

Land at Blackthorn Farm, Culverstone Green

Interim Travel Plan

GS/TV/35076

June 2025



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1 INTRODUCTION

1.1 PURPOSE OF THIS INTERIM TRAVEL PLAN

- 1.1.1 This Interim Travel Plan (TP) has been prepared by DHA on behalf of Esquire Developments in support of the outline planning application for the development of up to 100 dwellings on Land at Blackthorn Farm, Culverstone Green, near Gravesend, Kent.
- 1.1.2 This TP should be read alongside the Transport Assessment submitted in support of this application.

1.2 WHAT IS A TRAVEL PLAN?

- 1.2.1 A Travel Plan (TP) is a strategy for managing travel needs and transport provision within an organisation or site. It seeks to improve access to a development or site by sustainable modes of transport. It therefore contains both physical and behavioural measures to increase travel choices and reduce reliance on single-occupancy car travel.
- 1.2.2 A TP involves the development of a set of mechanisms, initiatives and targets that together can enable an organisation or site to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits. A TP is a live document that will grow and develop with time, in accordance with the changing circumstances of a site and the environment in which it operates.

1.3 WHAT ARE THE BENEFITS OF A TRAVEL PLAN?

- 1.3.1 The primary benefits of a TP are environmental, with improved air quality, less noise and dirt and a reduction of CO₂ emissions. TPs can also deliver a number of other benefits:-
- Individuals can benefit from improved health, cost and timesaving, reduced stress and a general improvement in their quality of life;
 - Companies can benefit from increased productivity generated by a healthier, more motivated set of individuals and a safer environment due to reduced congestion; and
 - Local communities can enjoy reduced congestion on local roads and possible improvements to public transport services funded by future investment.

- 1.3.2 A well-developed TP can mitigate the adverse traffic impacts of development, and the Government recognises their importance in achieving improvements in transport conditions at the local level. The Public Health England publication 'Cycling and walking for individual and population health benefits' (2018) emphasises the health benefits of walking and cycling. Active travel as part of a TP enables people to enjoy these benefits as part of their daily routine.

1.4 POLICY CONTEXT

- 1.4.1 This TP has been prepared in accordance with the relevant national and local guidance:-
- National Planning Policy Framework (NPPF, 2024);
 - Planning Practice Guidance (PGG) on Travel Plans (2014);
 - Department for Transport (DfT) Circular 01/2022 – The Strategic Network and the Delivery of Sustainable Transport (2022);
 - Local Transport Plan 5 (LTP5): Striking the Balance (2024-2037);
 - Kent County Council (KCC) Active Travel Strategy (2018); and
 - Kent Smarter Travel Guidance on Travel Plans.

1.5 AIMS AND OBJECTIVES

- 1.5.1 The main aims and objectives of this TP are the following:-
- Demonstrate to the Local Planning and Highway Authorities a commitment to provide the development with suitable facilities that will encourage residents to travel to and from the site in a sustainable manner;
 - Set out the necessary survey and monitoring requirements needed to assess the performance of the TP;
 - Reduce resident dependency on car-borne trips;
 - Reduce the need for unnecessary travel to and from the sites;
 - Improve the local environment and thus contribute to a better quality of life; and
 - Inform users of the health benefits of sustainable travel.

1.6 STRUCTURE OF THIS PLAN

- 1.6.1 Following this introduction, the TP is structured as follows:-
- Section 2 provides details of the site characteristics and current transport infrastructure in the vicinity;
 - Section 3 outlines objectives as well as targets;
 - Section 4 gives details on the management of the TP;
 - Section 5 sets out the package of measures that will be introduced in order to influence the way users travel to / from the site;
 - Section 6 sets out the monitoring and reporting strategy of the TP; and
 - Section 7 outlines an Action Plan.

1.7 VISION OF THE DEVELOPMENT

- 1.7.1 With reference to DfT Circular 01/2022, the vision of the development is to provide a sustainable extension to Culverstone Green located within close proximity to everyday services, facilities and public transport nodes both within the wider village of Meopham, nearby Snodland to the east and Gravesend to the north. This is to ensure their ongoing viability and to promote and enable non-car accessibility and social inclusion among future residents.
- 1.7.2 This TP will play a critical role in the achievement of this vision by promoting the options for – and benefits of – sustainable travel and monitoring its uptake, in liaison with the Local Planning and Highway Authorities.

2 EXISTING TRANSPORT CONDITIONS

2.1 EXISTING SITE

- 2.1.1 The site is located within the settlement of Culverstone Green, in the village of Meopham. The location of the site in a local context is shown in Figure 2-1 below.



FIGURE 2-1: SITE LOCATION (COURTESY OF GOOGLE MAPS)

- 2.1.2 The site currently comprises open fields, accessible via a field gate on the A227 South Street. The site is bound to the north by Heron Hill Lane and further open fields, and to the south and east by existing residential properties and woodland. To the west the site is bound by the A227 South Street, a number of existing residential properties and further open fields.

2.2 LOCAL HIGHWAY NETWORK

- 2.2.1 The A227 South Street takes a general north to south alignment and is subject to a 30mph speed restriction within the vicinity of the site access. The A227 South Street measures approximately 5.5m in width and is shown in Figure 2-2 overleaf.



FIGURE 2-2: A227 SOUTH STREET IN THE SITE VICINITY (LOOKING NORTH)

- 2.2.2 Routing north on the A227 provides a route through the villages of Meopham and Istead Rise and onwards to Gravesend via the A227's junction with the A2. To the west, the A2 provides a connection through Dartford and onwards to London. To the east, the A2 provides a connection with the M2 at Junction 1, which provides a direct route through the Medway Towns and onwards to Faversham.
- 2.2.3 Routing south from the site, the A227 provides a direct connection through Culverstone Green and Vigo village centres before connecting with the A20 at a three-armed roundabout approximately 5.0km south of the site. The A20 connects with the M20 at Junction 2 approximately 500m to the west, which continues through West Kingsdown before connecting with the M25 at Junction 3. The A20 also connects with the M26 at Junction 2a, just circa 1.9km from the roundabout with the A227. Continuing southeast on the M26 provides a connection with the M26 at the Wrotham Heath Interchange, which routing east becomes the M20 and continues through Maidstone and onwards to Ashford. Continuing west on the M26 provides a route through Sevenoaks before connecting with the M25 at Junction 5.

- 2.2.4 It is evident that the site enjoys ready access to a range of local and regional destinations via the primary and strategic route networks.

