



Draft Travel Plan

Huggens College, College Road, Northfleet

The President and Trustees of Huggens College

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Acronyms and Abbreviations

SLR	SLR Consulting Limited
The Applicant	The President and Trustees of Huggens College
TP	Travel Plan
TPC	Travel Plan Coordinator



1.0 Executive Summary

The overarching objective of the TP is to ensure that all reasonable actions are considered and implemented to encourage residents, visitors and staff to travel safely, healthily, and sustainably to and from the development, with a consequential effect being the rationalisation of single occupancy car journeys.

The primary purpose of the TP is to seek to reduce private car journeys made by employees travelling to work and in carrying out their work duties through the encouragement of greater use of public transport together with other non-car modes of travel. The TP will also seek to encourage both residents and visitors to undertake a similar commitment.

This TP has been prepared in collaboration with Huggens College, who have provided their input to ensure that the measures and initiatives included can be delivered.

The implementation of the TP will be the responsibility of the management team of the College once fully operational.



2.0 Context

2.1 Site Location

The Site is located at College Road on the western edge of Northfleet, Gravesham, which is served off the B2175 Stonebridge Road/High Street.

In broader terms, the Site is located approximately 2.8km north from the A2, 4.3km east of Gravesend, and some 9km west of the M25.

2.2 Existing Site

The Site comprises a broadly square plot some 34,000sqm in area, fronting College Road in the vicinity of its junction with B2175 Stonebridge Road. The Site is situated within a residential area, predominantly surrounded by flats, however a new housing development is being built to the north along the Thames. The High Street runs east west to the south of the Site, offering a range of local shopping facilities and Ebbsfleet Rail Station 585m to the south as the crow flies.

The Site currently supports 30 homes, a mix of one and two bed units, a Chaplain and caretaker also live on-site.

2.3 Summary of Development

The Applicant is therefore seeking planning permission to redevelop the site to provide improved facilities, which includes a higher number of apartments. The proposed scheme seeks to provide a total of 96 one bed apartments, a net increase of 66 homes.

The redevelopment will be phased to allow existing residents to remain on Site.

The Site will be accessed from the existing point off College Road to the south-east of the Site. A secondary access will be created served off College Road which will be used during the construction phase, this will then revert to an emergency access once the site is completed.

The proposed scheme seeks to provide 55 car parking spaces. This covers the 1 car parking space per 2 unit requirement, 2 spaces for the Chaplain and Warden/Caretaker and 5 spaces for visitors. The proposals will also provide 6 Active EV spaces with the remaining spaces designed as Passive EV spaces, where the trunking/cabling is prepared for future upgrade as demand dictates.

The proposals seek to provide in excess of the standard requirement for cycle parking with a total of five covered and secure cycle parking stores which each provides 5 Sheffield stands for ten cycles and space for a mobility scooter with charging infrastructure. This equates to 50 cycle and 5 mobility scooter parking spaces.

2.4 The Need for a Travel Plan

Whilst there are a wide range of benefits that can result from the operation of a TP, their implementation is increasingly being required within the planning system as a condition, or requirement associated with development.

This TP has been produced in relation to the planning application for the proposed redevelopment of the Site. The TP is, however, not solely tied to the planning application and will become an ongoing element of the operation of the overall development.



2.5 Benefits of Travel Plans

The most easily identifiable benefits of TPs are those that are directly related to reductions in vehicle use, namely; proportionally less traffic, congestion, noise/air pollution, and potentially accidents.

There are, however, a broader range of benefits that can accrue from the implementation of TP measures and initiatives. Depending on the characteristics of each development it is recognised that benefits to the following areas might occur once a TP is implemented:

- energy savings: reducing consumption of fossil fuels, particularly the amount of CO₂ individuals consume in their everyday journeys;
- environmental benefits: individuals who adopt travel by non-motorised modes of transport will gain satisfaction from knowing they have been able to reduce their own carbon footprints;
- health benefits: by shifting journeys away from motorised forms of transport, individuals can improve their health and well-being by walking and cycling and also learn to enjoy more journeys without the added stress of traffic and congestion;
- safety benefits: new and improved facilities for sustainable transport such as dedicated walkways and cycle paths will encourage car users to drive more responsibly, reducing their speed and being aware of other road users;
- social benefits: developing a culture where individuals can share their travel tips with other people such as car-share members, staff groups. Encouraging active participation in the Travel Plan by making new developments 'user-friendly' for walkers/cyclists; and
- accessibility benefits: removing car-based provision such as new roads and parking areas in favour of improved public transport facilities/links.

