



Client:
Richborough

Project:
**Land south of Longfield Road
Meopham**

Project No:
T25526
Report Title:
Travel Plan

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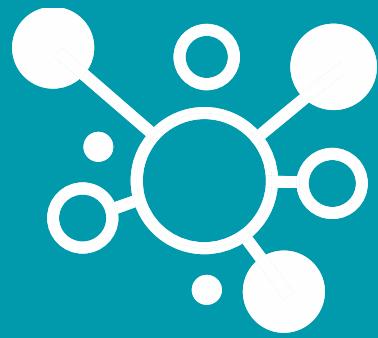


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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough to provide transport advice in support of a proposed residential development on Land south of Longfield Road, Meopham.
- 1.2 The site location is shown in **Figure 1.1**.
- 1.3 This Travel Plan (TP) has been prepared to support an outline planning application for up to 120 residential dwellings and associated access. This TP is accompanied by a Transport Assessment (TA) which presents and assesses the relevant highway elements of the proposed development. Both documents should be read in conjunction with one another.

Structure of the Report

- 1.4 The purpose of this report is to present a package of measures to encourage travel by sustainable transport modes, rather than the private car. The production of this report demonstrates the applicant's commitment to encouraging a culture of sustainable travel from early occupation of the development.
- 1.5 Following this introduction, the report is set out as follows:
 - Section 2.0 – Policy Review;
 - Section 3.0 – Travel Plan Aim and Objectives;
 - Section 4.0 – Sustainable Travel Opportunities;
 - Section 5.0 – Travel Plan Targets;
 - Section 6.0 – Travel Plan Measures;
 - Section 7.0 – Travel Plan Implementation and Monitoring.

Limitations of the Report

- 1.6 This report has been undertaken at the request of Richborough, thus should not be entrusted to any third party without written permission from Hub Transport Planning Ltd. However, should any information contained within this report be used by any unauthorised third party, it is done so entirely at their own risk and shall not be the responsibility of Hub Transport Planning Ltd.
- 1.7 This report has been compiled using data from a number of external sources (such as public transport information); these sources are considered to be trustworthy and therefore the data provided is considered to be accurate and relevant at the time of preparing this report.

2.0 Policy Review

- 2.1 A review of key national, regional and local policy that is relevant to the proposed development has been undertaken and is presented in the accompanying TA. Those specific to travel planning are presented in this section of the report.
- 2.2 This TP has been prepared in conjunction with the subsequent travel planning policies and guidance.

National Planning Policy Framework

- 2.3 The National Planning Policy Framework (NPPF) was last updated in December 2024. It sets out the government's planning policies for England and provides a framework for delivering housing and other development in a sustainable manner.
- 2.4 With regards to travel planning, NPPF Paragraph 118 states:

"All developments that will generate significant amounts of movements 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 proposals can be assessed and monitored."

KCC Transport Assessment and Travel Plan Guidance

- 2.5 The KCC Transport Assessment and Travel Plan Guidance document, adopted in 2025, sets out the key requirements for the production of Transport Assessments and Travel Plans.
- 2.6 Specifically, the document states:

"At the core of the planning system is a presumption in favour of sustainable development, which applies to both plan making and decision taking. A key tool to facilitate this positive planning approach is a Travel Plan. In this context a Travel Plan should be viewed as a development enabling tool."

- 2.7 The document sets out what should be included within a Travel Plan. This includes:
 - Introduction and Background – Information related to the site including location, size and access.
 - Site details – Accessibility of the site by way of sustainable transport modes.
 - Aims and objectives – Sets out a clear aim for the Travel Plan and how the aim will be achieved.
 - Targets – Sets out targets to be achieved within the life of the Travel Plan. These should be SMART objectives (Specific, Measurable, Actionable, Realistic and Targeted).
- 2.8 The document also sets out the role of the Travel Plan Coordinator and outlines the formal monitoring and review process to be undertaken over the lifetime of the Travel Plan.
- 2.9 This document aligns with the requirements presented within the guidance.

3.0 Travel Plan Aim and Objectives

Aim of the Travel Plan

- 3.1 The aim of this TP is to encourage future residents of the site to use more sustainable methods of travel to and from the site in order to reduce dependency on single occupancy car use. As a result of the TP, a culture of sustainable travel can develop which will help to maximise the success of the proposed development.
- 3.2 TPs are site specific and tailored to the individual requirement of the type of development and its intended user. A successfully implemented TP can deliver substantial gains towards achieving the sustainable transport objectives of central and local government, by helping to provide:
 - Reductions in car usage, particularly influencing levels of single occupancy car travel, with an increased number of journeys made by public transport, walking and cycling; and
 - Improve road safety and personal security, particularly for pedestrians and cyclists.