2.3 WALKING AND CYCLING INFRASTRUCTURE

- 2.3.1 The A227 South Street is provided with a pedestrian footway on its eastern side, providing a direct pedestrian connection to the site. The footway measures approximately 2.0m in width and routes between the “Ridley Turning” bus stops to the north and through Culverstone Green village to the south. The footway can be seen in Figure 2-2 above.
- 2.3.2 Given the location of the site on the edge of Culverstone Green village centre, it is afforded with a good level of pedestrian accessibility, with direct access into Culverstone Green village centre.
- 2.3.3 There are also a number of Public Rights of Way (PRoW) located in close proximity to the site, as shown in Figure 2-3 below, in which purple lines represent Footpaths, green lines represent Bridleways and brown lines represent byways.

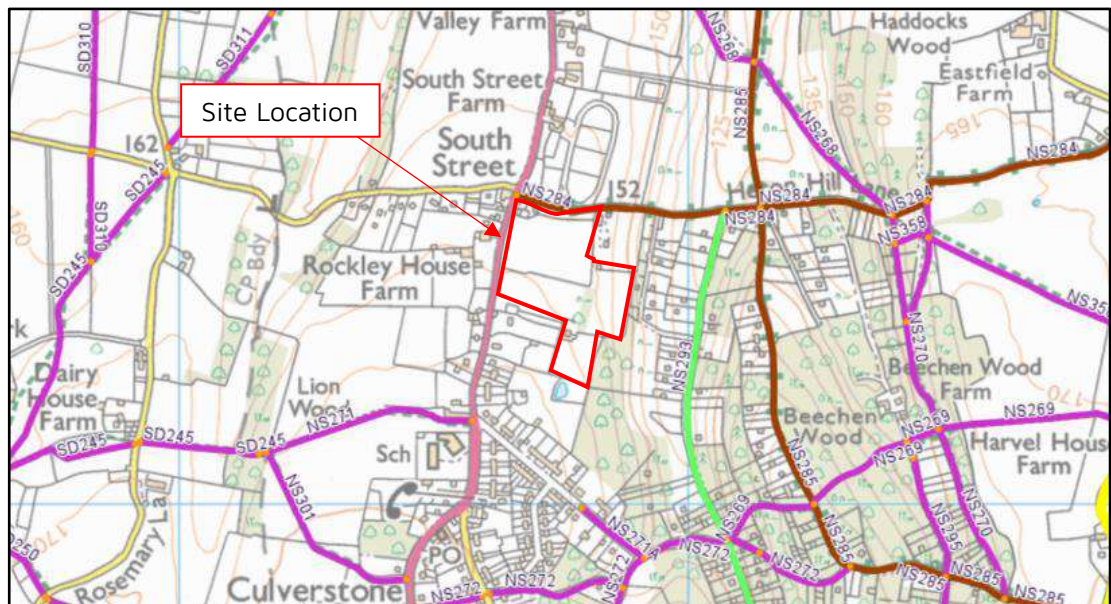


FIGURE 2-3: LOCAL PROW NETWORK (COURTESY OF KCC)

- 2.3.4 There is no dedicated cycle infrastructure within the site vicinity, which is representative of the site's rural location. Many local roads are however considered suitable for cycling by competent individuals in view of their generally low-speed, lightly trafficked nature.

Local Cycling and Walking Infrastructure Plan (LCWIP) for Gravesham (2022)

- 2.3.5 Gravesham Borough Council's LCWIP is a document summarising key proposals to develop local cycling and walking networks in the district.
- 2.3.6 Although the link between Istead Rise and Meopham was not identified as one of the main corridors and therefore not part of the LCWIP, it is noted as a key route locally. Stakeholder engagement highlighted a strong desire locally to create a dedicated cycling link between the two settlements. It is noted that GBC are keen to progress this route outside of the LCWIP due to public support.

2.4 PUBLIC TRANSPORT INFRASTRUCTURE

- 2.4.1 The "Ridley Turning" bus stops are located on the A227, approximately 60-100m (within a 1.5-minute walk) north of the site and accessible via the pedestrian infrastructure on the A227 South Street. The southbound bus stop is shown in Figure 2-4 below, which is afforded with a flag and pole with timetable information.



FIGURE 2-4: SOUTHBOUND BUS STOP (RIDLEY TURNING)

- 2.4.2 The northbound “Ridley Turning” bus stop is shown within Figure 2-5 below, which takes the form of a lay-by and is afforded with a shelter and seating with a flag and pole with timetable information.



FIGURE 2-5: NORTHBOUND BUS STOP (RIDLEY TURNING)

- 2.4.3 Table 2-1 overleaf lists the services which are accessible from the “Ridley Turning” stops, along with their frequencies.

SERVICE NO.	ROUTE	WEEKDAY SERVICE FREQUENCY
223	Gravesend – Weal Of Kent School	School Service
305	Vigo – Meopham – Mayfield School For Girls	School Service
306	Gravesend – Meopham – Vigo	School Service
308	Gravesend – Meopham – Sevenoaks	7 services (between 10:04 and 18:31)
418R	New Ash Green – Meopham – Vigo – Wrotham	School Service
418W	New Ash Green – Meopham – Vigo – Wrotham	School Service
VIGO1	Vigo – Meopham – Gravesend Boys' Grammar School	School Service

TABLE 2-1: BUS SERVICES AVAILABLE FROM "RIDLEY TURNING" STOPS

- 2.4.5 A plan of the local bus routes within the vicinity of the site is included within Figure 2-6 overleaf and **Appendix A**.