2.6 Aims of the Travel Plan

The primary aims of the TP are to:

- reduce the trip generation of the Development in line with the relevant Targets;
- introduce a package of physical and management measures that will assist travel by modes other than the private car;
- reduce the demand for car parking;
- increase travel awareness and promote sustainable travel behaviour, thus supporting the reduction of traffic congestion and pollution;
- reduce carbon footprint;
- potential health benefits for residents through encouragement of walking and cycling;
- ensure that all residents, staff and visitors are made aware of alternatives to the car; and
- ensure that all residents, staff and visitors are made aware of the TP.

2.7 Policy and Guidance

The following Section recognises current planning policy and guidance documents as relevant to the proposals.

Policy Documents reviewed include the following:



- National Planning Policy Framework;
- Kent Local Transport Plan 2016-2031; and
- Gravesham Local Plan 2014.

2.7.1 National Planning Policy Framework (rev. December 2023)

The National Planning Policy Framework (NPPF) was published on 27th March 2012. Since initial publication the NPPF has been updated with the most recent version published in December 2023.

The NPPF sets out the Government's planning policies for England and outlines how these are expected to be applied. Its policies replaced existing national planning statements and guidance.

The requirements for producing a Transport Statement or Assessment in support of development proposals are outlined at Paragraph 117 which notes that:

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

2.7.2 Kent Local Transport Plan 2016-2031

The Kent LTP was adopted in 2016 and aims to deliver strategic and local improvements to the transport network.

One of the schemes called Kent Sustainable Interventions aims to support the *'delivery of smaller schemes designed to encourage users to switch to walking, cycling and public transport through the provision of facilities such as crossings, footway improvements, bus priority and cycle lanes, as well as Smarter Choices initiatives such as publicity and travel plans.'*

2.7.3 Gravesham Local Plan 2014

The Council will require applicable 'new developments to prepare and adopt Transport Assessments and Travel Plans using Kent County Council's guidance *'Transport Assessments and Travel Plans, October 2008.'* It will also require developments to take into account current car parking standards. These will be refined taking into account the availability of alternative means of transport and accessibility to services and facilities.'

2.7.4 Policy Summary

Planning policy and guidance, as relevant to the proposals, has been reviewed; this TP has been produced to accord with all relevant policy and guidance.



3.0 Existing Travel Situation

An audit of the existing transport conditions has been undertaken as part of the Transport Statement process. A summary of the audit as pertinent to Travel Planning is provided below.

3.1 Local Highway

The local highways network as relevant to the proposals comprises College Road, B2175 Stonebridge Road/High Street and the A226.

3.1.1 College Road

College Road is predominantly a residential road, with predominantly flats running along either side of the road. To the north of the road there is a significant housing development being built along the Thames. As part of this development the road network has been upgraded to make Grove Road the dominant route for the new residential units. This has meant that College Road is predominantly used by residents living on College Road.

Figure 3-1 College Road – View Northbound



Figure 3-1 looks northbound out of the Site and shows the on-street parking running along the east side of College Road and the double yellow lines that run along the west side.



Figure 3-2 College Road – View Southbound



Figure 3-2 shows the view south from the Site along College Road. It shows the on-street parking running along College Road and the single yellow line that operates along the western side of the road towards the High Street.

3.1.2 B2175 Stonebridge Road/High Street

College Road heading southbound meets at a T-junction with the B2175, the High Street to the east and Stonebridge Road to the west. **Figure 3-3** shows the view to the west along the B2175. There are single yellow lines operating on both sides between Monday-Saturday 8am-6:30pm.

Figure 3-3 View West Along B2175 Stonebridge Road



Figure 3-4 below shows the High Street from its junction with College Road. Single yellow lines run up the length of the High Street which gives access to local amenities including The Hive shopping area.



Figure 3-4 View East Along B2175 High Street



3.1.3 A266

The B2175 heading west from the Site reaches a roundabout with the A266 and Grove Road. Grove Road manoeuvres around the rear of Huggens College to the new residential development along the Thames.

