reducing the traffic impact of the proposed development through the implementation of a FTP. The FTP has been secured through a planning condition and S106 Agreement.
- 8.4 The site is situated within an area where public transport and sustainable transport links are readily accessible. These links will be heavily promoted as part of the FTP.
- 8.5 Thorough and regular monitoring of the FTP will identify targets and assess to what extent they are being reached over the life of the scheme. The reporting of the progress will be carried out in consultation with the County Council's Travel Plan Officer.
- 8.6 It is the aim of this outline FTP to influence residents' travel behaviour upon occupation of the scheme.
- 8.7 The operations contained herein will be implemented prior to first occupation of the development.

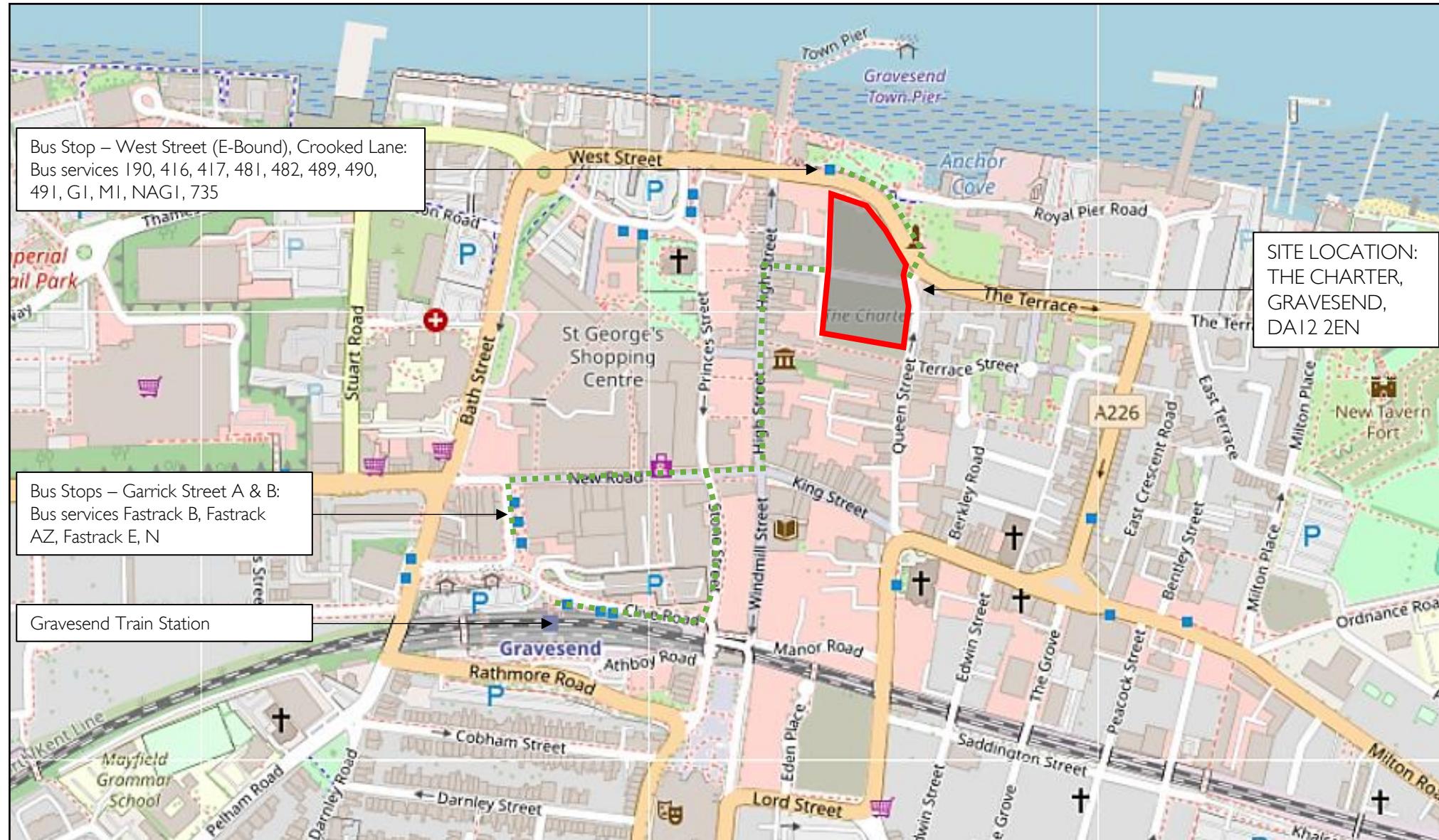
FIGURES



Date: 03-October-2025
 Scale: NTS
 Source: openstreetmap
 Drawing No: P3100/FTP/01



