

Travel Plan

Ellenor Hospice,
Coldharbour Road,
Gravesend,
Kent,
DA11 7HQ



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- AExplore Kent Cycle Map
- BBus Maps Gravesend

Document Control

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Executive Summary

This Travel Plan has been created to satisfy Condition 8 of planning consent in relation to planning application reference number '20230645' relating to a full Travel Plan for staff and visitors.

This Travel Plan details the upgrades and refurbishment of the hospice, with the general aims of encouraging staff and visitors to the site to wherever possible access the site via sustainable and active modes of transport and discouraging use of single-occupancy car journeys.

The refurbishment and expansion of 'ellenor' Hospice will:

- Provide a secure and covered cycle parking facility on site;
- Provide 37 car parking spaces for the hospice together with 3 active EV charging bays, 2 disabled spaces and 2 minibus spaces;
- Provide up to 8 cycle storage spaces as well as facilities for showering and changing for staff;
- Link well to the existing pedestrian crossing, footway and cycle links surrounding the site on Coldharbour Road as well as provide a dedicated hatched pedestrian priority area linking the car park to the main entrance.

This Travel Plan sets out a plan of targets and measures to encourage more sustainable travel, with an emphasis on encouraging a car-free development.

The primary objectives of the strategy are to help and encourage employees to achieve the following:

1. To raise awareness of sustainable transport options and utilise existing public transport facilities available.
2. To reduce wherever possible single-occupancy car use.
3. To promote the health and fitness benefits of active travel to all users and encourage individuals to make more sustainable and environmentally friendly travel decisions.

The Hospice will also promote free health apps, the mental and physical health benefits of active travel, local bus and rail incentives and promotions that are being held as well as encouraging car sharing where possible. The Hospice will provide soft and hard measures to promote active and sustainable transport to the site such as:

- Footpaths and suitable internal pedestrian connections to the existing shared footway/cycleway and zebra crossing along Coldharbour Road are provided, this including a continuous connection between the site and the nearest bus stops;
- 8 cycle storage spaces with internal shower and changing facilities.

The target of the Travel Plan is to reduce single occupancy car journeys to the site by 5% over the course of the Travel Plan monitored period (5 years).

Monitoring will occur bi-annually with the initial monitoring report on 6 months after opening then followed by monitoring reports in Years 3 & 5 of opening, occurring every 2 years.

The Travel Plan Co-ordinator will be responsible to ensure that the Travel Plan is promoted and adapted. This role will be taken on by the Director of Operations at 'ellenor' Hospice.

1 Introduction

- 1.1 This Travel Plan has been prepared for 'ellenor' Hospice for the upgrades and refurbishment of the hospice, with associated parking, landscaping and access from Coldharbour Road and no responsibility is accepted to any third party for all or part of this study in connection with this or any other development.

Travel Plan Background

- 1.2 Travel Plans are strategies for managing multimodal access to a site or development that focus on maximising the potential for travel by sustainable transport modes. Comprehensive government advice relating to the preparation of Travel Plans is provided within the publication entitled 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'.
- 1.3 Research commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities, and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
- Increases in walking and cycling, with associated health gains;
 - Improved social inclusion;
 - Better conditions for employees;
 - Improved staff recruitment and retention;
 - The opportunity to contribute to environmental management standards such as ISO 14001;
 - Financial savings;
 - Increases in bus use and associated ticket revenue;
 - Better estate management;
 - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use;
 - Better security and less fear of crime from better car parking management.

Policy Context

- 1.4 This Travel Plan has been written in accordance with the following policy documents:
- 2023 National Planning Policy Framework (NPPF);
 - National Planning Policy Guidance (NPPG);
 - Kent County Council's: Guidance on Transport Assessments and Travel Plans (2008);
 - Gravesham Borough Council Local Plan Core strategy (September 2014).

- 1.5 The KCC Guidance describes Travel Plans as 'A strategy for managing multi-modal access to a site or development focusing on promoting access by sustainable modes.' The guidance states that in general, the aims of a Travel Plan are to promote sustainable transport options to the site, reducing car dependence and single-occupancy car journeys and minimising any adverse impact on the local highway network.
- 1.6 Gravesham Borough Council Core Strategy, Policy CS11 resonates with the above guidance stating: "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 [...] Travel Plans are aimed at promoting sustainable transport options for sites and reducing car dependence and single car occupancy. They can reduce reliance on the private car by promoting the opportunities for travelling to and from sites by public transport, walking or cycling and by offering new opportunities to reduce car use, for example through the establishment of car sharing services or car clubs."
- 1.7 As stated in the guidance, many new developments result in an increased demand for travel. Securing a travel plan has three main purposes;
- Ensuring that development takes place in locations and in ways that minimise the impact of this additional demand;
 - Increasing accessibility and ensuring that opportunities are provided for people to travel to and from the site in a variety of ways;
 - Reducing dependence on the use of the car.
- 1.8 This Travel Plan has been created with the aforementioned objectives in mind so that they will be achieved for 'ellenor' Hospice to reduce the risk of environmental impact and congestion and encourage healthier commuting practices by maximising walking, cycling and public transport usage.

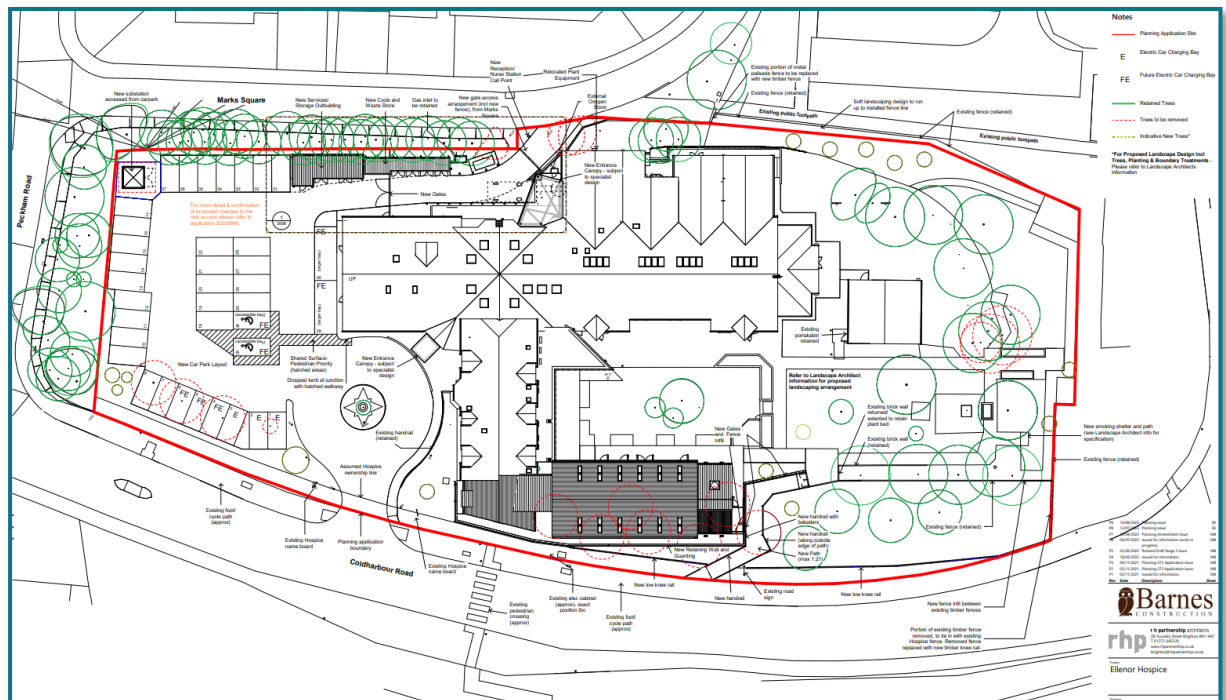
2 Site Description and Site Background

- 2.1 This Travel Plan is for 'ellenor' Hospice in support of the approved planning application for:
"Expansion and refurbishment of the existing Ellenor Hospice to provide 12 ensuite rooms consisting of a single storey extension at the eastern end to provide 5 single en-suite rooms with amenity space and nurses space together with 7 refurbished rooms within the existing hospice layout; construction of two storey addition on south side for offices, meeting rooms for well-being centre and improved outpatient facilities; provision of ambulance access from Marks Square; alterations and extension to existing car parking layout and provision of external storage and sub-station."
- 2.2 This travel plan has been produced to satisfy Condition 8 of planning consent in relation to planning application reference number '20230645' relating to a full Travel Plan for staff and visitors.
- 2.3 Ellenor Hospice is located on the eastern side of Coldharbour Road, Northfleet, Gravesend, located opposite Morrisons supermarket, north of the Cornfield drive roundabout which leads into a newly built residential housing estate. The location of the site can be seen in **Figure 2.1**. The approved layout of the refurbishment and expansion of the site can be seen in **Figure 2.2**.