Figure 3-5 View North-west Along the A266



3.2 Wider Highway Network

The key roads around the Site link to A282 which provides a link across the Thames or onto the A2 which provides access to the M25 and other areas of Kent.



4.0 Accessibility

The overall accessibility of the Site has been assessed in detail with respect to pedestrian, cycle, and public transport access. The purpose of the assessment is to demonstrate that the Site is situated in a suitable location for travel to be undertaken by modes other than the private car.

4.1 Pedestrian Accessibility

Manual for Streets (Department for Transport 2007), notes at Section 4.4.1 that:

‘...walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes (up to 800m) walking distance of residential areas.’

However, it is also noted that this is not an upper limit and that:

‘...walking offers the greatest potential to replace short car trips, particularly those under 2km.’

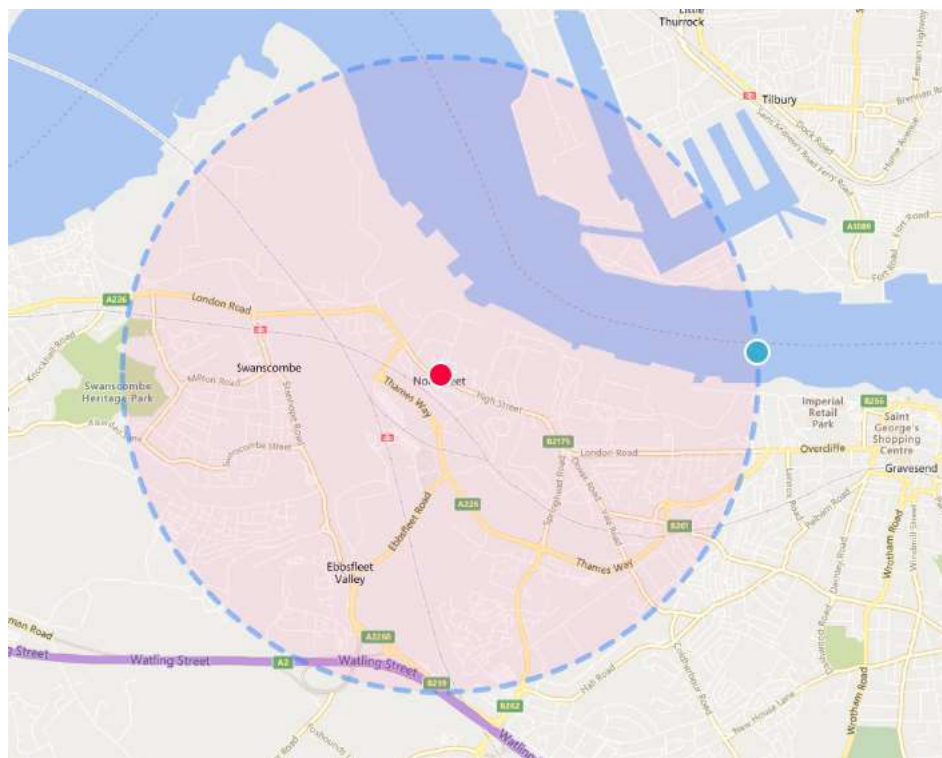
A 2.0km radius from the application Site covers a large residential catchment to the south of the Site, as well as the industrial area of Tilbury Docks, accessible via the crossing between Gravesend and Tilbury.

4.1.1 Pedestrian Infrastructure

Pedestrian infrastructure within the vicinity of the Site is of a good standard with footways running along both sides of College Road and comprehensive street lighting. The nearest pedestrian crossing infrastructure can be found around 80m away on the High Street.

Figure 4-1 below indicates a 2km walking catchment from the Site which includes a number of residential areas, the amenities on the High Street and public transport such as the bus stops or Northfleet station.

Figure 4-1 2km Walking Catchment from the Site



The following photographs provide examples of footway provision and specific pedestrian crossing infrastructure available within proximity of the Site.

Figure 4-2 looks north-east along the frontage of College Road in the vicinity of the existing Site access.

Figure 4-2 College Road East side towards River Thames



As visible in the above photograph the footway leading north from the existing Site access is of adequate width, there is street lighting running along College Road.

Figure 4-3 looks north along the western side of College Road from the Site and shows pedestrian footpaths and on-street parking.



Figure 4-3 College Road West side towards High Street



The above photograph shows the footways northbound from the Site towards the Thames.