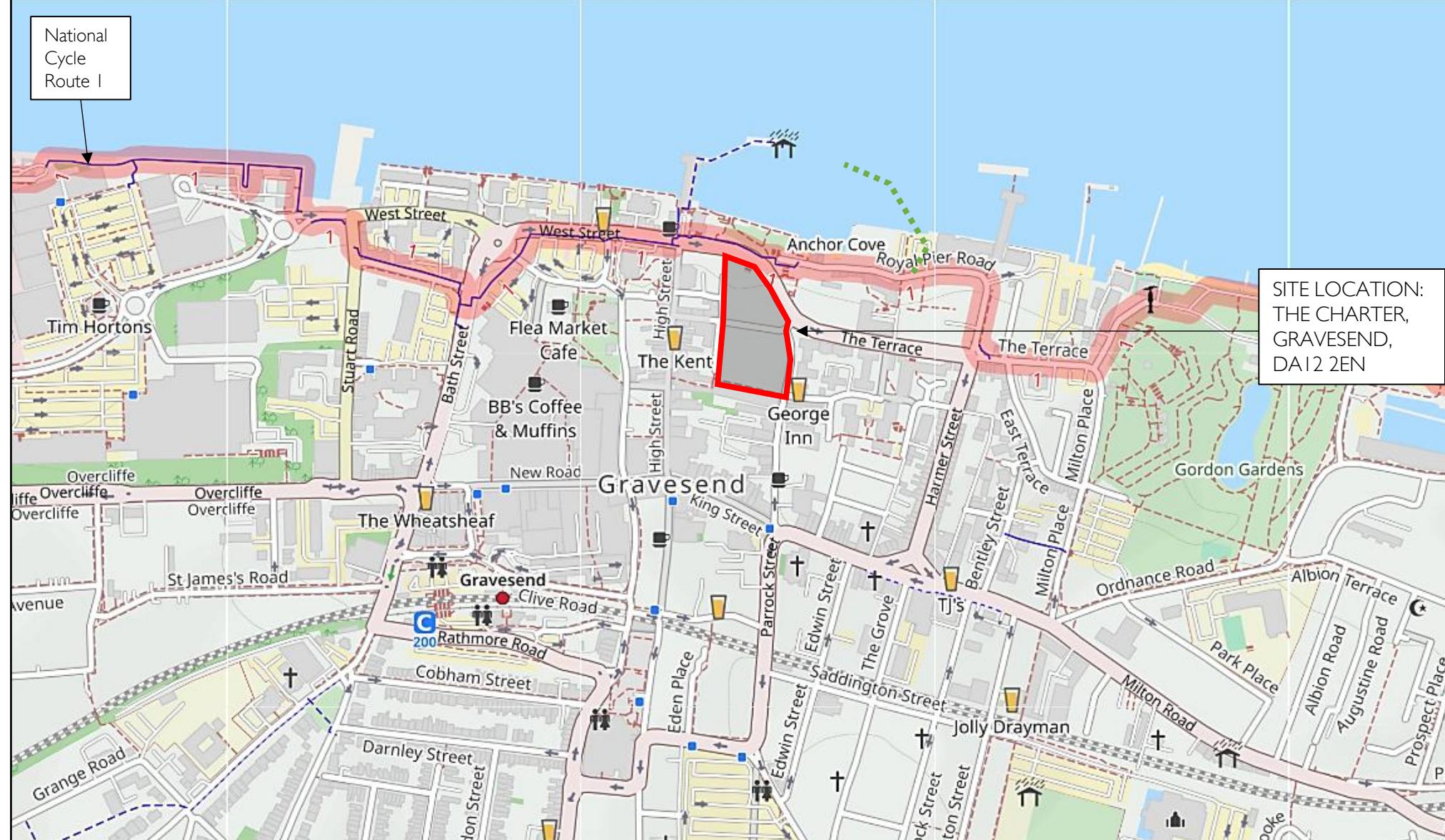
P3100: THE CHARTER, GRAVESEND, DA12 2EN
 Figure 1.
 Site Location