Objectives

- 3.3 The objectives of this TP are outlined as follows:
 - To minimise the percentage of single occupancy car trips to/from the site.
 - To maximise the potential number of walking and cycling trips to/from the site.
 - To maximise the potential for trips made by public transport to/from the site.
 - To minimise the environmental impact of the proposals on the local area.

4.0 Sustainable Travel Opportunities

Accessibility by Active Travel

Accessibility by Walking

4.1 Walking and cycling provide important alternatives to cars and should also be encouraged to form part of longer trips via public transport. The Chartered Institute of Highways and Transportation (CIHT) has prepared several guidance documents that provide advice for sustainable travel infrastructure provision within new developments. The suggested walking distances to key facilities (e.g. healthcare, shops) are presented in **Table 1**.

Table 1: Suggested Walking Distances (CIHT Guidelines)

	Town Centre (m)	Commuting/Schools/ Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

4.2 In addition to the CIHT guidance, MfS and the National Design Guide (2021) states that 'walkable neighbourhoods' are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which may be accessed comfortably on foot.

4.3 MfS also states that the 800m walking distance is not an upper limit and references the former Planning Policy Note 13: Transport (PPG13) guidance in respect of walking replacing short car trips, particularly those under 2km.

4.4 Table NTS0303 from the 2023 National Travel Survey (released August 2024) indicates that the national average walking trip distance in 2023 was 0.7 miles or 1.12km.

4.5 The 2023 National Travel Survey (Table NTS0308) also shows that walking was the most frequent mode used for short trips, with 81% of trips under one mile (1.6km) being completed by foot in 2023, which is very similar to 2022 (83%) and 2021 (82%).

Local Facilities and Accessibility

4.6 Footways are present on either side of Longfield with a crossing facility provided in the form of a zebra crossing to the east of the site prior to the junction with Wrotham Road.

4.7 Footways on Longfield Road connect to footways on Wrotham Road. Here, footways generally measure c.2.0m and are provided either side of the carriageway towards Meopham Railway Station, with multiple dropped kerb facilities and pedestrian refuges along its length to facilitate crossing.

4.8 The walking distances from the site are presented in **Figure 4.1** which accounts for local footways and crossing facilities as well as the Public Rights of Way (PROW) network within the vicinity of the site, including promoted walking routes such as along Camer Road and through Camer Park.

4.9 The walking distances are inclusive of the distance from the developable area of the site to all of the proposed access points.

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4.10 The local facilities situated within the vicinity of the site are presented in **Figure 4.2** and summarised in **Table 2**.

Table 2: Local Facilities

Local Facility (Figure Reference)	Distance
Community Facilities	
St John the Baptist (C1)	800m
St Pauls Catholic Church (C2)	900m
Meopham Library (C3)	1.5km
Meopham Station Post Office (C4)	1.7km
Meopham Village Hall (C5)	1.8km
Southdown Shaw Allotments (C6)	2.3km
Meopham Green Baptist Church (C7)	2.3km
Education	
Helen Allison School (E1)	400m
Meopham Community Academy (E2)	550m
Meopham Secondary School (E3)	1.3km
Employment	
Bowes Industrial Centre (EMP1)	2.3km
Gravesend Town Centre (EMP2)	7.9km
Healthcare	
Meopham Medical Centre (H1)	1.3km
Meopham Pharmacy (H2)	1.7km
Meopham Dental Care (H3)	2.3km
Leisure	
Judsons Recreation Ground (L1)	1.2km
Camer Park Country Park (L2)	1.3km
Meopham Leisure Centre (L3)	1.5km
The Lab Performance UK (L4)	1.6km
Frank Mulley Combat Academy (L5)	1.6km
Royal Hounds Dog Park (L6)	2.0km
Meopham Cricket Club (L7)	2.1km
Retail	
Meopham Tandoori (R1)	600m
McCoy's Fish Shop (R2)	600m
Costa Coffee (R3)	600m
Café Lounge (R4)	600m
The Salon (R5)	650m
Meopham Shish Grill and Restaurant (R6)	650m
Tesco Express (R7)	650m
Sir Male Grooming (Barber Shop) (R8)	700m
Bartellas Mediterranean Restaurant (R9)	1.2km

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Local Facility (Figure Reference)	Distance
George Inn Public House (R10)	1.0km
Valeries Sandwich and Coffee Shop (R11)	1.7km
Morrisons Daily (R12)	1.7km
Railway Tavern Public House (R13)	1.7km
The Cricketers Inn (R14)	1.8km
Minel Meze & Grill Restaurant / Bar (R15)	2.0km

4.11 Collectively, **Figure 4.1** and **Figure 4.2** demonstrate that there is a large variety of local facilities that are likely to be used on a day-to-day basis by future residents of the site that are all reachable within the preferred maximum 2.0km walking distance.