Figure 2.1 – Site Location of 'ellenor' Hospice



Figure 2.2 – Approved Site Layout



- 2.4 The areas to the north, south, east and west of the site are mainly residential in nature, with large supermarkets and retail units located to the south-east of the site. The site is within easy access to local amenities offered within the town alongside good access to public transport links.

Staff Numbers

- 2.5 The site operates 24/7 due to the in-patient ward being on site. The number of staff present on site varies from day-to-day, although in general around 50 staff are on site at any one time. It is worth noting that many staff work in the community rather than from the Hospice. Ellenor Hospice has confirmed the total staffing numbers to be as follows:
- Full Time: 83
 - Part Time: 89
 - Flexible Hours: 17
- 2.6 At the time of writing, general opening hours tend to be between 8am and 6pm Mon-Fri, however, Ward visiting times vary depending on patient need. Some evening Counselling sessions are held until 8pm some weekdays. The facility also offers occasional weekend events.
- 2.7 The Hospice at present estimates that approximately 90% of the care delivered is in people's own homes. The actual percentage of those coming into the Hospice for end-of-life care is therefore very small. The average stay on the 'in-patient' ward is less than 2 weeks given the complexity of the patients at the Hospice.

Inpatient ward

- 2.8 The facility can support up to 11 patients on the Ward at any one time, due to 11 beds being available, however numbers of admissions will vary, as will the numbers of family members visiting relatives. The average number of occupied beds is 6 at any one time. General visiting times for the ward is between 10am and 8pm every day with urgent visits accommodated outside of these times where required.

Wellbeing Centre

- 2.9 The new Wellbeing centre, built as part of the approved proposals can accommodate approximately 50 staff on the first floor. However, the Hospice operates on a hybrid working model and as mentioned earlier, many staff are often out in the community delivering clinical care, so on site numbers will vary day by day. The Hospice has 3 therapy rooms, 3 counselling rooms, 2 multipurpose rooms, a dedicated Wellbeing room and a cinema room in the new Wellbeing centre. These rooms will be used to deliver patient facing services between 9am-5pm Monday to Friday, with extended evening services on selected days and some weekend working.

Community Café

- 2.10 The Hospice is in the process of refurbishing the café with a view to offering seating for around 35 people within both the café itself and breakout space in our main reception.

Deliveries, Maintenance & Couriers

Contractor	Service	Daily	Weekly	Monthly	Annually
Countrystyle Waste Collection	Waste Collection		2x		
PHS	Sanitary Waste			1x	
WGS	Clinical Waste		2x		
DVH Volunteer	Blood Collections	1x			
Volunteer couriers	Courier service	1x			
Fire Action	Equipment service			1x	
Static Systems	Nurse call service				1x
Secom	Security Alarm Service				2x
IVP	Access control visit				1x
Salix	Ventilation Service				2x
Chapmans	Air con service				1x
GDUK	Auto door service				1x
Stanbridge	Clinical servicing				1x
WILO	Chiller service				1x
DSL	Boiler room				1x
Amalgamated lifts	Lift service				2x
Southern Lighting	Conductor inspection				1x
Meiko	Dishwater Service				1x
Marlowe Fire	Suppression service				2x
Swiftclean	Kitchen vent service				1x
Ash Technical	Gas appliance service				1x
Funeral Directors	Depends on family preference and number of collections dependant on need – sometimes this is daily, sometimes weekly (average 2x a day)				
TOTAL		4x	4x	2x	19x

- 2.11 Dependant on funeral directors visiting the site and the varied frequency of this visit, there are approximately 4 daily visits to the site from volunteer couriers and funeral directors. Waste collection operates on a weekly basis, with other deliveries and visits from various maintenance teams occurring on an annual basis to the site, as outlined in the table above.

Parking on Site

- 2.12 The facility has a total of 37 car parking spaces on site. There are 3 active EV charging points, 2 disabled spaces and 2 spaces for the Hospice minibuses.
- 2.13 The Hospice has a dedicated bike store for those wishing to cycle to the hospice.
- 2.14 As Morrisons Supermarket is directly opposite the site and offers 3 hours free parking, members of staff often advise visitors to park there, with a short walk over to the Hospice via a zebra crossing and dedicated footways.
- 2.15 There will be no encroachment of parking onto nearby residential streets.
- 2.16 The car park provides two disabled spaces, located close to the main entrance with hatched road markings and a dropped kerb outside the main doors.

Local Highway Network

- 2.17 The site is located along Coldharbour Road, Northfleet, Gravesend. The quickest routes to access the site from major motorways are as follows:
- M25 exit – Junction 2 (Dartford)
 - A2 exit – Wrotham/A227 junction
- 2.18 Within vicinity of the site, Coldharbour Road is subject to a speed limit of 30mph. Coldharbour Road links to Hall Road approximately 1.25km to the north. Hall Road provides access to the A2 approximately 1.3km to the west. This provides access from London to Dover.
- 2.19 Coldharbour Road heads north-west towards Northfleet and south-east to meet the A227 (Wrotham Road) approximately 300m south-east of the site access. The A227 heads north into Gravesend town centre and south to meet the A2, which marks the outer edge of the town.
- 2.20 The site has a single vehicle access for all modes directly from Coldharbour Road. There is a pedestrian footway on the eastern side of the access leading into the development directly. This links to a continuous shared pedestrian/cycleway that runs along Coldharbour Road connecting to nearby housing estates and surrounding residential areas.
- 2.21 To the east, north and west of the site there are other residential streets along with a primary and secondary school. Directly to the south-west is Morrisons supermarket. To the east of the site, across the A227, is a golf course, and to the south of the site, on the other side of Coldharbour

Road, is a food superstore with a petrol filling station as well as a small retail park with a discount food store and a hotel. Beyond the retail park is a cyclopark followed by the A2 and open land.

3 Site Travel Opportunities

Proximity to Local Services and Facilities

- 3.1 The site is located within a built-up area of Northfleet. The site is linked to local supermarkets and retail parks directly opposite and south of the site, as well as frequent bus services, with the nearest bus stops being approximately 130m north of the site, equating to a 2-minutes' walk time. The site is well located for access via sustainable and active modes of transport.
- 3.2 Staff and visitors will be able to access these local amenities and essential facilities, including public transport within short walking distance of the site. Existing shared pedestrian footway/cycleways are in good condition and feature a good level of street lighting.
- 3.3 Manual for Streets states *"walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km."* Moreover, page 49 within the IHT (2000) Guidelines for Providing for Journeys on Foot continues to state that *"higher quality and larger centres generate longer acceptable walking distances up to 1250m of walking journey."*
- 3.4 Whilst superseded by NPPF, the former PPG13 Transport document sets out useful guidance related to suitable walking and cycling distances:
 - *"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres"* (Paragraph 74)
 - *"Cycling also has potential to substitute short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport"* (Paragraph 77).
- 3.5 The following maps (**Figure 3.1** and **Figure 3.2**) represent a 2km walking distance isochrone map (at IHT recommended walking time of 1.4m/s) and a 5km cycling distance isochrone map (at IHT cycling time of 15.5km/h) to demonstrate the area extent that can be accessible from the site access via active modes of transport.