Date: 03-October-2025
Scale: NTS
Source: openstreetmap
Drawing No: P3100/FTP/02



P3100: THE CHARTER, GRAVESEND, DA12 2EN
Figure 2.
Public Transport Access Map



Date: 03-October-2025
Scale: NTS
Source: openstreetmap
Drawing No: P3100/FTP/

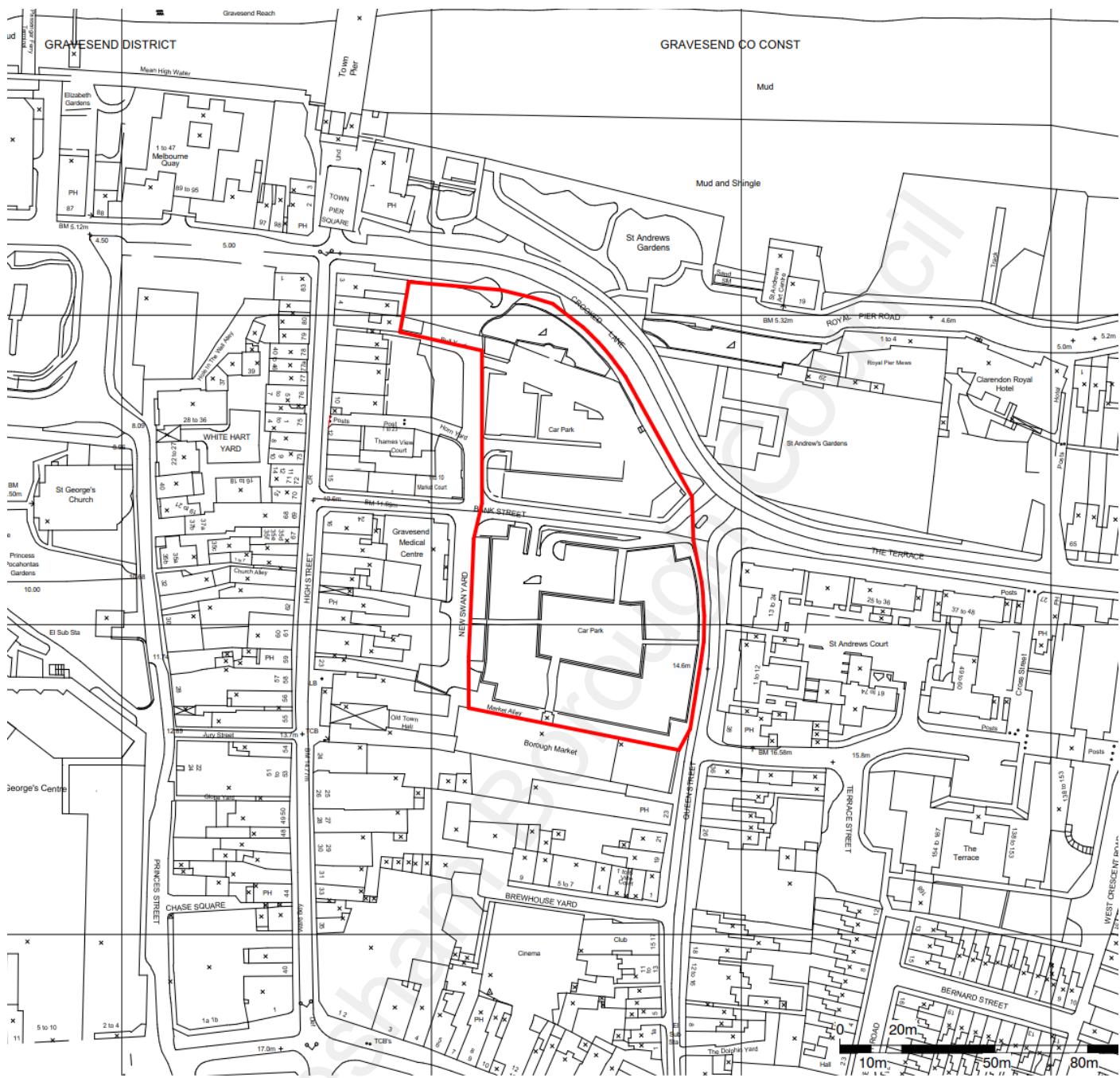


P3100: THE CHARTER, GRAVESEND, DA12 2EN
Figure 3.
Local Cycle Route Map


PAUL MEW ASSOCIATES
TRAFFIC CONSULTANTS
Unit 1, Plym House, 21 Enterprise Way, London SW18 0FZ
T: 0208 780 0426 W: www.paul-mew.co.uk