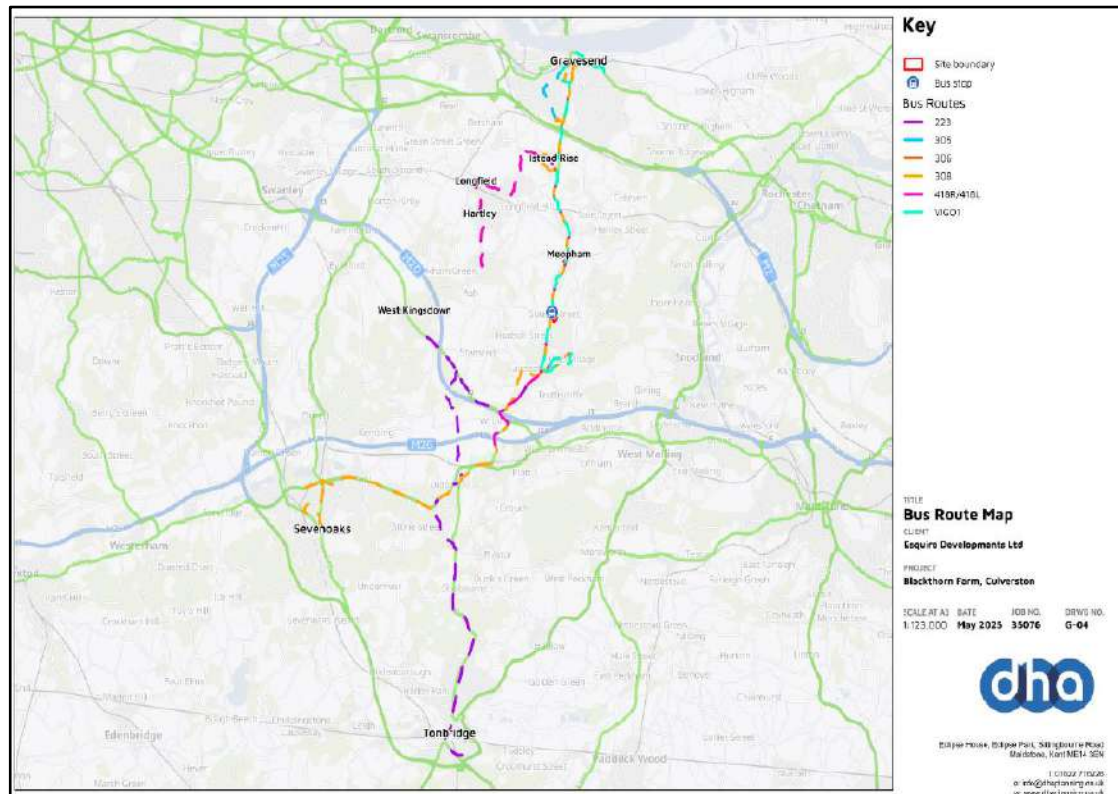


FIGURE 2-6: LOCAL BUS ROUTE MAP

- 2.4.6 Meopham Railway Station is located approximately 4.7km north of the site, accessible in a 6-minute drive or 12-minute cycle. The station has 167 vehicle parking spaces (including 6 disabled spaces), plus 20 secure and covered cycle parking spaces. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.

2.5 SITE ACCESSIBILITY

- 2.5.1 A range of everyday services and facilities is available within Culverstone, which can be accessed via the aforementioned pedestrian infrastructure. Table 2-2 overleaf lists a selection of these services, along with their approximate distances and walking times from the proposed site access.

FACILITY / SERVICE	WALK DISTANCE	WALK TIME
Ridley Turning Bus Stops	150m	2 minutes
Culverstone Green Nursery	350m	5 minutes
Culverstone Green Primary School	350m	5 minutes
Texaco (Petrol Station and Convenience Store)	550m	8 minutes
Costcutter (Convenience Store)	550m	8 minutes
Culverstone Green Community Centre and Playing Fields	850m	12 minutes
Minel Meze and Grill	1.8km	23 minutes
The Cricketers Inn (Pub)	1.8km	23 minutes

TABLE 2-2: FACILITIES AND SERVICES LOCAL TO PROPOSAL SITE

- 2.5.2 Plans demonstrating the facilities and services within walking and cycling distance of the site are included in Figure 2-7 and Figure 2-8 overleaf and **Appendix B**.