Figure 3.1 – Walking Isochrone Map from the site access (25 minute walking / 2km distance)

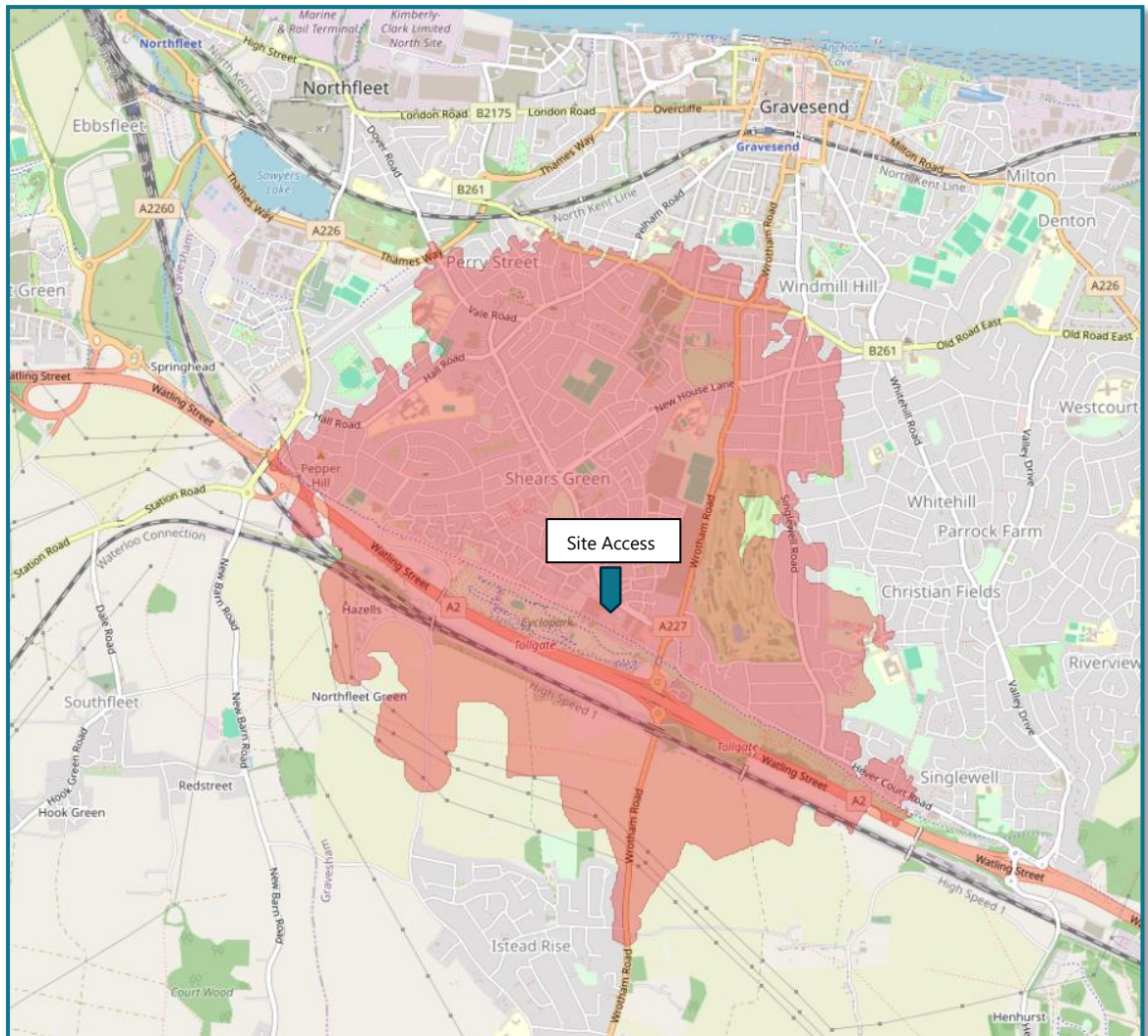
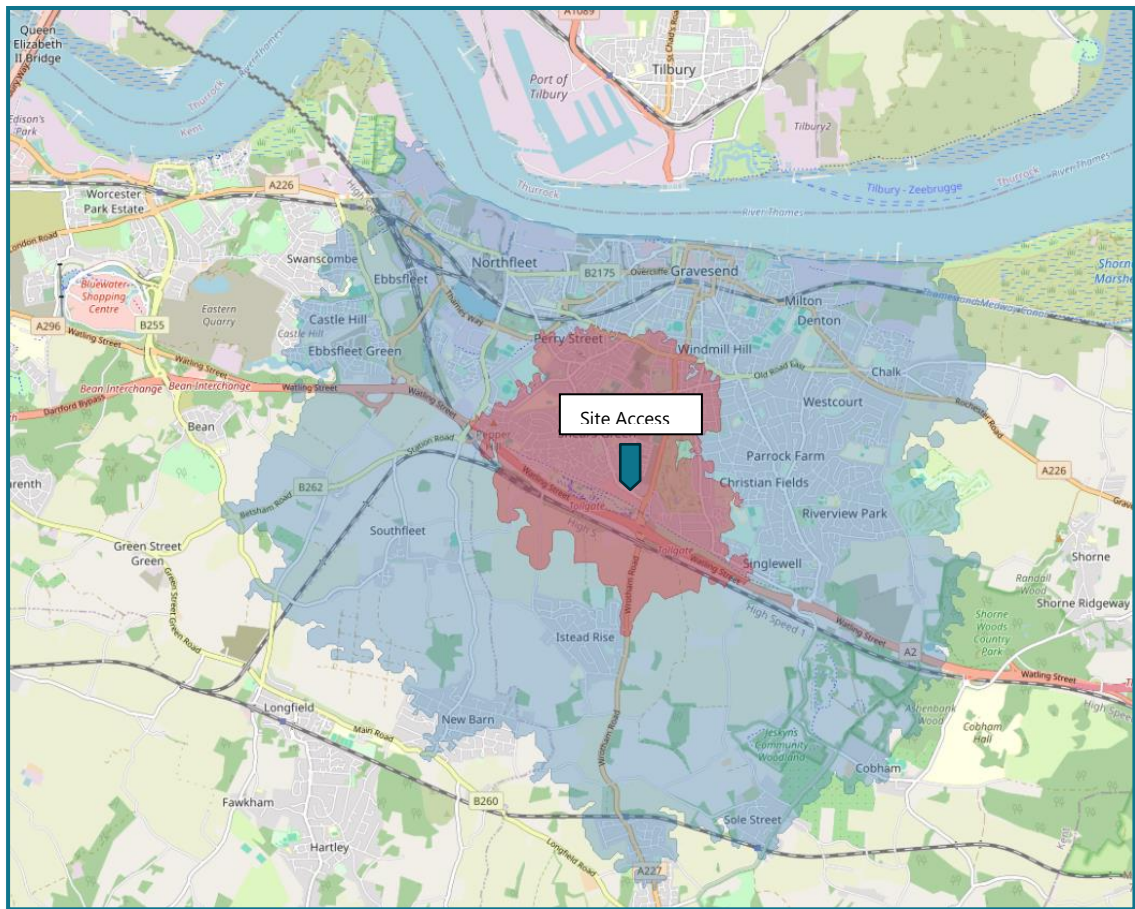


Figure 3.2 – Cycling Isochrone Map from the site access (19 minute cycling / 5km distance)



Walking

- 3.6 Pedestrian access to the site is via the existing shared pedestrian cycleway along Coldharbour Road which links to the internal footway that leads directly to the site. The shared pedestrian / cycleway on the eastern side of the road is approximately 2.9m in width. This is compliant with the DfT Inclusive Mobility Guidance (2021), in which the path is wide enough to accommodate for all users without obstructions.
- 3.7 From the car park, there will be a shared-surface pedestrian priority hatched area which links from the accessible parking bays directly to the new entrance canopy. There is a dropped kerb with a hatched walkway to guide visitors.
- 3.8 The site links with the shared pedestrian footway/cycleway along Coldharbour Road which connects the site to nearby supermarket Morrisons directly opposite the site as well as the surrounding residential housing estates. As pedestrians leave the Hospice, there is an immediate zebra crossing with dropped kerbs, tactile paving and flashing bollards that leads into Morrisons car park opposite.