APPENDIX A
Site Location Plan

APPENDIX A: Application Site plan



Reference	20200343
Address	Land At Market Square And Horn Yard Car Parks New Swan Yard, Gravesend, Kent

APPENDIX B
Approved Level 00 and Basement Plans (Planning Reference: 20200343)

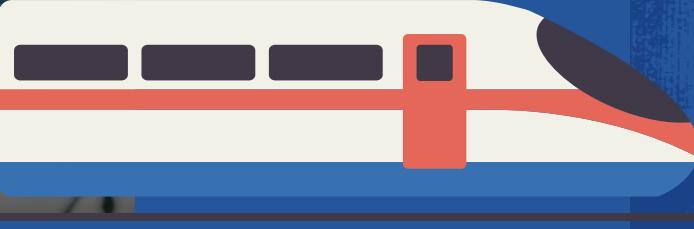




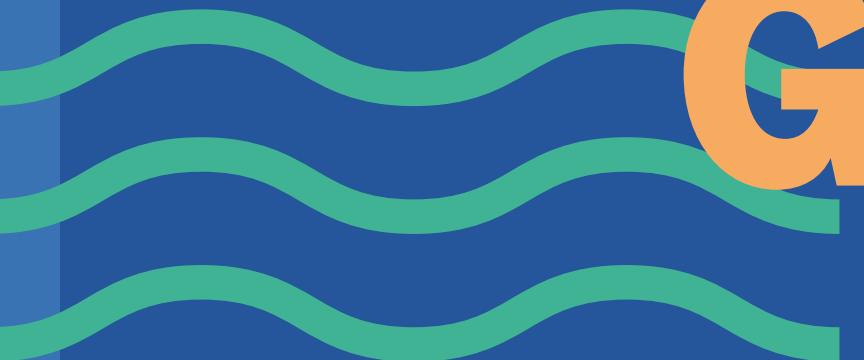
APPENDIX C
The Charter, Gravesend – Travel Guide



THE
CHARTER
GRAVESEND



TRAVEL GUIDE



Welcome to The Charter

We're thrilled to welcome you to your new home at The Charter. As part of our commitment to sustainable living and helping you get the most out of your central Gravesend location, we've created this Travel Guide. It's full of practical tips and resources to help you travel smarter, healthier, and more affordably.

Your Travel Plan Coordinator

Your Community Manager is also your Travel Plan Coordinator. They are here to help you:

- Access travel advice and sustainable options
- Find car share or cycle routes
- Share updates on local transport services
- Collect feedback for continuous improvement
- For any travel-related queries or tips, just ask at reception or contact us via the resident app. All hard copies of maps and routes are available from Reception on request.



Walk This Way

Gravesend offers a variety of scenic and practical walking routes, ideal for both commuting and leisure. The Charter is within walking distance to the town centre, Gravesend station, the ferry terminal, and a wide range of local amenities.

Useful links:

Gravesend Walking & Cycling Map:
<https://www.kentconnected.org/wp-content/uploads/2018/05/Gravesend-Walking-and-Cycling-Map.pdf>

Kent Connected Walking Maps:
<https://www.kentconnected.org/map/>

Walkit.com (urban route planner):
<https://www.walkit.com>

Living Streets:
<https://www.livingstreets.org.uk>



Ready to Ride?