Figure 4-4 College Road East side towards High Street



Figure 4-4 above shows the eastern pavement heading southbound towards the High Street, including street lighting.



Figure 4-5 High Street Eastbound from College Road



Figure 4-5 shows the footpaths that run from College Road along the High Street, including the signalised pedestrian crossing. **Figure 4-6** shows the footpath westbound along the High Street towards where the B2175 turns into Stonebridge Road. There is no footway running along the edge of the road at this point, it follows the line of the College wall instead.

Figure 4-6 Stonebridge Road Westbound form College Road



4.1.2 Pedestrian Access Summary

It is considered that the level of pedestrian infrastructure available within close proximity of the Site is of a high standard. Wide, level footways and installations of pedestrian crossing infrastructure including a pedestrian crossing, afford a safe environment for pedestrians to access public transport nodes and travel further afield if required.

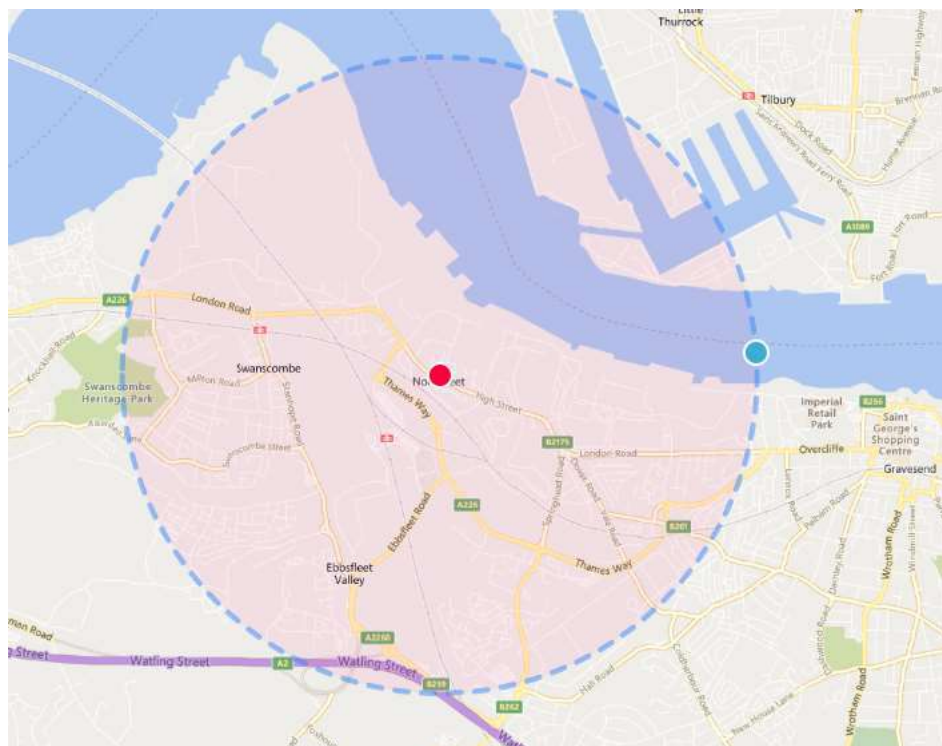
4.2 Cycle

The assessment has considered the accessibility of the application Site by cycle and the quality of the surrounding cycle infrastructure.

4.2.1 Cycle Accessibility

Figure 4-7 shows the 5km cycle catchment from the Site which includes the town centre of Swanscombe to the west as well as Northfleet to the east and Springhead to the south-east.

Figure 4-7 5km Cycle Catchment from the Site



There are no dedicated cycle routes immediately around the Site however **Figure 4-8** below is taken from Sustrans and shows the Site is close to National Cycle Route 1 which runs the east length of the country often along the coastline.

There is a link from the A226, to the west of the Site, to Route 1 which is roughly 1km away. The link from the A226 roundabout provides signed, dedicated cycle routes which make it a more viable option for all those wanting to cycle.



Figure 4-8 Sustrans Cycle Map Showing National Cycle Route 1



4.2.2 Cycle Infrastructure

The Site is located around 350m from the A226 roundabout where off-road dedicated cycle infrastructure is provided. There is further off-road provision along The Shore in Gravesend.

4.3 Public Transport

Public transport amenity in the vicinity of the Site has been assessed using data gathered during the course of the SLR Site Investigation and further data obtained through desk-top study.