As mentioned above, this is convenient for staff who are allowed to park freely there, as well as visitors who may be visiting the facility by car as are encouraged to park within the communal car park for a free 3hr stay.

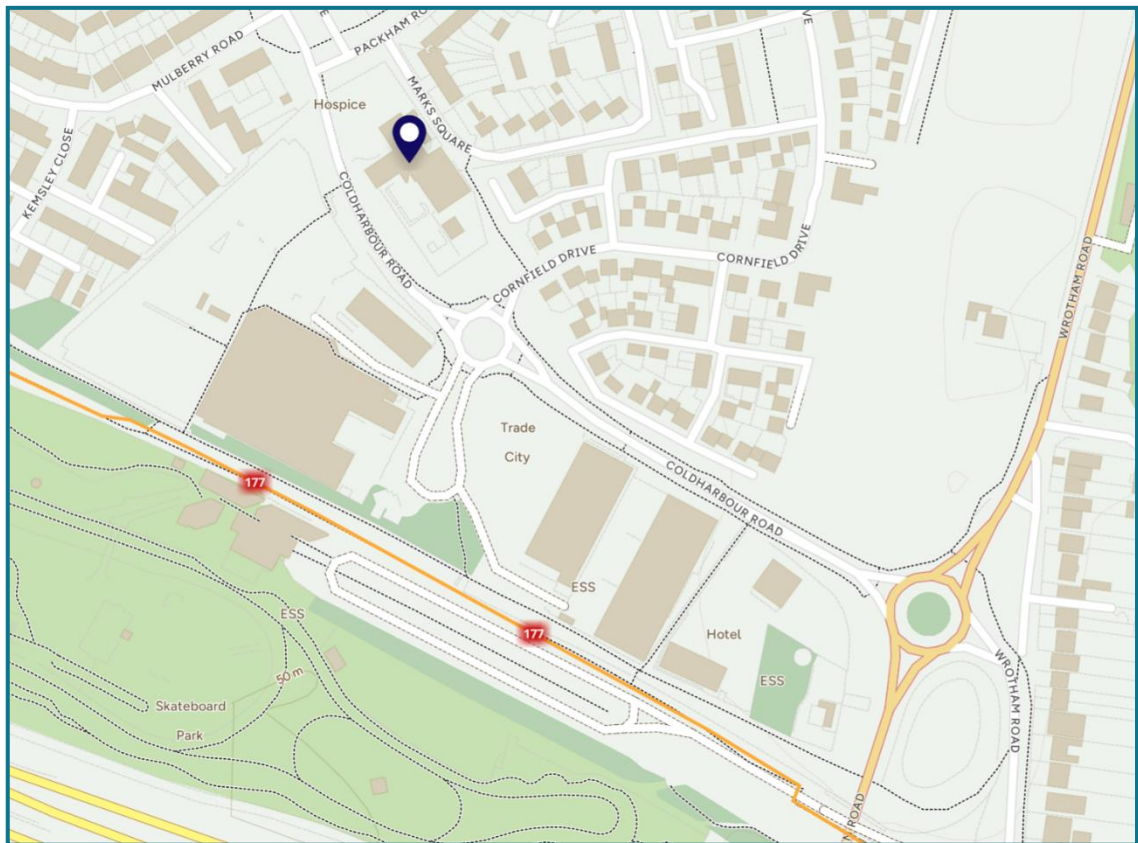
- 3.9 Approximately 210m south-east of this point, the shared pedestrian/cycleway continues towards the Cornfield Road roundabout which also has areas of tactile paving and dropped kerbs to cross the arms of the roundabout safely. It then meets a signalised pedestrian crossing with tactile paving to allow safe passage to Lidl supermarket and surrounding hardware stores such as Howdens and Toolstation. Further along this road is a Toby Carvery restaurant.
- 3.10 There is good quality, lit pedestrian footways within the site and the surrounding area as well as good links to the existing public transport infrastructure and amenities within the local area. The nearest bus stop from the site access is located approximately 135m north (2-minutes' walk), titled Oaklands Road. There is also a bus stop within Morrisons supermarket, approximately 180m south, titled 'Coldharbour Road Morrisons', which has other bus services.
- 3.11 There are surrounding supermarkets (Morrisons and Lidl), primary schools and restaurants surrounding the site access that are achievable by walking.
- 3.12 It can be concluded that the pedestrian routes provide continuous links between the development site and local facilities in Northfleet and the surrounding areas. The pedestrian routes are of a sufficient width, with adequate lighting and quality to enable convenient access for staff.

Cycling

- 3.13 PPG 13 considers cycling at paragraphs 78 to 80 and states: *"cycling also has the potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport."*
- 3.14 Staff will be encouraged to cycle to work wherever possible as a measure of reducing single-occupancy car trips and encouraging sustainable and active travel. There will be staff changing and shower facilities within the Hospice as well as locker rooms for storage of clothes and cycle equipment.
- 3.15 The development provides adequate space for 8 cycles to be stored. These cycle stores will be provided to the north of the parking area, adjacent to the refuse stores and storage outlet building, within close distance to the entrance of the Hospice. The store is a covered store with cycle storage CCTV. The cycle storage will be in the form of Sheffield Stands.

- 3.16 As stated above, there is a shared pedestrian cycleway running along Coldharbour Road. This will assist with the permeability of the site and encourage safe cycling to the proposed development. Most roads within the vicinity of the site are conducive to cycling. There are no Advanced Stop Lines (ASLs) within the immediate site area, although most roads within the immediate surrounding area are subject to 30mph speed limits with relatively flat topography.
- 3.17 Within approximately 440m to the south-east of the site, Coldharbour Road meets Wrotham Road. Wrotham Road (A227) runs north towards Gravesend. There is cycle lanes present along Wrotham Road in both directions.
- 3.18 The site is located within 500m of National Cycle Network Route 177 which also links to Route 1 within 2km of the site. These routes provide connections to local Medway towns such as Gravesend, Strood, Chatham and Rainham, see **Figure 3.3** below.

Figure 3.3 Site Location in proximity to Route 117 of the National Cycle Network



Source: Sustrans National Cycle Network

- 3.19 There is opportunity for staff and visitors to cycle to the site, with Route 177 linking to Route 1 to the west which provides access to main towns such as Gravesend via central Northfleet. As

demonstrated in **Figure 3.2**, there is a wide area within 5km in which staff could commute, being a valid alternative to the car in combination with public transport.

- 3.20 Please refer to **Appendix A** which has an Explore Kent Cycle Map in relation to Gravesend, Northfleet and other surrounding areas for further details on cycling.

Bus

- 3.21 Guidance on how to make new developments bus-friendly has been published by the Chartered Institution of Highways and Transportation (CIHT), titled 'Buses in Urban Developments' published in January 2018. The guidance recommends maximum walking distances of:
- 500 metres on core bus corridors with two or more high-frequency services;
 - 400 metres on single high frequency routes (every 12 minutes or better);
 - 300 metres on less frequent routes;
 - 250 metres in town/city centres.
- 3.22 The nearest bus stop from the site access is located approximately 135m north (2-minutes' walk), titled Oaklands Road. This is served by buses 305, 483 and G1.
- 3.23 There is also a bus stop within Morrisons supermarket, approximately 180m south, titled 'Coldharbour Road Morrisons', which has other bus services and is served by bus 483 as well as 306/308.
- 3.24 The surrounding bus stops are accessible within less than 250m, meaning that access is easily available from the site for most. A summary of key services is identified in **Table 3.1** below.