4.12 Notably, there are a significant number of facilities situated on Camer Parade opposite the site, and along Wrotham Road and Longfield Lane, all within an 800m, and 1.2km walking distance of the site access points.

Accessibility by Cycling

4.13 There is potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips.

4.14 The CIHT Planning for Cycling document (2014) states that “The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a).”

4.15 The Department for Transportation (DfT) Cycling and Walking Investment Strategy (2017) also refers to the threshold of five miles (or 8km), stating that “two out of every three personal trips are within five miles – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.”

4.16 The second Cycling and Walking Investment Strategy published DfT in 2022 does not specifically reference the statement in Paragraph 4.15, however one of the main objectives is to increase the percentage of short journeys (i.e. those under five miles) in towns and cities that are walked or cycled from 41% in 2018/19 to 46% in 2025.

4.17 The 2023 National Travel Survey also shows that the average cycle trip distance (for all purposes) was three miles (or 4.8km). Therefore, it is reasonable to consider cycling as a viable mode of travel for distances up to 8km.

4.18 The site is situated c.5.0km to the south of National Cycle Network (NCN) Route 177 which provides an east-west traffic-free route to Gravesend via NCN Route 1 and to Stroud.

4.19 Gravesham LCWIP cycle route 6 is situated to the east of the site on Green Lane. This route is proposed to link Meopham and Higham via Cobham and Sole Street.

4.20 The cycling distances from the site are presented within **Figure 4.3** and are inclusive of the distance from the developable area of the site to all of the proposed access points. This also includes the proximity of the site to promoted NCN routes and identified LCWIP schemes.

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4.21 This shows that cyclists are able to reach key locations such as Gravesend, which provides a large variety of facilities typical of a large town centre.

4.22 Although there is no designated cycle infrastructure within the vicinity of the site, given the 30mph speed limit between the site and surrounding facilities, it is considered that the local network is generally suitable for cyclists of all abilities, although it is acknowledged that some routes may be catered towards more experienced cyclists.

Accessibility by Bus

4.23 The closest bus stops to the site are situated along Wrotham Road to the east of the primary access, c.500m from the developable area of the site.

4.24 Pedestrians are facilitated crossing over Wrotham Road to the southbound bus stop by a dropped kerb pedestrian crossing with a guarded pedestrian refuge.

4.25 **Table 3** presents the nearest local bus stops and their level of service. Bus service frequency has been taken from bustimes.org.

Table 3: Local Bus Services

Bus Stop (code)	Route (Operator)	Frequency (approx.)		
		Mon – Fri	Sat	Sun
Wrotham Road Northbound (kntapmga)	306 – Vigo – Gravesend (1st Bus Stops Ltd)	Two services per day (08:28, 15:49)	No Service	No Service
	308 – Sevenoaks – Gravesend (Redroute Buses)	Seven services per day (10:09, 11:34, 13:04, 14:34, 16:38, 17:36, 18:36)	Seven services per day (08:33, 10:04, 11:34, 13:04, 15:04, 16:36, 18:36)	No Service
	416 – Meopham – Gravesend (Redroute Buses)	Five services per day (07:18, 09:31, 11:01, 12:26, 16:36)	Three services per day (08:06, 11:01, 15:21)	No Service
Wrotham Road Southbound (kntapmtd)	306 – Gravesend – Vigo (Redroute Buses)	Two services per day (07:54, 15:18)	No Service	No Service
	308 – Gravesend – Sevenoaks (Redroute Buses)	Seven services per day (07:06, 09:35, 11:05, 12:35, 14:25, 17:07, 18:07)	Six services per day (09:35, 11:05, 12:35, 14:35, 16:08, 18:08)	No Service
	416 – Gravesend – Meopham (Redroute Buses)	Four Services per day (10:53, 12:18, 14:38, 16:18)	Two services per day (10:53, 15:13)	No Service

4.26 **Table 3** shows that there are a number of local bus services providing connections to Meopham Railway Station and into Gravesend and local surrounding villages.