4.3.1 Bus

A bus stop is located on the High Street approximately it is 190m west of the eastbound bus stop and 120m to the westbound stop. The following routes serve the stops:

- 480 Dartford;
- 490 Bluewater;
- 3 Gravesend; and
- 34 Meopham.

The routes are shown in **Table 4-1** below.



Table 4-1 Local Bus Routes and Frequencies

Service	Route	Day	First Service	Last Service	Average Frequency Per Hour
480	Riverview Park - Northfleet	Mon-Fri	0608	1848	3
	Riverview Park - Northfleet	Saturday	0832	1912	3
	Riverview Park - Northfleet	Sunday	0827	1909	2
490	Singlewell - Northfleet	Mon-Fri	0453	2346	2-3
	Singlewell - Northfleet	Saturday	0457	0016	3
	Singlewell - Northfleet	Sunday	0457	2256	3
3	Wilmington Grammar School Grounds in Wilmington Grammar School for Boys - Singlewell	Mon-Fri	1520	1629	3 per day
	Singlewell - Wilmington		0719	-	1 per day
34	Wilmington Grammar School Grounds in Wilmington Grammar School for Boys - Meopham	Mon-Fri	1521	1635	2 per day
	Meopham - Wilmington	Mon-Fri	0724	-	1 per day

The bus services summarised above demonstrate that there is a high provision for buses in this area.

4.3.1.1 Bus Stop Provision

The following photograph show the southbound bus stop in closest proximity to the Site located on the B2175 High Street.

Figure 4-9 looks east on the High Street and depicts the eastbound bus stop provision.



Figure 4-9 High Street Heading Eastbound from the Site



The bus stop pictured above shows the layby, shelter, seating and a bus timetable.

Figure 4-10 South Side of High Street East of the Site



As visible in **Figure 4-101**, the westbound bus stop comprises a marker and bus timetable but no detailed layby or shelter.



4.3.2 Rail

Northfleet rail station is approximately 170m to the south of the Site which provides services to London Charing Cross, Rainham, Gravesend and Luton and Ebbsfleet is 2km from the Site giving access to St Pancras, Faversham, Dover and Margate.

4.4 Summary

This Section has assessed the accessibility of the proposal Site, particularly the availability of travel to the Site by modes other than the car.

Pedestrian access in the locality is of a high standard with a residential catchment and useful amenities within 15 minutes' walk of the proposed development Site.

The Site is accessible by cycle to a number of residential areas and the local shopping centre. This will offer both staff and the congregation an opportunity to access the Site by non-car means. As the Site is aimed at those older than 55, it may mean that some of the elder residents are more reliant on being driven or public transport.

Public transport around Site offers a range of destinations including neighbouring shopping and residential areas.

The nearest rail station to the Site is Northfleet which offers services to locally and to London and Luton. Ebbsfleet is also within walking distance and offers additional services across Kent and to London.

On the basis of the above the Site is considered to be in a sustainable location with a high level of non-car accessibility and is therefore compliant with local and national transport policy.



5.0 Base Data and Forecast

This section summarises the transport implications of the proposals, based on the considerations and findings within the Transport Statement.

5.1 Trip Generation

5.1.1 Methodology

The proposals seek to redevelop the Site to continue the existing operation but increase the number of homes to be able to increase the level of support.

The proposed scheme will therefore have the same trip generation patterns to the existing facility. A proposed trip generation forecast has therefore been calculated by extrapolating the recorded site trip data.

5.1.2 Proposed Site Trips

The proposals seek to increase the number of homes from 30 to 96, an increase of 66 homes. On the basis of the existing site traffic generation, the potential proposed vehicular traffic generation is summarised within **Table 5-1**.

Table 5-1 Proposed Additional Vehicular Trips (66 Units)

	Arrivals	Departures
Weekday Network AM (0800-0900HRS)	16	3
Weekday Network PM (1700-1800HRS)	16	13
Weekday Daily (0700-1900HRS)	138	141
Sunday Site Peak (1200-1300HRS)	29	26
Sunday Daily (0700-1900HRS)	128	122

It is considered that the above methodology is robust as in reality an extrapolation is an over-estimate, as the number of operational trips (servicing/deliveries) would not increase. Furthermore, the additional homes may provide lift-share opportunities and sustainable travel 'buddies' which would further reduce the vehicular traffic generation.