Table 3.1 Local bus services and frequencies

Service No. and Operator	Route	Weekday Frequency	Weekend Frequency
305 – 1 st Bus Stop Ltd	SCHOOL SERVICE: Vigo – Meopham – Northfleet – Gravesend	1 service in AM, 1 service in PM	Saturday – N/A Sunday – N/A
306 – Redroute Buses	SCHOOL SERVICE: Swanscombe – Gravesend – Vigo	1 service in AM, 1 service in PM	Saturday – N/A Sunday – N/A
308 – Redroute Buses	Gravesend – Northfleet – Meopham – Vigo – Wrotham – Borough Green – Sevenoaks	Hourly service	Saturday – Hourly service Sunday – N/A
483 – Arriva Kent Thameside	Kings Farm – Gravesend – Northfleet – Ebbsfleet – Swanscombe – Bluewater	Monday to Friday, every 30 minutes	Saturday – every 30 minutes

			Sunday – Every 30 minutes
G1 – Brian Jones Coaches	SCHOOL SERVICE: Gravesend – Greenhithe – Dartford	1 service in AM, 1 service in PM	Saturday – N/A Sunday – N/A

3.25 The service with the most frequency is bus 483 which runs every 30 minutes and stops within 130m of the Hospice. This provides access to key neighbouring towns such as Gravesend, Northfleet and Ebbsfleet.

3.26 Timetable links for key services are as below:

- [483-Gravesend-to-Bluewater-Shopping-Centre-from-28-Jul-2024.pdf](#)
- [308 - Gravesend - Sevenoaks – Redroute Buses – Bus Times](#)

3.27 A bus map of Arrivabuses and Fast Track buses can be seen in **Appendix B**.

Railway Services

3.28 Gravesend Rail station is located 2.9km north of the site access point. This can be reached by cycle within 9-minutes' along Wrotham Road which has dedicated cycle routes, or alternatively can be reached by bus 483 which stops at 'Barrack Row Stop G' which is directly outside of the station. Bus 483 also provides direct access to Ebbsfleet station as an alternative.

3.29 Gravesend Station provides access to the following destinations with frequencies in peak hours outlined below:

- Rainham (Kent) – 4tph – 26-28 minutes;
- London Charing Cross – 9tph (some with changes for faster/alternative journeys) – 59 minutes – 1hr5 minutes;
- Luton – 7tph (some with changes faster/alternative journeys) – 1hr15 minutes – 2hr6minutes
- London Cannon Street (via Woolwich Arsenal and Lewisham) – 10tph – (some with changes faster/alternative journeys) – 1hr3 minutes – 1hr7 minutes;
- Faversham – 3tph – 44minutes – 1hr 5minutes
- Ramsgate – 2tph – 1hr27 minutes – 1hr 56 minutes

Car Parking

3.30 The proposed development provides:

- A total of 37 car parking spaces;
- 3 active EV charging points;
- 2 disabled spaces;

- 2 spaces for the Hospice minibuses.

Car Parking Management

- 3.31 Parking is provided on a first-come-first-serve approach. There will be no dedicated or allocated parking spaces within the car park for staff.
- 3.32 Morrisons Supermarket is directly opposite the site and offers 3 hours free parking. Visitors to the site often park there as an alternative on occasions when the site is full, with a short walk over to the Hospice via a zebra crossing and dedicated footways. This minimises parking on local residential streets.
- 3.33 Visitors and patients are required to check in to reception when visiting the Hospice.

Car Sharing

- 3.34 A car sharing app called Liftshare has been launched as a means of reducing the number of private car trips in the UK, lowering fuel emissions, aiding the environment, minimising traffic, and saving people money. Using this scheme will make more efficient use of existing private car journeys currently used to access the site, making it more sustainable.
- 3.35 Car sharing will be encouraged amongst staff as a measure to reduce single occupancy car trips.
- 3.36 Staff members within the Hospice will be encouraged to join an internal car share database to find colleagues with shift patterns that align where possible, to reduce single occupancy vehicle trips to the site.

4 Baseline Transport Data

- 4.1 A baseline travel survey will be conducted within 6 months of full occupation of the site in order to establish baseline travel patterns for the site and monitor the performance of the Travel Plan in achieving the set target, most notably reducing single-occupancy vehicle (SOV) trips to the site by 5% over the period of the Travel Plan.

Travel Survey

- 4.2 The survey will comprise a full 1-day Manual Classified Count of both vehicles and pedestrians into the site to monitor movements in and out of the site. The survey will take place at the site access. A full 1-day parking beat survey will also be undertaken from 7am-7pm to ascertain the number of vehicles parking at the site throughout the day.
- 4.3 Additionally, a staff travel survey will be distributed to the office-based staff members, approximately the 50 that are on site most of the time, collecting data on:
- General home location (postcode only);
 - Mode of travel, travel distance and travel time;
 - Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode;
 - Uptake of any implemented measures/travel incentives.
- 4.4 Once the questionnaires have been completed and the results analysed, modal split information for the site will be included within this Travel Plan, used as a basis to establish targets towards promoting sustainable travel.
- 4.5 Targets will then be re-evaluated and set once this baseline survey has been completed to move towards reducing single-occupancy vehicle trips to the site.
- 4.6 Surveys will then be undertaken on a bi-annual basis following this baseline survey on Years 3 and Years 5 of opening to monitor progress against the Travel Plan target.

5 Objectives & Targets

- 5.1 The Travel Plan is an evolving and adapting document. While the primary objectives of the Travel Plan will not change, the measures used to achieve the primary objectives may evolve to have the greatest impact. This may include different methods to help users of the site to reduce the need to travel by private car and to increase the awareness, and use, of non-car modes of transport.
- 5.2 The primary objectives of the strategy are to help and encourage employees to achieve the following:
1. To raise awareness of sustainable transport options and utilise existing public transport facilities available.
 2. To reduce wherever possible single-occupancy car use.
 3. To promote the health and fitness benefits of active travel to all users and encourage individuals to make more sustainable and environmentally friendly travel decisions.
- 5.3 A fundamental change in attitude by most people is required. It must be gradually instilled by education on benefits of alternative travel, by providing and supporting viable alternative modes of transport and encouraging a change in outlook and expectation.
- 5.4 As the travel plan will be a 'live' document, the objectives and measures will be developed and updated by the Travel Plan Coordinator as time progresses. The objectives will guide the overall direction of the Travel Plan. Travel Plan targets will be set as measurement of the objectives.

Targets

- 5.5 Targets are set to monitor the performance of the Travel Plan.
- 5.6 The target set out below will be adjusted once the baseline survey has been undertaken to ensure that the target remains to be realistic and achievable once the initial travel survey have been undertaken following occupancy of the site.

Table 4.1 – Travel Plan Target

Objective	Target	Timescale	Base Year*	Target*
To reduce wherever possible single-occupancy car use.	To reduce the percentage of staff single-occupancy car or van journeys to work by 5%	Within five years of the Travel Plan being adopted	TBD	5% reduction

*Base year will be set following the baseline travel survey undertaken 6 months post opening and occupation. *Indicative target year is 5 years on from occupation year

6 Travel Plan Measures

- 6.1 This section of the Travel Plan outlines the management measures that will be utilised to implement the Travel Plan.

Walking and Cycling

- 6.2 In order to encourage walking and cycling, the following measures will be implemented/already exist:
- Footpaths and suitable internal pedestrian connections to the existing shared footway/cycleway and zebra crossing along Coldharbour Road are provided, this including a continuous connection between the site and the nearest bus stops;
 - The Hopsice will provide 8 cycle storage spaces with internal shower and changing facilities;
 - The cycle parking will be well maintained. Should the demand arise, as determined through the results of the staff modal split, cycle storage provisions and usage will be reviewed, and the cycle storage facility on site will be extended if needed;
 - Information on local walk and cycle routes will be available to staff and visitors;
 - Encourage and promote cycle to work schemes;
 - Promotion of free health apps;
 - Promotion of use of high visibility / reflective garments and safety equipment for cyclists;
 - Make staff/visitors aware of cycle routes via various bodies such as Sustrans;
 - Encourage and promote sustainable travel websites, such as <http://walkit.com/>;

Bus / Rail

- 6.3 In order to encourage travel by bus and rail, the following measures will be implemented:
- Provide a public transport map and timetable information within a shared communal place such as a staff room;
 - Provide the locations of the nearest bus stops and railway stations within a shared communal space such as a staff room;
 - To encourage and promote public transport journeys, the following schemes will be promoted;
 - EasitNetwork –incentivising public transport by promoting a 15% discount with easit card for all tickets on Southern Rail (not including the cost of the easit card at £5) (<https://www.easit.org.uk/>);
 - 16-25 railcard offering 33% savings on all bookings;
 - 26-30 railcard offering 33% savings on all bookings;
 - Senior railcard (60 and over) offering 33% savings on all bookings; and
 - A two together (railcard offering 33% savings on all bookings;

Taxis

- 6.4 Taxis have an important role in providing for staff trips when other modes of transport may not be available, such as during late evenings when buses may not be running, or when a car share arrangement fails on a particular occasion.
- A list of local taxi companies' contact details will be available in the staff rooms.