4.27 In total, there are four morning peak hour services, and two afternoon peak hour services across both bus stops.

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4.28 In addition to the above, there are several dedicated school bus services providing a morning and afternoon pick up/drop off service at both the northbound and southbound bus stops.

4.29 In total, there are eight dedicated bus services providing connections to local schools, including but not limited to, Dartford Boys Grammer School, Willmington Grammar School for Girls, Meopham Secondary School and Wrotham School.

Accessibility by Rail

4.30 Meopham Railway Station is situated within the preferred maximum 2.0km walking distance from the site, and within a 5.0km cycle distance.

4.31 The station provides 167 vehicle parking spaces (6 accessible) and 20 cycle parking spaces (stands).

4.32 It should be noted that no step-free access is provided to platform 2, however staff assistance is available.

4.33 As requested by KCC, it can be confirmed that the 306, 308 and 416 bus services provide access to Meopham Railway Station, calling on Wrotham Road (north of New Road) adjacent Station Road. Both northbound and southbound comprise of bus shelters, and flag and pole signs.

4.34 **Table 4** presents the key direct rail services from Meopham Railway Station and their frequency. Rail service frequency has been taken from [Trainline](#).

Table 4: Meopham Railway Station Services

Destination (Key stops)	Average Frequency	Approx. Journey Time	First and Last Direct Services					
			Monday to Friday		Saturday		Sunday	
			Departures	Arrivals*	Departures	Arrivals*	Departures	Arrivals*
London Victoria (Longfield, Bromley South)	2 per hour (Mon – Sat) 2 per hour (Sun)	0 Hours, 56 Minutes (Maximum)	First Service: 05:20 Last Service: 23:40	First Service: 00:40 Last Service: 23:40	First Service: 00:13 Last Service: 23:47	First Service: 00:10 Last Service: 23:42	First Service: 07:02 Last Service: 23:32	First Service: 00:40 Last Service: 23:40
Gillingham (Kent) (Sole Street, Rochester, Chatham)	2 per hour (Mon-Sat) 2 per hour (Sun)	0 Hours, 19 Minutes (Maximum)	First Service: 06:31 Last Service: 23:43	First Service: 05:00 Last Service: 23:20	First Service: 00:13 Last Service: 23:43	First Service: 05:00 Last Service: 23:28	First Service: 00:29 Last Service: 23:59	First Service: 06:46 Last Service: 23:11
Dover Priory (Rochester, Gillingham)	1 per hour (Mon-Sat) 1 per hour (Sun)	1 Hour, 31 Minutes (Maximum)	First Service: 06:31 Last Service: 22:43	First Service: 07:45 Last Service: 17:48	First Service: 06:29 Last Service: 22:43	First Service: 05:12** Last Service: 22:17**	First Service: 09:00 Last Service: 22:00	First Service: 06:50 Last Service: 21:50

*Arrival services are the departure times to Meopham from destination.

**Connection service shown. No direct service to Meopham from Dover Priory on Saturdays and Sundays.

4.35 **Table 4** shows that there are regular rail services to key regional and national destinations including London and Gillingham, therefore offering future residents of the site opportunities to commute sustainably over longer distances.

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Summary

- 4.36 This access appraisal demonstrates that there are a number of local facilities that can, and are likely, to be used on a day-to-day basis by local residents that can be accessed by active travel modes within recommended walking and cycling distances.
- 4.37 Additionally, there are local public transport opportunities for future residents to travel further afield to key regional and national destinations such as Gravesend, Gillingham and London, sustainably.

5.0 Travel Plan Targets

5.1 Following best practice, the TP targets will adopt an ‘outcomes approach’ by focusing on mode shift. Realistic and achievable targets should be selected for the site. Targets are set to reflect the uptake in sustainable travel that would be expected as a result of the TP measures.

5.2 To measure the effectiveness of the TP, SMART targets are identified. SMART targets are:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Timed.

5.3 Targets should relate directly to the objectives of the TP, which in this case are to maximise non-car use and promote the health benefits of traveling to the site on foot or by bicycle. Therefore, a sustainable and typical indicator of the success of a TP is the change in modal split of travel over time.

5.4 To inform the preliminary targets, an existing modal share of residents within proximity of the site needs to be understood. Census 2011 Method of Travel to Work by Middle Layer Super Output Area (MSOA) for Gravesham 012, has been collected to inform this.