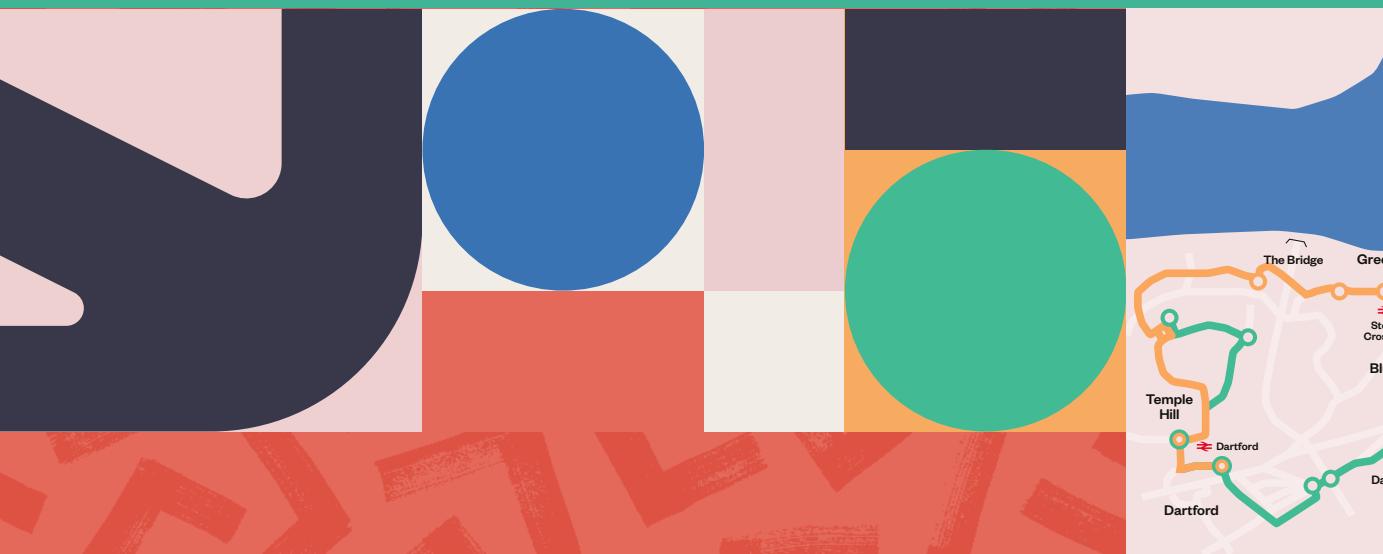
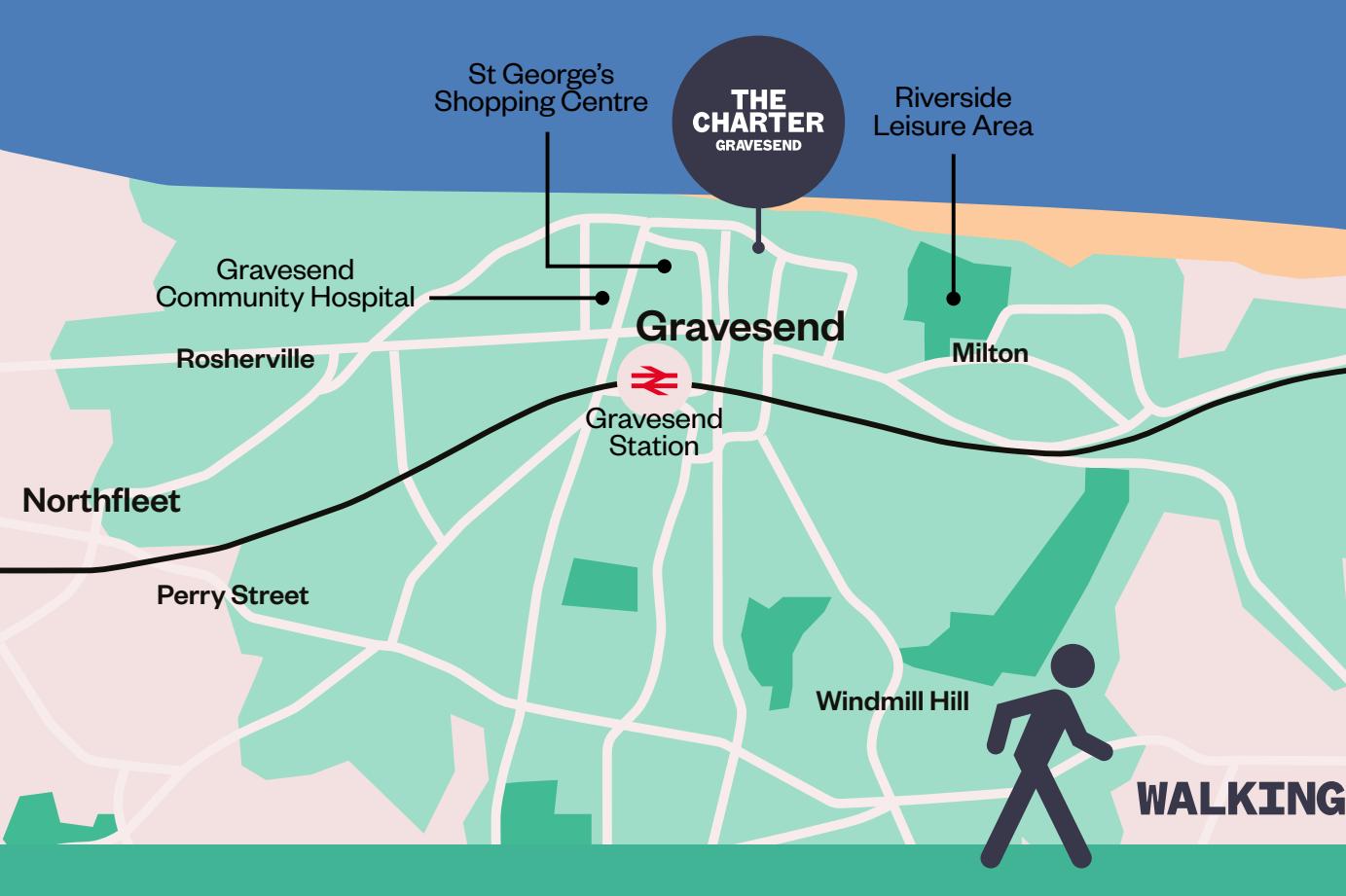
Secure cycle storage is available on-site. Whether you're cycling to work or exploring the riverside route, you're well connected. National Cycle Network Routes 1 and 177 run through or near Gravesend, connecting you to a wider regional cycling network. Cyclopark, a major cycling facility, is also close by.