LAND AT BLACKTHORN FARM, CULVERSTONE GREEN, GRAVESHAM, KENT
INTERIM TRAVEL PLAN

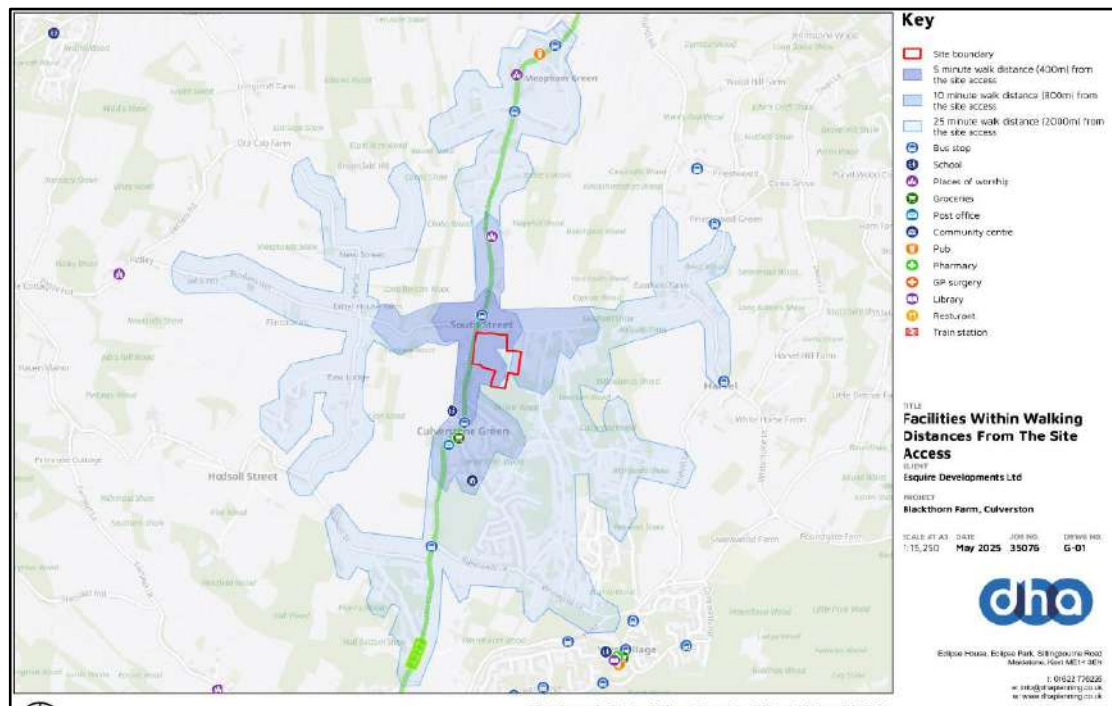


FIGURE 2-7: FACILITIES AND SERVICES WITHIN WALKING DISTANCE OF SITE

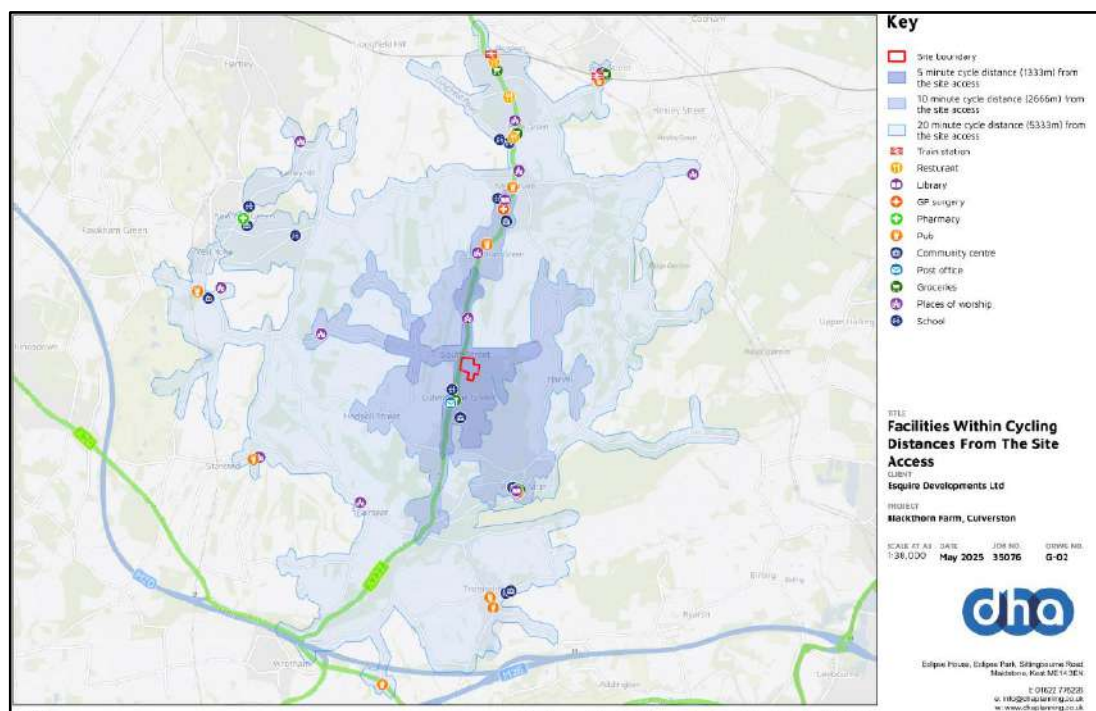


FIGURE 2-8: FACILITIES AND SERVICES WITHIN CYCLING DISTANCE OF SITE

- 2.5.3 The walk times provided above are based on a walk speed of 80m per minute; a figure which is widely used to estimate walk times. It aims to provide a typical average value that estimates it takes five minutes to walk 400m, ten minutes to walk 800m and so on.
- 2.5.4 The clearest national guidance on acceptable walking distances is provided in the Chartered Institution of Highways and Transportation (CIHT) 'Providing Journeys on Foot' (2000), which is routinely quoted in Transport Assessments and appeal decisions and is summarised in Table 2-3 below. It is noted that the local services and facilities listed in Table 2-2 are located within the 2km (or 25-minute) preferred maximum distance for commuting, school and sightseeing purposes.

	TOWN CENTRES (M)	COMMUTING / SCHOOL / SIGHT- SEEING (M)	ELSEWHERE (M)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

TABLE 2-3: CIHT SUGGESTED ACCEPTABLE WALKING DISTANCES

- 2.5.5 A wider range of services and facilities are available in Gravesend, approximately 10km north of the site and accessible via a direct bus service on the 308 bus. Services and facilities include, but are not limited to - shops, supermarkets, doctors surgeries, schools, employment opportunities and leisure centres.

2.6 DEVELOPMENT PROPOSALS

- 2.6.1 The proposed development comprises the construction of up to 100 residential dwellings, which comprises a 50 / 50 split between affordable and private housing. The application is submitted in outline, with all matters reserved other than the means of access; however a summary of the indicative accommodation schedule is provided in Table 2-4 overleaf.

Unit Type	Number of Units
1-bed house	17
2-bed house	21
3-bed house	54
4-bed house	8
Total	100

TABLE 2-4: INDICATIVE DEVELOPMENT ACCOMMODATION SCHEDULE

- 2.6.2 The indicative site layout plan is included at **Appendix C**.
- 2.6.3 Primary vehicular access to the site will be achieved via a new priority junction off the A227 South Street. Upon entry to the site, the access will have a 6.0m carriageway width, reducing to 5.5m internally.
- 2.6.4 Pedestrian access to the site will be achievable via the vehicular access. 2.0m wide footways will be installed on both sides of the access, tying into the existing provision on the A227 South Street, an uncontrolled pedestrian crossing equipped with a dropped kerb and tactile paving will be provided at the site access junction to enable pedestrians to cross.
- 2.6.5 An emergency access will also be provided for the site off the A227 South Street. The emergency access will measure 3.7m in width, be installed with a collapsible bollard, and be utilised as a pedestrian / cycle access.
- 2.6.6 Improvements to existing pedestrian infrastructure in the site vicinity are also proposed. This includes enhancements to the existing uncontrolled pedestrian crossings to provide tactile paving, the first of which is across Heron Hill Lane to the north of the site and the second to the uncontrolled crossing of the A227 South Street to provide access to the southbound "Ridley Turning" bus stop.
- 2.6.7 Vehicle and cycle parking will be provided at a level that is compliant with the applicable Gravesham Borough Council (GBC) and KCC standards, with cycle parking provided within the curtilage of dwelling. Electric Vehicle (EV) charging infrastructure will also be provided in line with the SPD.

3 OBJECTIVES AND TARGETS

3.1 OVERVIEW

- 3.1.1 This section sets out the objectives of the TP, as well as draft targets for the early years of the development.
- 3.1.2 Within three months of full occupation of the development, detailed travel surveys will be conducted to confirm the actual mode share of residents, which will inform the targets of the TP. The following sections give consideration to these potential targets. These will be refined and amended as necessary once the baseline mode share of the residents is established.

3.2 BASELINE MODE SPLIT

- 3.2.1 To assess the proposed development impacts on non-car modes, Census 2011 'Journey to Work' data has been assessed. From this, the mode share for employment-based trips originating in Middle-Layer Super Output Area (MSOA) Gravesham 013 - in which the site is located - can be established. Based on the development's total vehicle trip generation forecast of 368 trips per day (40 total movements in the AM peak and 42 in the PM peak), this mode share can be factored to provide the total trip generation for the site. Table 3-1 below outlines the results of this exercise.

Mode	Development Mode Share	
	%	Trips
Walk	3%	12
Cycle	1%	3
Bus	4%	14
Car/Van	75%	277
Car Sharing	4%	16
Rail	9%	35
Other	3%	11
Total	100%	368

TABLE 3-1: DEVELOPMENT MODE SHARE FORECAST

- 3.2.2 It is noted that residents within MSOA Gravesham 013 have a 75 per cent car driver mode share for journeys to and from work. A further nine per cent of trips are completed by train and four per cent undertaken on foot and by bus. Lesser proportions are assigned to the remaining transport modes.

3.3 TRAVEL PLAN OBJECTIVES AND TARGETS

- 3.3.1 Objectives are the high-level aims of the TP, providing direction and focus for the Plan. It is important that realistic targets and objectives are set so that the TP can be monitored and reviewed to show whether they have been met. The objectives are set out with the overall aim to reduce private vehicle use and encourage a shift towards sustainable transport modes by residents of the development.
- 3.3.2 The overarching objectives of this TP are to overcome the challenges and optimise the opportunities of the proposed development by:-
- Providing the required information and incentives to users to encourage travel to and from the site via sustainable methods of transport;
 - Reducing the transport-related environmental impacts associated with residents of the site; and
 - Where possible, designing measures which could be incorporated into a wider TP network.
- 3.3.3 Based on the survey-based mode split and objectives above, an initial target has been set below to cover the first five-year period post-occupation of the development. This will be reviewed and amended as required following completion of the baseline travel surveys:-
- A minimum of **ten per cent** reduction in single occupancy car travel, split between other sustainable modes of travel.