5.5 The 2021 Census was undertaken during the Covid-19 pandemic, and therefore data from this is considered to be unrepresentative of true travel patterns. Notwithstanding some modal change may have occurred since the data was collected – especially since the Covid-19 pandemic; the use of 2011 Census data remains a useful proxy to understand the existing modal split of travel within the local area.

5.6 The baseline modal split for journey to/from work for the Gravesham 012 MSOA are presented in **Table 5**.

Table 5: Method of Travel to Work - (2011 Census) for Gravesham 012

Method of Travel to Work	No. of People	Modal Split (%)
Underground, metro, light rail or tram	2	1%
Train	1	0%
Bus, minibus or coach	0	0%
Taxi	0	0%
Motorcycle, scooter or moped	0	0%
Driving a car or van	141	58%
Passenger in a car or van	14	6%
Bicycle	2	1%
On foot	83	34%
Total	243	100%

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5.7 **Table 5** demonstrates that just over half of the population drive using single occupancy car and vans. It should be noted that this modal share could have decreased following the Covid-19 pandemic as hybrid working has become more typical.

5.8 Notably, there is a high propensity to travel on foot. However, it should be noted that there is a low propensity to travel by public transport and cycle. Evidently, there is an opportunity to improve the use of public transport and active travel, specifically by bus, rail and cycle.

Targets

5.9 To ensure that travel plan targets are realistic and achievable, it is proposed that the targets are reviewed following baseline travel surveys undertaken within 3 months of first occupation. To ensure an effective pool of data is available to monitor travel patterns, an ambitious response rate target of 50% has been set.

5.10 The following ambitious preliminary targets are as follows:

- A 5% reduction (from baseline travel surveys) in residents traveling via single occupancy private car, within five-years of first occupation.
- A 5% increase (from baseline travel surveys) in residents traveling via sustainable transport modes such as walking, cycling, public transport and/or car sharing, within five years of first occupation.

6.0 Travel Plan Measures

- 6.1 To achieve the targets, set out within this TP, measures specific to the proposals have been set out.
- 6.2 The TP's measures will take the form of:
 - 'Hard' infrastructure measures delivered within and around the site, such as integrated walking and cycling routes.
 - 'Soft' measures that will encourage sustainable travel, such as the provision of information associated with travel choices.

'Hard' Travel Plan Measures

- 6.3 Although at outline planning stage, the following 'hard' measures can be confirmed that could help to encourage sustainable travel.
 - Footway connection to existing footways along Longfield Road.
 - Dropped kerb crossover with tactiles to facilitate access to the northern footway.
 - Contributions towards signage along Wrotham Road to guide pedestrians and cyclists to Meopham railway station.
 - Contributions towards cycle parking capacity and infrastructure improvements at Meopham railway station.

'Soft' Travel Plan Measures

- 6.4 The residents of the site will be encouraged to travel via sustainable modes, particularly walking and cycling, to minimise traffic impacts of the proposals on the local area. This will predominantly be accomplished through the promotion of the following information.
 - Encourage walking to/from the development by:
 - Provide a map of local walking routes and PRoW.
 - Promotion of walking information websites (e.g. [Kent Connected](#))
 - Promoting the health benefits of walking.
 - Encourage cycling to/from the development by:
 - Provide a map of local cycling routes.
 - Promotion of cycling information websites (e.g. [Choose How You Move](#))
 - Highlight the benefits of the government's '[Bike to Work](#)' scheme (if applicable).
 - Promote the health benefits of cycling.
 - Encourage the use of public transport by:
 - Provision of detailed public transport information to residents, including interchange locations, timetables and fares.
 - Contributions towards bus/rail passes for each household, the amount of which will be confirmed with KCC through the planning process.

- Encourage sustainable car journeys by:
 - Making residents aware of car share schemes such as [Liftshare](#).
 - Making residents aware of the on-site car club.
 - Promoting the benefits of car sharing to residents.
- Promote the Travel Plan and its measures by:
 - Publicise the Travel Plan on the development's website.
 - Provide each dwelling with a Travel Information Pack (TIP) upon occupation which will include all 'soft' measures outlined above.

Travel Information Packs

- 6.5 TIPs will be distributed to each resident upon initial occupation to encourage sustainable travel from the outset.
- 6.6 TIPs are a package of information on travel options for a new site/development, to assist residents with planning journeys from their new home.
- 6.7 The TIPs will include all 'soft' measures aforementioned, including public transport and sustainable travel information, mapping, and information regarding the benefits of sustainable travel.
- 6.8 The benefit of providing a TIP is that not only does it help a resident settle into their new surroundings, but in highways and transportation terms, it helps to create a culture of sustainable travel from the earliest point of occupation.