Car Journeys

- 6.5 The implementation of schemes that discourage private car use can lead to an increase in sustainable modes of travel. The following measures will be promoted:
- Online lift sharing schemes (<https://liftshare.com/uk>);
 - Consider developing a lift share scheme within the Hospice (i.e., internal car share database);
 - Information on local car clubs, such as Enterprise; and
 - Information on the regional car share websites.
- 6.6 Deliveries to the site will be collated wherever possible to reduce the number of servicing vehicles to the site.
- 6.7 Service vehicles will be booked in advance on rotation to ensure that adequate space is given on site for parking and access where needed.

Reducing the Need to Travel

- 6.8 Where possible, working from home will be considered in order to minimise car journeys.

Travel Plan Induction for New Staff

- 6.9 When staff inductions are held for new staff members, they will be shown this Travel Plan document with all relevant materials and appendices to encourage new staff of the development to have awareness of local public transport facilities available as an alternative to the car and to therefore discourage car travel. This Travel Plan will be provided in physical form to all new members of staff and a question inserted into the staff travel survey to understand levels of awareness.

7 Travel Plan Coordinator

- 7.1 The TPC will be responsible for the successful implementation of the travel plan and the primary means of contact for residents that will be using measures implemented by the travel plan. This job will be performed by a team member of the Hospice.
- 7.2 The TPC will be responsible for overseeing the development of the TP obligations and its day-to-day operation; acting as liaison between the Council, and staff; managing the initiatives; and reviewing targets.
- 7.3 The TPC will be easily contactable so that any concerns or queries with the travel plan can be expressed and information can be gathered in order to ensure that the travel plan is being implemented properly and successfully.
- 7.4 The responsibilities of the TPC include:
- Overseeing the development and implementation of the TP;
 - Promotion of the TP to staff;
 - Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan and the measures raised within the Travel Plan;
 - Acting as a point of contact for staff requiring information.
- 7.5 The travel plan coordinator will be easily contactable so that any concerns or queries with the travel plan can be expressed and information can be gathered in order to ensure that the travel plan is being implemented properly and successfully.

8 Monitoring

- 8.1 The on-going monitoring programme and review, in particular travel surveys of employees, will provide updated information that will allow the Travel Plan to be revised, refined and improved.
- 8.2 An initial TP review report will be submitted to KCC 6 months from opening, followed by monitoring reports in Years 3 & 5, equating to a report every 2 years.
- 8.3 The baseline survey will be within 6 months of full occupation of the site to establish baseline modal split for staff journeys to work. The baseline and subsequent surveys will collect data on:
- inbound and outbound movements by all travel modes on a typical day (MCC);
 - car occupancy and on-site car parking supply and usage (Parking Beat Survey);
 - development details including Travel Plan measures (obtained from the Hospice);
 - A staff travel survey collecting data on mode of travel and uptakes of incentives and measures to reduce car use.
- 8.4 Monitoring will occur bi-annually with the initial monitoring report on 6 months after opening then followed by monitoring reports in Years 3 & 5 of opening, occurring every 2 years.
- 8.5 Survey data will be collected and reviewed to monitor progress against the Travel Plan measures set out above. Updates on the travel plan targets and measures will then be altered to reflect the results or built upon to ensure progress is achieved. Data should be stored by the TPC to identify patterns and compare trends over time.

Marketing and Promotion

- 8.6 New staff members, upon commencement of employment will have an induction. This induction will include a provision of all the information an individual will need in order to make an informed choice on the mode of travel to be used for work-based journeys. There will be annual meetings held for all employees, including existing employees on sustainable and active methods of travel to work as well as the incentives and measures available.
- 8.7 Websites that staff should also be aware of for travel purposes include:
- Journey planners: www.nationalrail.co.uk/ and Google Maps apps / City Planner apps;
 - Cycle journey planner: www.cyclestreet.net and Google Maps apps;
 - Cycle maps and cycle information: www.sustrans.org.uk
 - Bus information via traveline: www.traveline.info & www.buses.co.uk/plan-your-journey & <https://www.buses.co.uk/>
 - Car share sites: <https://liftshare.com/uk>

- Walking planner: <http://walkit.com/walking-to-work>
- Walking Events: <https://www.livingstreets.org.uk/get-involved/campaign-with-us/national-walking-month>

8.8 The websites will provide staff members with information on how they can travel by non-car means and the environmental benefits of doing so.

9 Review and Conclusions

- 9.1 The effectiveness of the Travel Plan will be reviewed over a five-year period in order to evaluate the progress of the Travel Plan against the targets.
- 9.2 Initially the Travel Plan Co-ordinator will be responsible for the successful implementation of the travel plan. This role will be funded by the developer for a five-year period.
- 9.3 It is proposed that, by using methods contained within this Travel Plan, the reliance on the private car could be reduced over 5 years and appropriate targets have been set accordingly.
- 9.4 This Travel Plan has set out a plan outlining the main target of the Travel Plan and measures to encourage sustainable travel, with an emphasis on encouraging more sustainable modes of travel.
- 9.5 The primary objectives of the travel plan are to help and encourage site users to achieve the following:
1. To raise awareness of sustainable transport options and utilise existing public transport facilities available.
 2. To reduce wherever possible single-occupancy car use.
 3. To promote the health and fitness benefits of active travel to all users and encourage individuals to make more sustainable and environmentally friendly travel decisions.
- 9.6 Travel information will be available to all new staff to maximise awareness of the transport modes available to them and what facilities are available in the local area.

- End of Report -

Appendix A

Explore Kent Cycle Map

EXPLORE KENT.ORG

EXPLORE

TOWN

GRAVESEND

WALKING AND CYCLING MAP

EK

EXPLORE KENT.ORG

EK

Explore Kent
Invicta House,
Maidstone, Kent, ME14 1XX
Email: explorekent@kent.gov.uk

This guide is available in
other formats and can be
explained in other
languages. To obtain
copies please email
explorekent@kent.gov.uk.

Cartography:
© FourPoint Mapping
Photos: John Miller,
Explore Kent and
Cyclopark.

If you would like to
advertise in future editions
of this map please contact
explorekent@kent.gov.uk

GRAVESEND TOWN

Gravesham has been welcoming visitors for centuries and today remains a well-connected place for tourists and those on business. The high-speed rail link has brought Gravesend closer to London and the river offers the opportunity to take more leisurely routes from the new pontoon.

The borough is as diverse and cosmopolitan as its people, Gravesend is full of historic and cultural connections. Charles Dickens lived here and took inspiration from our villages and marshland walks as well as the town. Cobham Hall with its famous landscaping and extraordinary architecture was the home of cricket's Ashes and the first English settlers of the New World departed from the piers of Gravesend.

Gravesend boasts one of the oldest Chartered Borough Markets in Kent and celebrated its 750th birthday last year. The market is a building of historic importance and has a thriving street food offer.

Nestling between the River Thames Estuary wetlands of international importance and the North Downs, the countryside to the east and south of Gravesend is an exceptional Area of Outstanding Natural Beauty containing ancient woodland, country parks and historic parklands, and provides quality outdoor activities.

The Cyclopark is showcased as Kent's newest multi sports activity venue, offering first class BMX, cycling, skateboarding, running and extreme sports facilities, and provides the ideal venue for a family day out.

Gravesham has three new historic tours for groups, conducted by the council's own accredited tour guides. There's always plenty to do in the borough and it makes a convenient base from which to venture further afield in Kent and London.