4 TRAVEL PLAN STRATEGY

4.1 OVERVIEW

- 4.1.1 A Travel Plan strategy that sets out the stages by which the TP will be developed and implemented is crucial. This strategy for the site is contained within this section of the report, and discusses how the TP will be managed and marketed, as well as who the key partners will be.

4.2 TRAVEL PLAN CO-ORDINATOR

- 4.2.1 A Travel Plan Coordinator (TPC) will be appointed to manage the TP prior to first occupation. The TPC will take a leading role in overseeing the implementation and management of the TP as well as being responsible for co-ordinating the monitoring of all travel surveys. The responsibilities of the TPC will include:-
- Obtaining and maintaining commitment and support from residents;
 - Ensuring that the measures set out within the TP are being implemented and promoted as necessary;
 - Liaising with parties within the site and outside (e.g. stakeholders, public transport operators) to facilitate coordinated sustainable transport strategies and TP promotion;
 - Liaising with the Kent County Council Travel Plan Officer;
 - Giving advice and information on transport-related subjects to residents; and
 - Coordinating the necessary data collection exercises and monitoring the TP programme.
- 4.2.2 The TPC for this site will be identified and appointed by Esquire Developments and will be appointed for a minimum of five years.

4.3 MARKETING AND PROMOTION

- 4.3.1 A principal marketing task within the first few months of implementation will be the distribution of information to all residents, ensuring that they are fully aware of the alternative modes of transport available. This information will be provided within a Travel Information Pack for residents, which will contain the following information:-

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

- 4.3.2 The development of the Travel Information Pack is an important element of the TP. It is essential that it contains the necessary travel information to suitably inform recipients. To ensure that the benefits of receiving it go beyond the first site residents, provision will be made to supply this information at least during the initial five-year period of the TP. This will be organised by the TPC when required.
- 4.3.3 It is important that there is continued marketing of the TP from the first day of occupation and thereafter. TP 'branding' is a key part of the promotion of any Plan. It is important for all users to have a brand that they recognise as it reinforces the TP, its initiatives, and what it seeks to achieve.
- 4.3.4 Helpful websites such as <https://www.traveline.info> and www.sustrans.org provide further advice.

5 MEASURES

5.1 OVERVIEW

- 5.1.1 This TP does not set out to impose unrealistic anti-car targets, but instead aims to encourage residents to switch modes where possible. This section of the Plan sets out the measures that will be introduced to encourage the use of more sustainable modes.

5.2 WALKING AND CYCLING

- 5.2.1 Walking is a cheap and healthy form of transport over short distances. The cost of cycling is also low, and traffic congestion can often be avoided resulting in journey times that can be faster and certainly more predictable than those by car. Cycling is a particularly cost-effective and reliable alternative to public transport over short distances. To encourage walking and cycling, the following initiatives will be implemented:-
- Providing pedestrian footways on both sides of the site access connecting with the existing pedestrian infrastructure on the A227 South Street. A 3.7m emergency access that will operate as a shared pedestrian / cycle access;
 - Enhancements to surrounding pedestrian infrastructure to ensure direct access to local services and facilities. Existing uncontrolled crossing points of Heron Hill Lane, and on the A227 South Street in proximity to the "Ridley Turning" bus stops, will be equipped with tactile paving
 - Providing secure and sufficient cycle parking for all residents;
 - Providing Travel Information Packs to new residents, which will contain information regarding local pedestrian routes and cycle access, to encourage them to utilise this infrastructure;
 - Developing a high-quality pedestrian environment within the site which links with the wider area;
 - Informing and encouraging residents to attend cycle training courses and distribute information on cycle maintenance training courses; and
 - Encouraging the use of local services and facilities.

5.3 PUBLIC TRANSPORT

- 5.3.1 Public transport has the capacity to move large numbers of people to and from the site. The proposed development enjoys ready access to regular bus services within a short walking distance. Meopham Railway Station is located approximately 4.7km north of the site, accessible in a six-minute drive or 12-minute cycle. The station is afforded with 167 vehicle parking spaces (including six disabled spaces), plus 20 secure and covered cycle parking spaces. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.
- 5.3.2 Raising awareness of public transport is therefore an important measure that the Plan will need to address. Benefits associated with public transport use include the following:-
- Less congestion on local roads;
 - Reduced noise and pollution; and
 - Greater support for viable local services.
- 5.3.3 The following initiatives are suggested to encourage the use of public transport by future site occupiers:-
- Improvements will be made to the pedestrian connection to the existing "Ridley Turning" bus stops to the north of the site on the A227 South Street. This includes providing the existing uncontrolled crossing points of Heron Hill Lane and the A227 South Street with tactile paving;
 - Information presented via Travel Information Pack, including the latest bus and train timetable information, ticket prices and discounts, as well as details of useful websites¹; and
 - Liaising with public transport operators about the possibility of providing 'taster' tickets (e.g. annual bus passes or Network Railcards) for new residents for a set period after occupation.

5.4 REDUCED CAR TRAVEL

- 5.4.1 The use of private vehicles varies by land use, and whilst this can be reduced through encouraging other modes of transport, it cannot be totally eradicated for various reasons such as shift patterns, mobility issues, children, etc. It is however

¹ https://www.connectedkentandmedway.org/ssp/kentv2/landing_page.jsp and <https://www.traveline.info/>

noted that the location of the site enables trips locally to be made by foot to the Culverstone Green Nursery and Primary School, local convenience stores and the local community centre and playing fields for example.

- 5.4.2 The TP will encourage residents to make informed decisions about how they travel and will encourage the considered use of private cars.
- 5.4.3 Lift sharing offers a sustainable travel option with a number of advantages, as listed below:-
- Lessening traffic congestion on local roads and junctions;
 - Reducing the environmental impact from residents getting to and from work;
 - Saving money on fuel; and
 - Providing the opportunity to socialise.
- 5.4.4 To make the scheme attractive however, incentives and marketing must be in place. Thus the following elements will be introduced to encourage lift sharing:-
- The promotion of Liftshare², which links two or more people (not necessarily from the same site) travelling from the same place, and has a high rate of matches. Information packs can be requested online; and
 - The provision of practical advice on car sharing, including publicising the benefits via Travel Information Packs for all residents.