Travel surveys early on in the lifetime of the development will establish more accurate trip data and initial modal splits of travel to and from the development.



6.0 Objectives

A TP is dynamic in nature in so much as it is a continuous evolution of initiatives and travel information that responds to changes in personal circumstances, local environment, and business operations.

A TP is a means by which to achieve the most equitable and sustainably manageable transport network practicable for the particular circumstance. Therefore, TPs must naturally be responsive to changing personal situations and instilling a sense of personal ownership amongst all participants is key to the success of a TP.

As the staff, the caretaker and Chaplain, currently live on Site they are treated as residents rather than staff for the purpose of the TP. If additional staff are brought into the Site as a result of future plans the TP will be amended to reflect this.

6.1 Travel Plan Objectives

The primary objectives of the TP are to:

- reduce the trip generation of the Development in line with the relevant Targets;
- introduce a package of physical and management measures that will assist travel by modes other than the private car;
- reduce the demand for car parking;
- increase travel awareness and promote sustainable travel behaviour, thus supporting the reduction of traffic congestion and pollution;
- reduce carbon footprint;
- potential health benefits for residents through encouragement of walking and cycling;
- ensure that all residents, staff and visitors are made aware of alternatives to the car; and
- ensure that all residents, staff and visitors are made aware of the TP.

6.2 Baseline Data Collection

Huggens College will undertake a resident travel survey within six months of occupation of the development from which baseline data will be retrieved.

The results of the travel survey will provide information on the established travel choices of staff and hence will provide a basis for the setting of targets in the Travel Plan. The survey will aim to:

- identify which modes of transport could be promoted in light of the survey findings;
- establish the popular alternative modes of travel to the Site, the modes people want to use but currently do not/or cannot use; and
- analyse travel on business data.

Agreed targets between the Local Highway Authority and the appointed Travel Plan Coordinator (see below) will be set which are relevant, measurable, and achievable and monitored on an on-going basis.

6.2.1 Travel Plan Coordinator

The role of Travel Plan Coordinator (TPC) is pivotal in context of the TP. The TPC is the appointed correspondent between the Local Authority and the organisation, and is



responsible for managing the ongoing development and implementation of the Plan; the role is fully explained within Section 9.



7.0 Targets

Targets are the core of a TP; they provide a structure and itinerary for the implementation of the plan and are an ideal means by which to measure its success.

Targets should be Site-specific, measurable, achievable, realistic and time-related (SMART). They may be phased year on year and can be 'aim' type (e.g. percentage using non-car modes by...) or 'action' type (e.g. appoint a travel coordinator one month prior to occupation).

7.1.1 Suggested Action Targets

Fundamental to the commitment and delivery of the full TP will be the appointment of a suitable TPC, specifically dealing with the promotion of the TP to residents, visitors and staff at the Site.

It is suggested the 'action' targets that could be included in the full TP might include the following:

- appointment of a TPC for the Site - prior to the Site's opening;
- Baseline Travel Surveys to be conducted on Site by the TPC to identify the number of residents/staff/visitors travelling by car/other modes – within 6 months of the Site's opening; and
- future targets to be set by the TPC based on the results of the Baseline Travel Surveys – within a three month period of completion of the initial surveys.

Travel surveys early on in the lifetime of the development will enable the TPC to establish the initial modal split of travel to and from the development. These surveys will then act as a realistic base against which targets can be set. This record of the initial travel habits of residents, staff and visitors will also enable comparisons to be drawn as time passes, enabling the success of the TP to be determined.

7.1.2 Aim and Action Targets

An example of an 'aim' target would be:

'A target of a 10% reduction in the number of single car occupancy trips by year three of the implementation of the full Travel Plan.'

An example of an 'action' target would be:

'Provide showers and lockers for use by those cycling to work.'



8.0 Travel Plan Measures

The following proposed package of measures has been designed to suit the nature, location, and Site use. The Site already has a relatively low trip generation with very few movements during peak periods. The emphasis of the TP will be to provide alternatives to lone car use, reducing car dependence and the need to travel and provide positive incentives to encourage the use of sustainable transport modes.

8.1 Resident Welcome Packs

Many of the Targets and Measures will be met and facilitated through the issue of Welcome Packs.