Useful links:

Kent Connected Cycle Maps:
<https://www.kentconnected.org/map/>

Bikemap Gravesend:
<https://www.bikemap.net/en/l/2648337/>

Komoot Gravesend Rides:
<https://www.komoot.com/guide/867264/cycling-around-gravesend>



Public Transport

Bus stops are located on Crooked Lane and at St George's Centre. Regular services connect Gravesend to Dartford, Bluewater, and surrounding towns. Gravesend railway station is an 8-minute walk with high-speed trains to London St Pancras, as well as services to Charing Cross, Victoria, and London Bridge.

Gravesend also has a half-hourly ferry to Tilbury (Monday–Saturday), which accepts pedestrians and cyclists.

Timetables and routes are available at Reception.

Local Taxi Services

Need a lift late at night or with heavy shopping? Here are some trusted local providers:

Gravesend Taxis
01474 888888

Civic Cars Gravesend
01474 333333

Uber
App-based availability may vary

Enterprise Car Club:

- Vehicles available locally on Pelham Road.
- Book cars via app, pay hourly or daily. Insurance, fuel, and breakdown cover included.
- Resident benefits include £20 driving credit and discounted membership.
- Sign up at: <https://www.enterprisecarclub.co.uk>
- Ask your Community Manager for the resident promo code.

Liftshare Kent & Medway:

- Free-to-join ride sharing platform for daily commutes and regular journeys.
- Save money, reduce emissions, and build community.
- Register at: <https://liftshare.com/uk/community/kent>
- Post your journey and match with others travelling the same way.



Travel Plan Objectives

The main objective of this Travel Plan is to reduce single-occupancy car journeys by 20% over five years. This will be achieved through promoting walking, cycling, public transport, and shared mobility options. We are committed to helping residents travel sustainably and efficiently.

Ongoing Monitoring

We will conduct annual travel surveys to monitor how residents are travelling and whether targets are being met. Your feedback will help shape future initiatives. Results will be shared with residents and updates provided as needed.

If you have ideas or need further travel help, just let your Community Manager know!

This Welcome Park is available in digital format, on the resident app and hard copies are available from Reception.



Aiming to reduce
single-occupancy car
journeys by

20%

over five years

THE LOCAL NEIGHBOURHOOD

The Charter has an unrivalled location here in Gravesham - Kent's best kept secret. The historic Thames-side town of Gravesend gives you a mix of independent shops, a thriving cultural scene with regular festivals, and great access to both London and the beautiful Kent countryside.



Outside your front door is Gravesend - home to one of Kent's oldest Chartered Borough Markets, a gem that dates back to 1268 and is today at the centre of a thriving food and social scene. For entertainment, there's Kent's top-rated escape room or the BMX and cycling facilities at the Cyclopark. Excellent sports amenities are also available at the Cascades and Cygnet leisure centres.





THE CHARTER GRAVESEND

chartergravesend.co.uk