5.5 TRAVEL INFORMATION AND PLANNING

- 5.5.1 Complete and easy-to-understand information about travel is an essential ingredient for a TP, since the first step towards behavioural change is for an individual to understand and consider the options which are realistically available to them. The TPC will seek to disseminate relevant transport information to residents in the following ways:-
- Make residents aware of the journey planning and 'real-time' information tools available;
 - Source local public transport maps showing bus stops, railway stations, route destinations, public transport costs and discounts;

² <https://hub.liftshare.com/regional/kent>

- Provide details of local and / or online road safety and cycle training courses;
- Source local cycling maps showing safe, lit routes for cyclists and local cycle repair shops; and
- Provide details of useful websites (e.g. for local bus operators and National Rail).

5.6 PROVISION FOR ELECTRIC VEHICLES (EVS)

- 5.6.1 The provision of EV charging infrastructure facilitates the uptake of low and ultra-low emission vehicles by residents. These vehicle types are ideal for short-distance journeys and charging infrastructure will be provided on-site in line with the requirements set out in Part S of the Building Regulations.

5.7 ECO DRIVER TRAINING AND DRIVER AIDS

- 5.7.1 Whilst the location of the proposal site provides opportunities for journeys to be undertaken by sustainable means, there will inevitably be some occasions where the use of the private car is unavoidable. However, this does not mean that measures to travel as sustainably as possible cannot be taken, such as driving in a more economical way.
- 5.7.2 Driving more economically involves (amongst other things):-
- Anticipating traffic movements further down the road and braking and accelerating smoothly in response to any change in traffic conditions;
 - Changing to a higher gear as soon as possible and maintaining low Revolutions Per Minute (RPM);
 - Checking tyre pressures regularly to ensure the safest and most fuel-efficient pressures are being maintained; and
 - Turning off your engine when static for more than 60 seconds.
- 5.7.3 Further information about efficient driving will be included in the Travel Information Pack and can be found at:-
- <https://www.advanced-driving.co.uk/eco-driver-training/>
- 5.7.4 Aftermarket driver aids such as Lightfoot are also available, which encourage fuel-efficient driving habits by rewarding those who drive in an economical way. Rewards include discounts from certain car insurance and breakdown cover

providers, as well as electronic goods and track day experiences. More information can be found at:-

- <https://www.lightfoot.co.uk/drivers>

5.8 REDUCING THE NEED TO TRAVEL

- 5.8.1 Working from home (when appropriate) or working flexible hours can provide significant benefits to all parties involved. A number of these benefits can be seen in the Table 5-1 below.

Employers	Employees
Reduction in commuter-related stress in staff which can lead to sickness	Helpful for parents who have young children and may need to stay at home with them
Increased staff productivity levels	Reduction in travel costs
Improves retention of employees	Reduction in time spent travelling
Widens the pool of applicants which can be recruited	Reduced stress associated with commuting
Saves office space	Can reduce local congestion

TABLE 5-1: FLEXIBLE AND HOME WORKING BENEFITS

- 5.8.2 The local community can also benefit from an increase in home working or flexi working as it could reduce local congestion at peak times, reduce the total number of cars on the road and reduce localised pollution.
- 5.8.3 Therefore, encouraging residents who may be able to work from home to do so can act as a significant step in reducing the number of vehicles on the highway network, particularly at peak times.

5.9 HOME SHOPPING

- 5.9.1 Home shopping is becoming increasingly popular due to the time saved in travelling, the convenience of shopping out of standard working hours, being able to compare prices of multiple retailers and the possible reduction in stress levels compared to shopping in a busy supermarket. Encouraging the use of home shopping can reduce the number of vehicles on the highway network, particularly during peak times.

6 MONITORING AND REVIEW

6.1 OVERVIEW

- 6.1.1 This TP is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to those using the site in future years. This section sets out the proposals for monitoring and reviewing the TP over the first five years of the operational life of the development.

6.2 MONITORING

- 6.2.1 Monitoring the TP will help to analyse and assess the progress that has been made towards the targets. By reviewing the Plan, it will also be possible to identify if initiatives are failing.
- 6.2.2 An annual review will serve to be both informative and promotional, advising on the progress of individual actions, setting out initiatives for the following period and commenting on the overall success of the TP. Travel surveys will be undertaken by the appointed TPC within three months of full occupation and then annually for the first five years.

6.3 REPORTING

- 6.3.1 As noted in the Action Plan below, the TPC will report the baseline survey results to Kent County Council within one month of the surveys. The Council will then review the results and, if necessary, the TPC will revise the targets accordingly. The results of the travel surveys will be included in the following revision of the Plan.
- 6.3.2 If agreed targets are not met, the TPC will agree measures with the Council to seek to address the identified issues. The TPC will be responsible for communicating the results of the monitoring surveys and resulting amendments to the TP.

7 ACTION PLAN

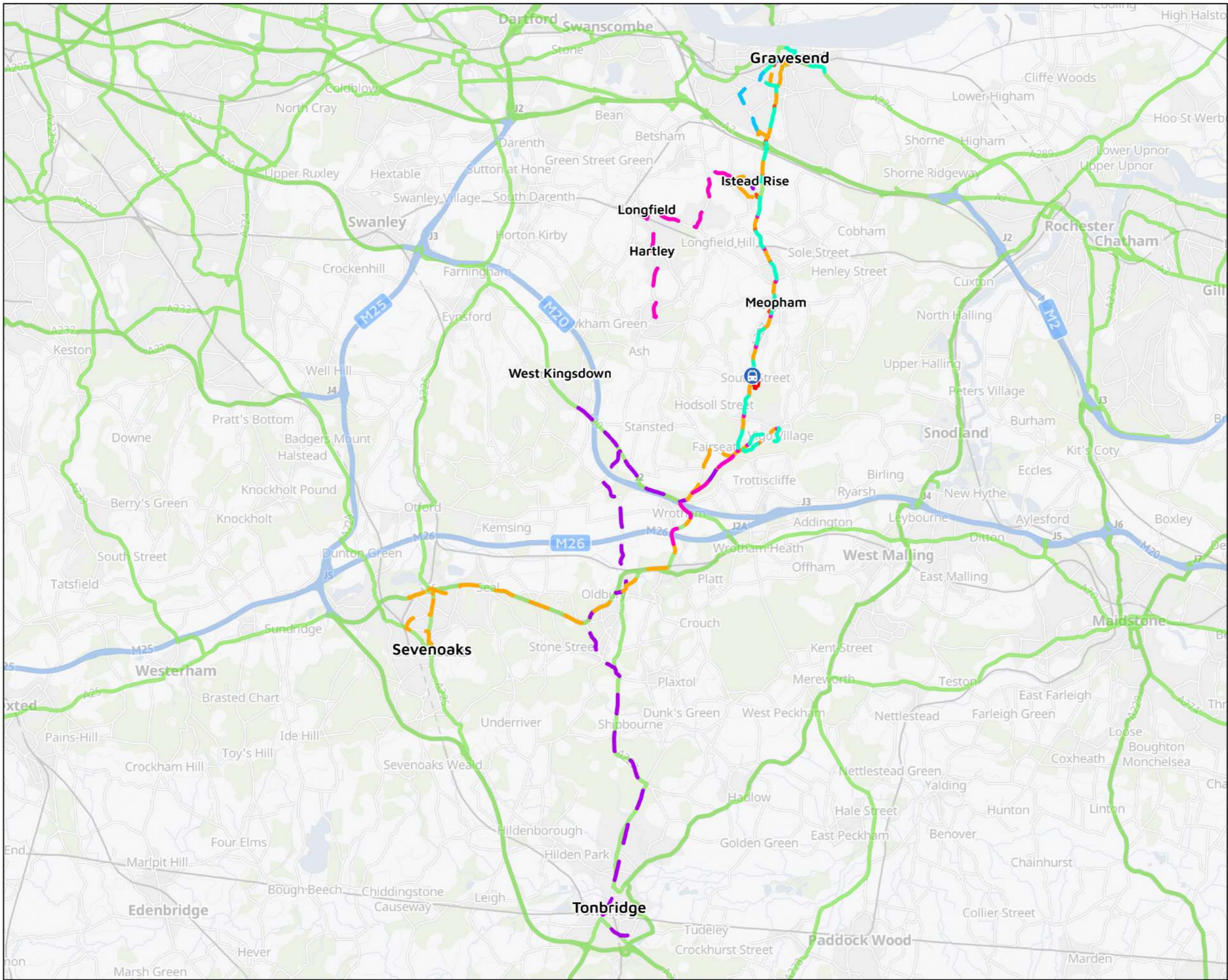
7.1.1 This section draws together the proposals for the TP implementation, monitoring and review. The actions which will be undertaken are summarised in Table 7-1 below.