7.0 Travel Plan Implementation and Monitoring

Developer

7.1 The developer will be responsible for ensuring that all matters agreed at the planning stage are delivered on site prior to occupation. The developer will act as the operator who will be responsible for the appointment of a Travel Plan Co-ordinator (TPC) and fund any future TP measures.

Travel Plan Co-ordinator

7.2 The TPC can be an integral role appointed by the developer or an external role that is sub-contracted to an external party. The TPC will be responsible for the implementation and management of the TP once the site is occupied.

7.3 The TPC's responsibilities will be to:

- Ensure the site design meets the access needs of the occupiers.
- Promote and market the TP to residents, offering tailored advice where possible.
- Implement and deliver the approved measures outlined within this TP.
- Undertake yearly surveys for comparison against Year 1 baseline surveys.
- Monitor the TP to ensure it is meeting its aim and objectives.
- Attend audit meetings with KCC as required.
- Produce and submit monitoring reports, as stipulated by KCC.
- Act as the main point of contact for all stakeholders regarding the TP.

Monitoring

7.4 The TP is a flexible document that adapts to changes overtime considering results gathered from regular reviews and reassessment. Having measurable aims and objectives enables flexibility when the objectives are assessed against the results of the yearly travel surveys. This enables a TP to remain an effective tool in generating a shift towards sustainable modes.

7.5 Yearly travel surveys will be undertaken to assess the modal change against the Year 1 travel surveys. The results of the surveys will be monitored and reviewed against the aim and objectives of the TP, identifying areas for improvement or where expectations are being surpassed.

7.6 The yearly surveys will also enable residents to express their views on the TP's effectiveness. This should provide the TPC with useful insights to feedback to KCC.

Reporting

7.7 An annual travel survey will be completed by the TPC which will provide results to form the basis of an annual report submitted to KCC. The report will provide the following:

- Introduction and background – This will provide information on the site to which the report relates and provide details of the site's residents.

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- Results of the surveys – This will detail the results of the household and fully classified multi-modal surveys that have been undertaken and target levels, including identification of abnormal results.
- Initiatives undertaken – This will provide details on the measures and initiatives undertaken over the year.
- Problems and issues – This will highlight any problems encountered in implementing the TP and clarify any issues which remain unresolved and/or require additional attention.
- Specific measures from the Travel Plan – This section will detail how all the measures have been implemented.
- Travel Plan amendments – This section will propose changes to the TP where appropriate and provide justification for these changes, for agreement with KCC.
- Next steps – This will summarise the findings of the surveys and set out an implementation plan for the next monitoring period.

7.8 The results of the monitoring process should enable an effective review of the TP to be undertaken with the purpose being to ensure that the adopted measures are effective, and whether any remedial measures are necessary.

Action Plan

7.9 An Action Plan has been prepared to guide the TPC and the developer on the key milestones for future monitoring and reporting.

7.10 The Action Plan is detailed in **Table 6**.

Table 6: Action Plan

Action	Responsibility	Timescale	Notes
Appoint a Travel Plan Coordinator (TPC)	Developer	Prior to occupation	The TPC is to be provided with a copy of this TP.
Communicate the objectives of the Travel Plan to residents and initiate 'soft measures'	TPC	On-going	-
Year 1 of Site occupation – Monitor travel demand and travel modal split	TPC	Within 3-months of occupations (assuming 75% occupation is reached)	Circulate a travel survey questionnaire or alternative survey methodology (to be confirmed with KCC) to establish travel patterns and staff modal split.
Year 1 of Site occupation – Report outcome of Travel Plan monitoring to KCC.	TPC	At occupation	Prepare a short report identifying the results of the travel survey questionnaire and confirm the Travel Plan measures that are being implemented to encourage sustainable travel patterns.
Travel Plan Review	TPC	On-going – as part of Travel Plan monitoring	The TPC will be allowed to review and change the 'measures' undertaken as part of the Travel Plan monitoring process, so that only effective measures are utilised as a means to encourage sustainable travel.

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Action	Responsibility	Timescale	Notes
Year 2, 3, 4 and 5 of Site occupation – Monitor travel demand and modal split. Monitoring continues beyond Year 5 of ITP targets are not met.	TPC	Yearly – at the time of year broadly consistent with the timing of the Year 1 travel survey.	Circulate a travel survey questionnaire to establish travel patterns and modal split. The questionnaire should allow for a comparison to be made with the results of the Year 1 travel survey.
Year 2, 3, 4 and 5 of Site occupation (and additional years, if the adopted Travel Plan target is not met) – Report outcome of Travel Plan monitoring to KCC.	TPC	Within 3 months of the travel surveys.	Prepare a short report identifying the results of the travel survey and confirm the Travel Plan measures that are being implemented to encourage sustainable travel patterns.