Signed on-road cycle route

Surfaced – Traffic-free, Bridleways, Restricted Byways and Byways Open to All Traffic

Pedestrianised roads

Footpath

Promoted walking route *

* For more information visit explorekent.org

S1

School
Named and numbered

1

Place of interest
Named and numbered

Bus stop

H

Hospital

i

Visitor Information

Railway with station

Toucan crossing

Pelican / Puffin crossing

Bike shop

Library

1 177

National Cycle Network route number

P

Cycle parking

PLACES OF INTEREST

- 1 Pocahontas Statue & St George's Church
- 2 LV21 by Gravesend Pontoon
- 3 St Andrew's Art Centre & Gardens
- 4 Gravesend Blockhouse
- 5 Port of London Authority & Royal Terrace Pier
- 6 Chantry Heritage Centre
- 7 New Tavern Fort
- 8 Gravesend Promenade & Riverside
- 9 Gordon Statue & Gardens
- 10 LV21 by St Andrews Quay
- 11 The Panic Room
- 12 Guru Nanak Darbar Gurdwara
- 13 Gravesend Cold War Bunker
- 14 Cyclopark
- 15 Shorne Woods Country Park
- 16 Darnley Mausoleum & Cobham Woods
- 17 Cobham Hall
- 18 Cobham Church
- 19 Owllets, former house of the architect Sir Herbert Baker
- 20 Jeskyns Park

WALKING ROUTES

SAXON SHORE WAY

The Saxon Shore Way is a 160-mile route which begins in Gravesend and makes its way around Kent's ancient coastline, in many places now miles inland. Along this famous route you will find ancient forts, modern towns and nature reserves, with fantastic views as you pass through two Areas of Outstanding Natural Beauty.

WEALDWAY

This delightful route across the chalk ridges of the North and South Downs and through the Weald stretches for 82.6 miles from Gravesend to Brighton. Along the way you will find spectacular views, bustling towns and ancient churches, as well as locations of historic significance for the evidence of our Neolithic ancestors discovered there.

SHORNE WOODS EASY ACCESS TRAIL

Shorne Woods Country Park has everything you need to enjoy a day in the countryside, from its eco-friendly visitor centre and restaurant to 292 acres of beautiful woodlands, wetlands and meadows for you to explore. This easy walk of under a mile along surfaced pathways is perfect for walkers of all ages and abilities and takes you through stunning woodland and important wildlife areas.

CYCLE ROUTES

NATIONAL CYCLE ROUTE 1

Route 1 is an adventurous National Cycle Route connecting Dover in South Kent to the Shetland Islands northeast of Scotland. From Gravesend you can follow the route east through Higham and Medway, onwards to the historic cathedral city of Canterbury and the coastal towns of Deal and Dover, or you can take the route west through Dartford and into London.

NATIONAL CYCLE ROUTE 177

Route 177 is currently open between Northfleet and Rochester and will eventually link Northfleet to Maidstone and Ashford before joining Route 2 on the south coast.

For more walking and cycling route guides visit ExploreKent.org

Download the Kent Connected mobile app or go to kentconnected.org to help plan your journey. View local cycling and walking routes, bus and train times and all other information on travelling in Kent.

GETTING AROUND

Gravesend is well connected to European, national and regional transport systems that give you fast travel to Gravesend from London and destinations in the South East and Kent. Hop on a high-speed train at Gravesend Station to be at London St Pancras in just 24 minutes. The high-speed service also links Gravesend to other Kent destinations such as Ashford, Folkestone and Dover. There is ample cycle parking at the newly refurbished Gravesend railway station and a new cycle route connects the station to fantastic cycling facilities at Cyclopark.

Frequent local services to most nearby towns are run by Arriva Bus Services and Fastrack buses provide fast and frequent services at 10 minute intervals between Gravesend Town Centre, Ebbsfleet Station, Bluewater Darenth Valley Hospital and Dartford Town Centre.

A half hourly passenger ferry service, from 5.40am to 7pm, runs from Gravesend Town Pier pontoon to Tilbury Riverside, with bus and rail connections to Grays Railway Station, East London, the City and Southend. The Ferry operates from Monday to Saturday (except Bank Holidays).

Walking and cycling aren't just rewarding and fun ways to get around; leaving the car at home for some trips will save you money and reduce emissions. It also allows you to be active as part of your daily routine, helping you to stay fit and healthy.

THINGS TO DO

Cyclopark is a purpose-built facility for cycling and other outdoor activities, offering activities for people of all ages and abilities. There's a 2.9km tarmac course for road bikes, a 330-metre first-class racetrack for BMXs, and 6 kilometres of track for mountain biking. The park features an extensive range of play equipment, and cycle hire is available.

Gravesend Borough Market is situated in the heart of Gravesend town centre, overlooking the River Thames. This historic market was chartered in 1268 and is one of the oldest markets in Kent. After a refurbishment in 2016 this is now once again a major shopping and street food destination.

Guru Nanak Darbar Gurdwara is one of the largest Gurdwara complexes to be found outside India, hosting fantastic facilities for Sikhs and the wider community. This iconic building can be found in the centre of the town

For more information on attractions, places to eat and things to do in the area check out Visit Gravesend.

www.visitgravesend.co.uk

[@visit_gravesend](https://twitter.com/visit_gravesend)

[@VisitGravesend](https://www.facebook.com/VisitGravesend)

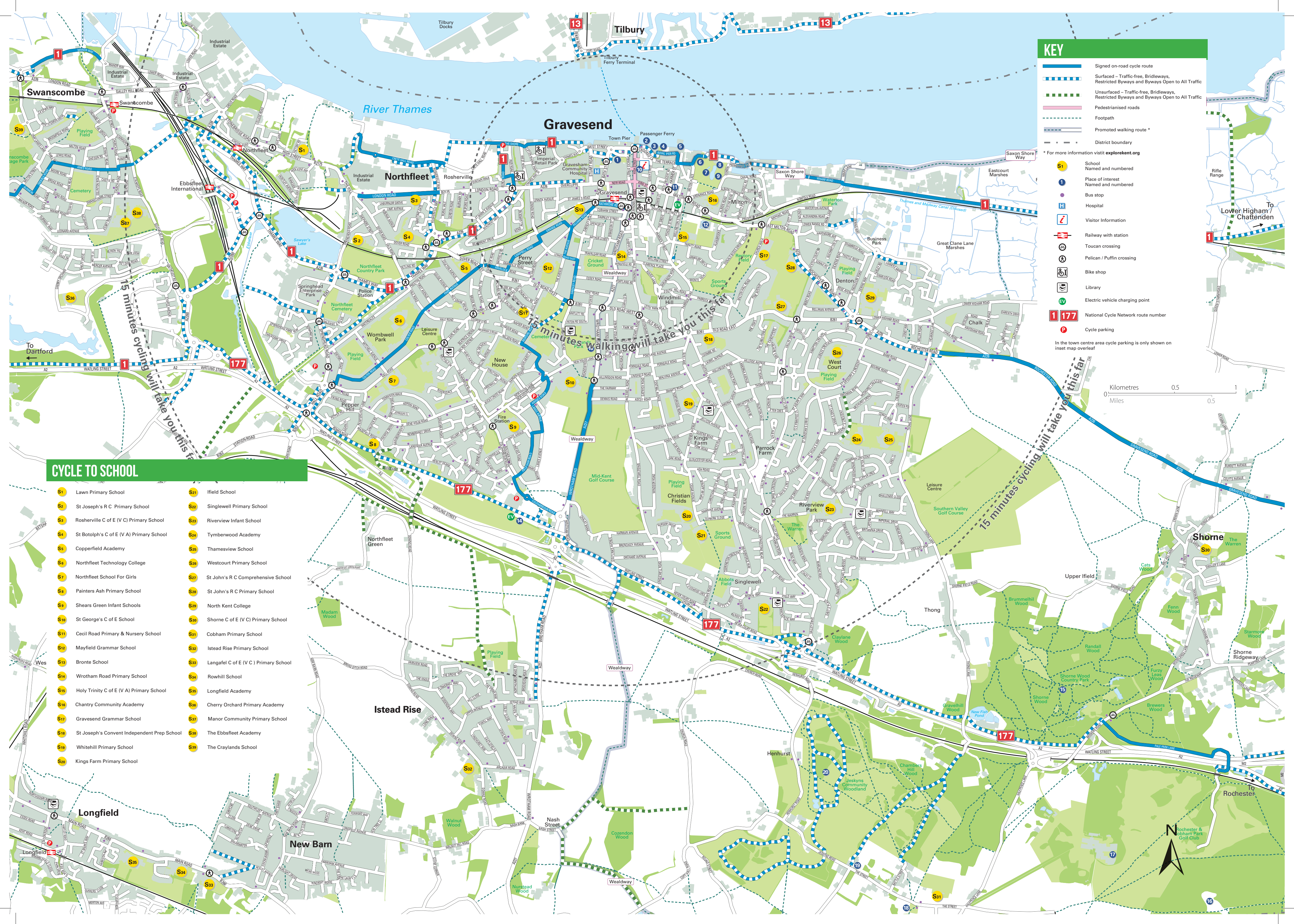
[@visit_gravesend](https://www.instagram.com/visit_gravesend)