ACTION	RESPONSIBILITY	TIMESCALE
Appointment of Travel Plan Coordinator (TPC)	End occupier	Prior to occupation
Install appropriate on-site cycle infrastructure	End occupier	Prior to occupation
Install appropriate on-site EV infrastructure	End occupier	Prior to occupation
Complete baseline travel surveys	TPC	Within three months of full occupation
Review baseline survey data, produce monitoring report and modify / agree TP	TPC	One month after undertaking surveys
Undertake monitoring surveys and provide an updated monitoring report	TPC	Annually, up to five years from the baseline survey (subject to survey results and agreement with KCC)
Ensure all residents have access to a copy of the TP	End occupier	On occupation / on-going
Liaise with public transport operators to investigate 'taster' bus tickets for residents for first month	TPC	On-going
Distributing a 'Travel Information Pack' to new residents, with information regarding sustainable travel and local services	TPC	On occupation
Install and maintain EV charging facilities	End occupier	On occupation / on-going

TABLE 7-1: ACTION PLAN

APPENDIX A





Key

- Site boundary
- Bus stop
- Bus Routes
 - 223
 - 305
 - 306
 - 308
 - 418R/418L
 - VIG01

TITLE
Bus Route Map

CLIENT
Esquire Developments Ltd

PROJECT
Blackthorn Farm, Culverston

SCALE AT A3 **DATE** **JOB NO.** **DRWG NO.**
1:123,000 **May 2025** **35076** **G-04**



Eclipse House, Eclipse Park, Sittingbourne Road
Maidstone, Kent ME14 3EN

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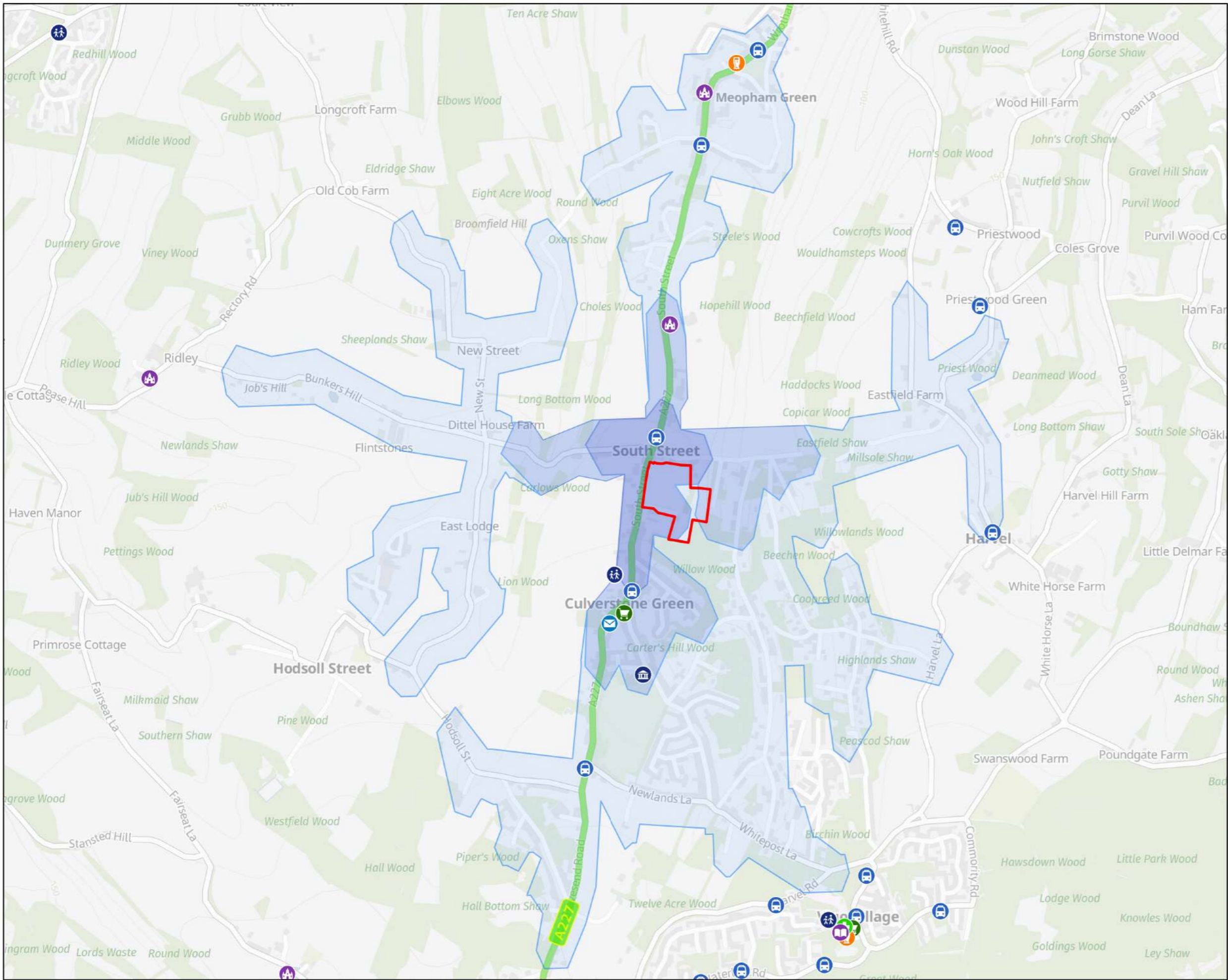
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APPENDIX B