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Figures



Legend

- Site Location
- Bus Stop
- Railway Station
- Railway Network

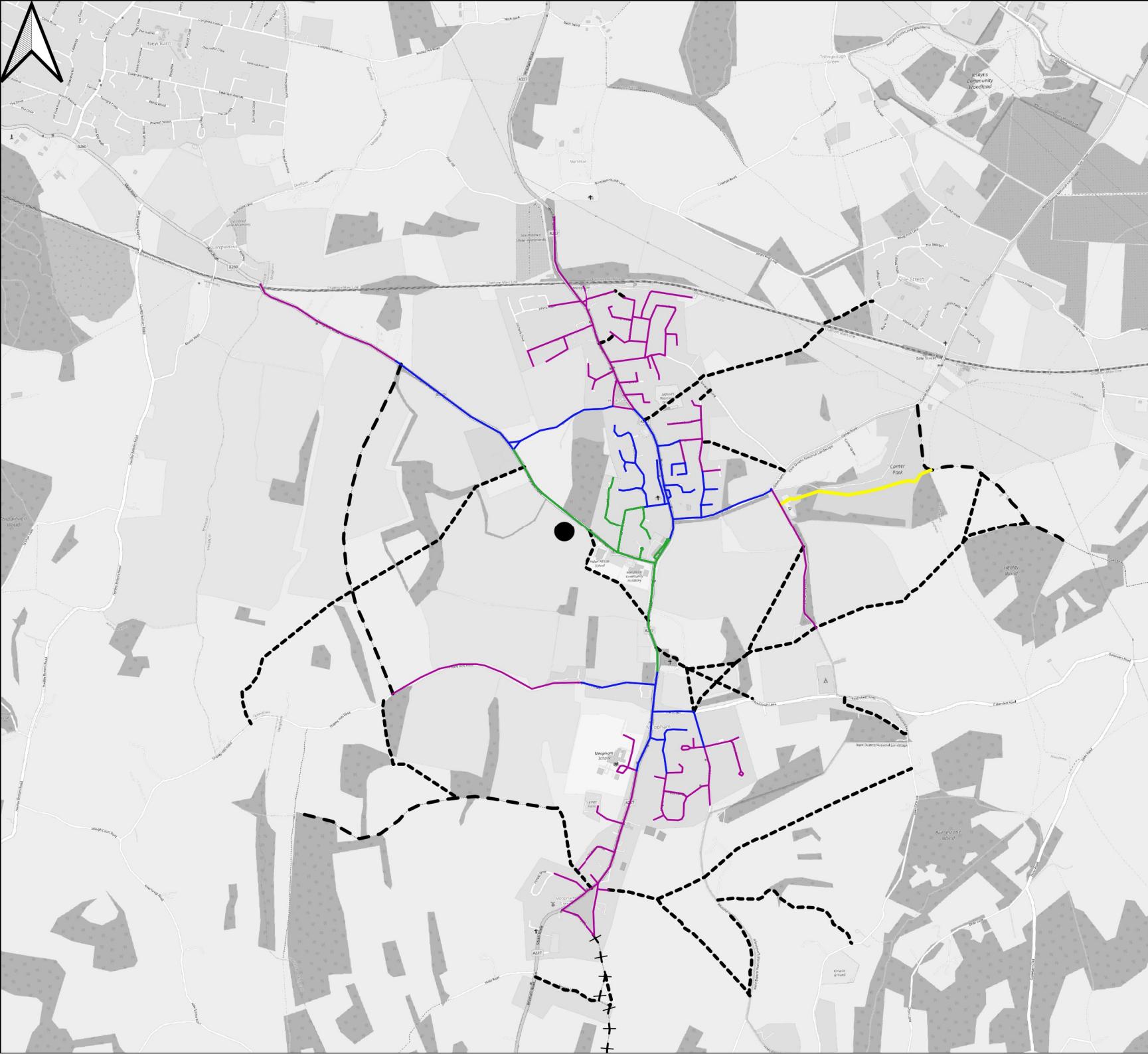
Figure 1.1 - Site Location

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0 200 400 m



Legend

● Site Location

Walking Distances

800m

1.2km

2.0km

PRoW

++ Byway open to all traffic

— Public Bridleway

--- Public Footpath

— Promoted Route

Figure 4.1 - Walking Distances

 Richborough