Visitor Information, **Gravesend Borough Market**, High Street, Gravesend, Kent, DA11 0AZ

Explore Kent walking and cycling routes now available to download and follow on the **Kent Connected** app.

Visit kentconnected.org/our-app to download the app for free. Available on Apple and Android.

Plan your journey.
Be inspired.



KEY

- Signed on-road cycle route
- Surfaced – Traffic-free, Bridleways, Restricted Byways and Byways Open to All Traffic
- Unsurfaced – Traffic-free, Bridleways, Restricted Byways and Byways Open to All Traffic
- Pedestrianised roads
- Footpath
- Promoted walking route *
- District boundary
- * For more information visit explorekent.org
- S1 School Named and numbered
- 1 Place of interest Named and numbered
- H Bus stop
- H Hospital
- Visitor Information
- Railway with station
- Toucan crossing
- Pelican / Puffin crossing
- Bike shop
- Library
- Electric vehicle charging point
- 1 177 National Cycle Network route number
- P Cycle parking

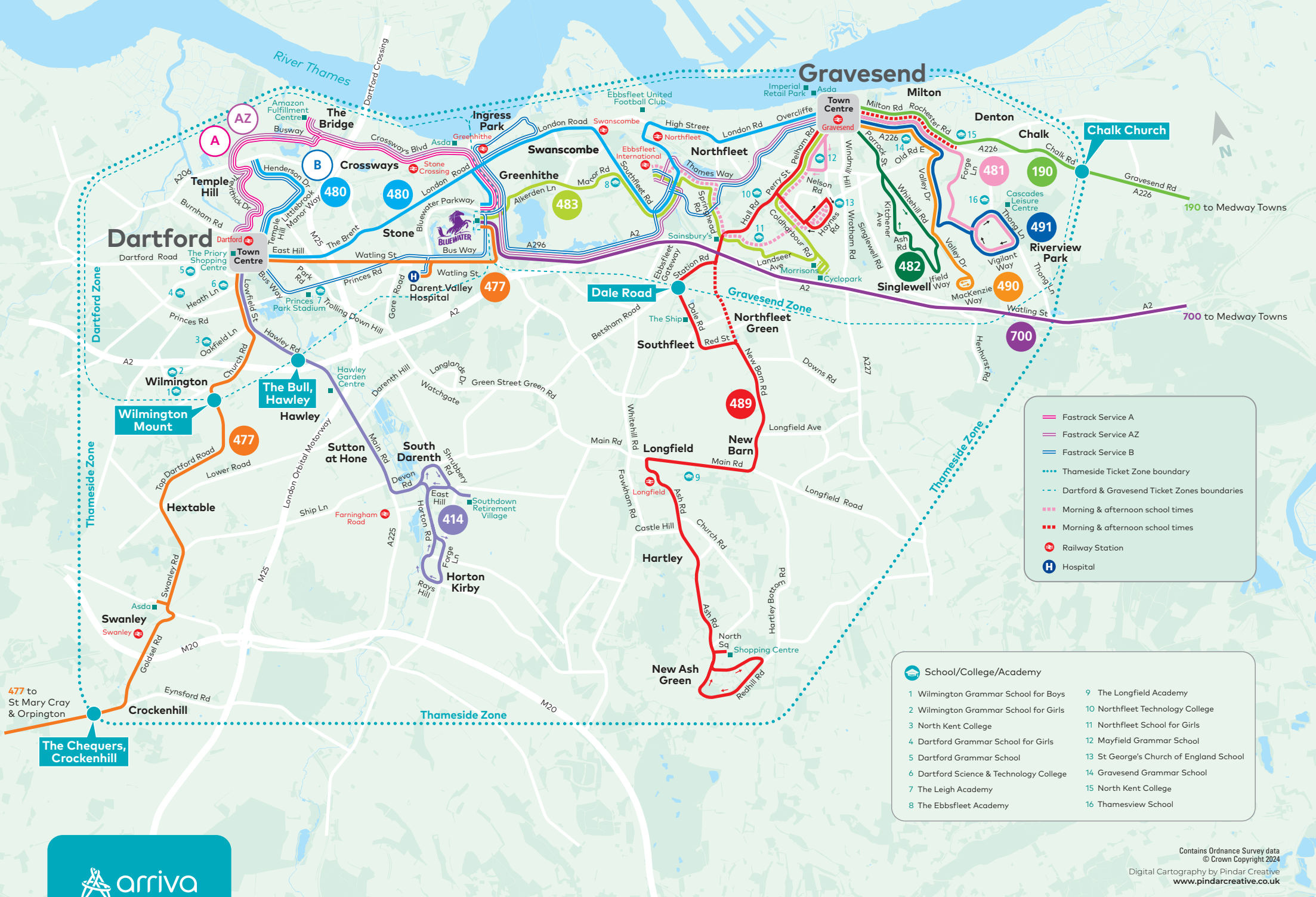
Kilometres 0 0.5 1
Miles 0 0.5 1

CYCLE TO SCHOOL

- | | | | |
|-----|---|-----|--------------------------------------|
| S1 | Lawn Primary School | S21 | Ifield School |
| S2 | St Joseph's R C Primary School | S22 | Singlewell Primary School |
| S3 | Rosherville C of E (V C) Primary School | S23 | Riverview Infant School |
| S4 | St Botolph's C of E (V A) Primary School | S24 | Tymberwood Academy |
| S5 | Copperfield Academy | S25 | Thamesview School |
| S6 | Northfleet Technology College | S26 | Westcourt Primary School |
| S7 | Northfleet School For Girls | S27 | St John's R C Comprehensive School |
| S8 | Painters Ash Primary School | S28 | St John's R C Primary School |
| S9 | Shears Green Infant Schools | S29 | North Kent College |
| S10 | St George's C of E School | S30 | Shorne C of E (V C) Primary School |
| S11 | Cecil Road Primary & Nursery School | S31 | Cobham Primary School |
| S12 | Mayfield Grammar School | S32 | Istead Rise Primary School |
| S13 | Bronte School | S33 | Langafel C of E (V C) Primary School |
| S14 | Wrotham Road Primary School | S34 | Rowhill School |
| S15 | Holy Trinity C of E (V A) Primary School | S35 | Longfield Academy |
| S16 | Chantry Community Academy | S36 | Cherry Orchard Primary Academy |
| S17 | Gravesend Grammar School | S37 | Manor Community Primary School |
| S18 | St Joseph's Convent Independent Prep School | S38 | The Ebbsfleet Academy |
| S19 | Whitehill Primary School | S39 | The Craylands School |
| S20 | Kings Farm Primary School | | |

Appendix B

Bus Maps Gravesend





Civil Engineering - Transport Planning - Flood Risk

GTA Civils & Transport, Maple House, 192-198 London Road, Burgess Hill, West Sussex, RH15 9RD
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