Key

- Site boundary
- 5 minute walk distance (400m) from the site access
- 10 minute walk distance (800m) from the site access
- 25 minute walk distance (2000m) from the site access
- Bus stop
- School
- Places of worship
- Groceries
- Post office
- Community centre
- Pub
- Pharmacy
- GP surgery
- Library
- Resturant
- Train station

TITLE Facilities Within Walking Distances From The Site Access

CLIENT
Esquire Developments Ltd

PROJECT
Blackthorn Farm, Culverston

SCALE AT A3	DATE	JOB NO.	DRWG NO.
1:15,250	May 2025	35076	G-01



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Maidstone, Kent ME14 3EN

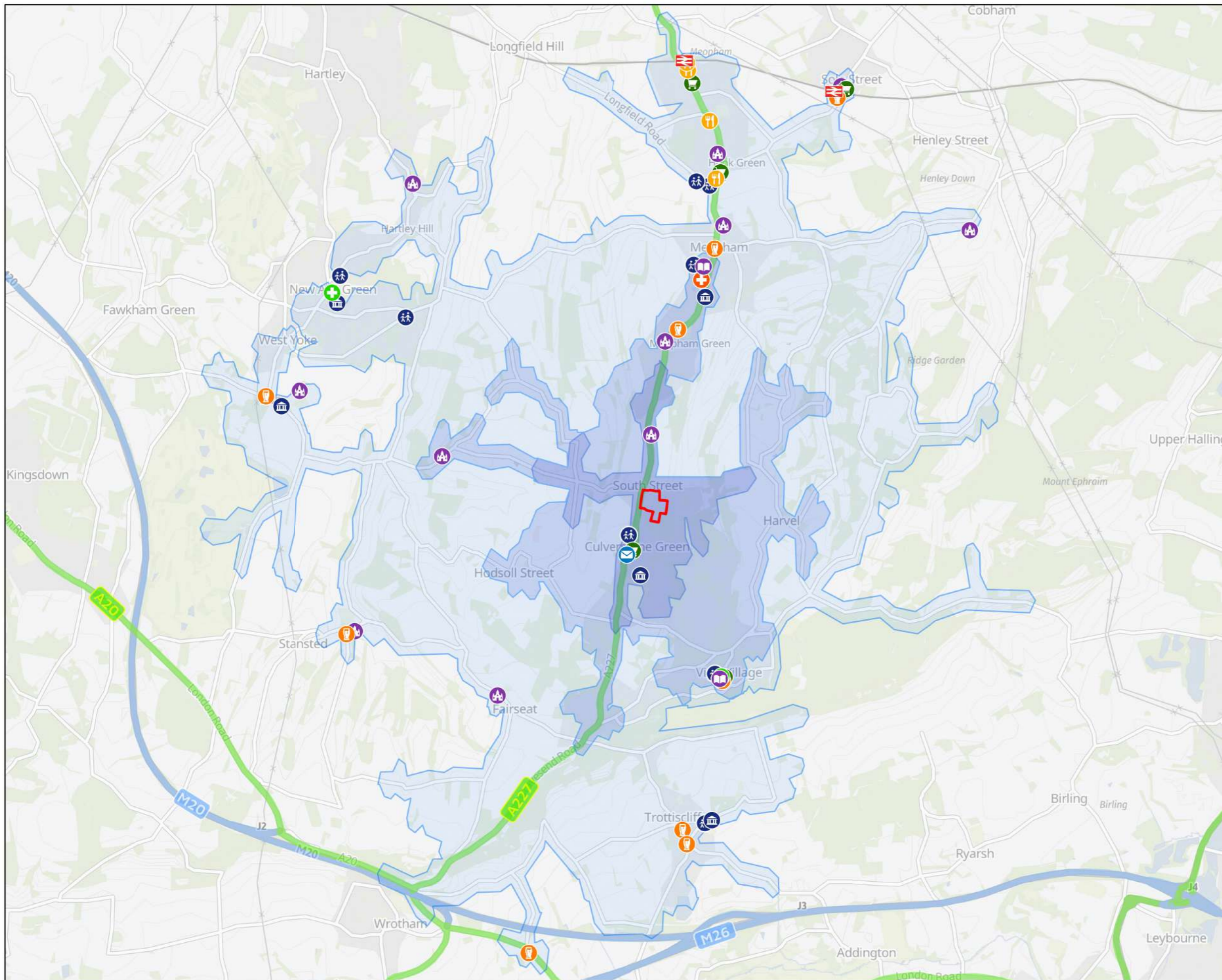
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Key

- Site boundary
- 5 minute cycle distance (1333m) from the site access
- 10 minute cycle distance (2666m) from the site access
- 20 minute cycle distance (5333m) from the site access
- Train station
- Resturant
- Library
- GP surgery
- Pharmacy
- Pub
- Community centre
- Post office
- Groceries
- Places of worship
- School

TITLE

Facilities Within Cycling Distances From The Site Access

CLIENT

Esquire Developments Ltd

PROJECT

Blackthorn Farm, Culverston

SCALE AT A3

1:38,000

DATE

May 2025

JOB NO.

35076

DRWG NO.

G-02

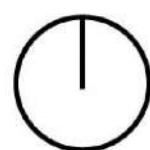


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0 1 2 4 Kilometers

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APPENDIX C



NOTES:
Report all discrepancies, errors and omissions.
Verify all dimensions on site before commencing any work on site or preparing shop drawings.
All materials, components and workmanship are to comply with the relevant British Standards, Codes of Practice, and appropriate manufacturers recommendations that from time to time shall apply.
For all specialist work, see relevant drawings.
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Rev	Date	Description
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Affordable	Area (approx sqft)
17no. 1B2P	550sqft
21no. 2B4P	868sqft
41no. 3B4P A	1006sqft
13no. 3B4P B	1006sqft
8no. 4B5P	1166sqft
Total: 100no.	91230sqft

Project Title
Proposed Residential Development
Blackthorne Farm
Culverstone

Drawing Description
Proposed Site Layout Plan
100% Affordable Mix
100 Units

Scale 1:500@A0	Drawn by JS
Date April 2025	Checked by TVM

CLAGUE ARCHITECTS

62 Burgate, Canterbury
Kent CT1 2BH
01227 762060
2 Kinsbourne Court, Luton Road,
Harpenden, Hertfordshire AL5 3BL
01582 765102
8, Disney Street
London SE1 1JF
0203 597 6112

CANTERBURY LONDON HARPENDEN

Drawing Number
23357B / 10
Revision

Proposed Residential Development, Blackthorne Farm, Culverstone