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0 0.5 1 km



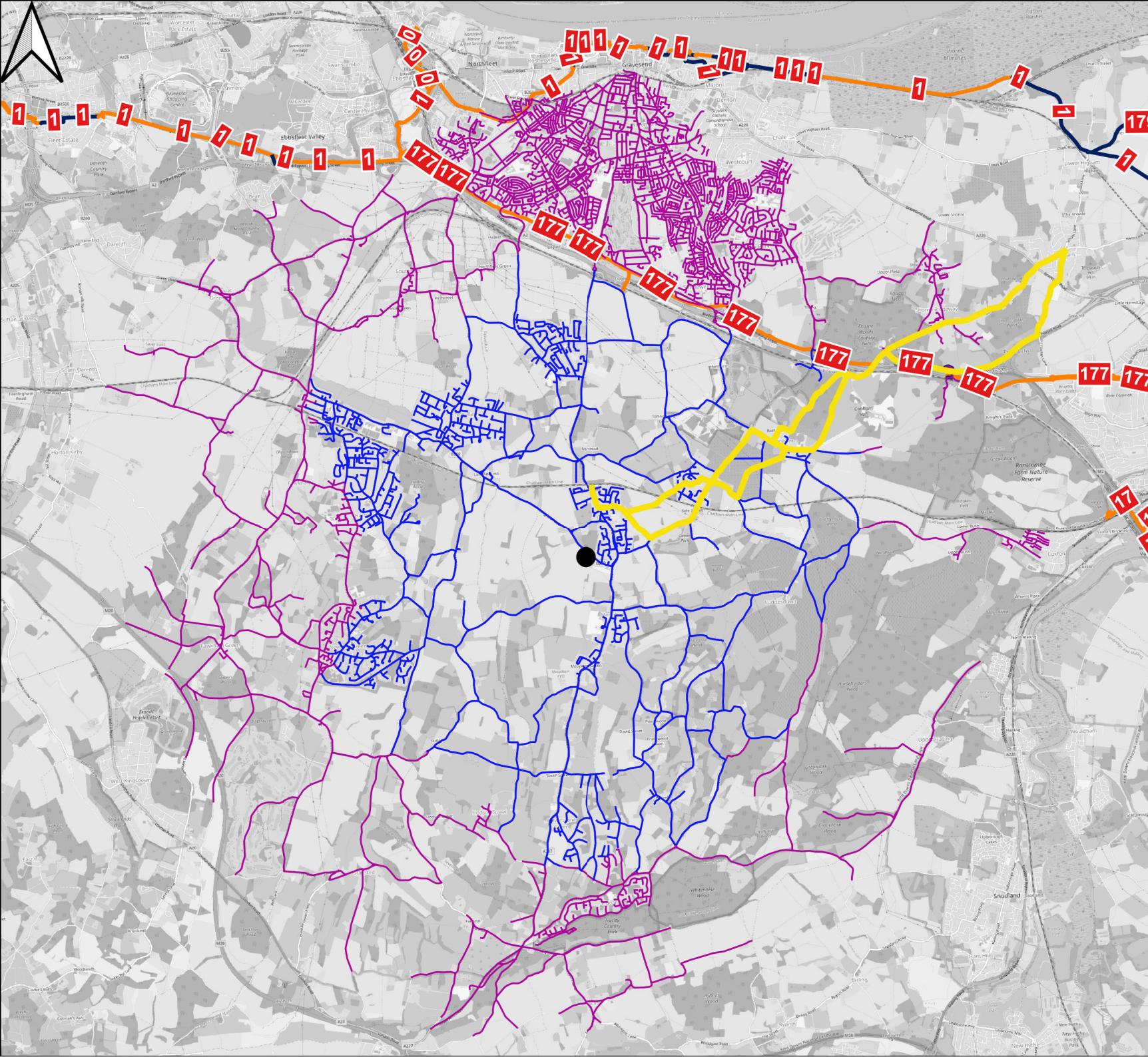
Figure 4.2 - Local Facilities

Richborough

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0 400 800 m



Legend

- Site Location
- Cycling Distances
 - 5.0km
 - 8.0km
- LCWIP Routes
- National Cycle Network
 - On-Road Route on NCN
 - Traffic-Free Route on NCN

Figure 4.3 - Cycling Distances

 **Richborough**


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0 1.5 3 km