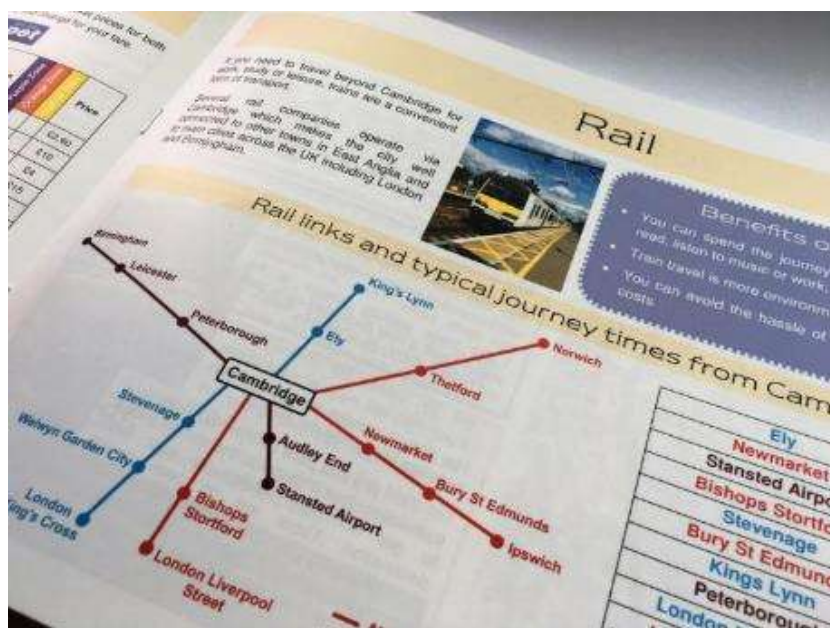
A Welcome Pack will be produced and provided to each resident at the Site. The pack would be provided to a resident upon acceptance of a place at the Site.

The pack will introduce the TP and include information relating to the implemented measures and initiatives. Information will include details of sustainable transport provision and promotional material highlighting the benefits to the environment, personal health, and wellbeing. It is suggested that the pack may contain the following information:

- an overview of the TP and its aims;
- information on active travel health benefits;
- maps showing local walking and cycling routes in relation to local facilities, shops, transport links;
- public transport information specific to the Site and its users such as timetables, mapping, and operator details;
- an offer of, or information about, locally based on-road cycle training; and
- potential offers/discounts for local cycle shops, public transport information tickets, local taxi firms.

Content from an example Welcome Pack is shown in **Figure 8-1**.

Figure 8-1 Example Welcome Pack Content



It will remain the TPCs responsibility to keep the Welcome Pack up to date and evolve the content to keep it relevant, incorporating any new elements that may benefit the overall objectives of the TP and reacting to any changes regarding transport conditions.

8.2 Reducing the Need to Travel

8.2.1 Residents

There are currently 30 residential units at the Site and during the AM peak period the Site was recorded as having one vehicle trip exit the Site and five enter. During the PM peak four exited the Site and five entered. Over the 12 hours the counts were recorded the Site generated a total of 87 vehicle trips. On the Sunday the 12 hour flows equated to 78 vehicle movements.

The aim of the TP would therefore be to reduce the number of trips especially those made by lone drivers.

8.2.2 Staff

The existing staff at the Site live on Site and thus their need to travel is significantly reduced.

8.3 Pedestrian Measures

The existing pedestrian infrastructure in place surrounding the Site is considered appropriate to serve the needs of residents and visitors travelling to the Site. Therefore, no physical improvements would be necessary in order to achieve a higher pedestrian modal split.

The focus of the TP in terms of pedestrian travel will be provision of the following initiatives:

- advertise the health benefits of walking through promotional material (Welcome Pack);
- discounts at local retailers can be negotiated by the TPC for the purchase of high visibility clothing, durable footwear etc.;
- umbrellas will be provided to staff;
- personal attack alarms will be provided on request to all residents upon moving into the Site;
- walking route maps can be made available, included within the Welcome Pack; and
- publicity material will be available indicating routes benefitting from a footpath and street-lighting.

8.4 Cycle Measures

As with the infrastructure serving pedestrians, cycle infrastructure is considered to be adequate to serve the needs of the Site. As such, no physical off-Site improvements are considered to be required. However, the following initiatives would form part of the TP:

- secure parking for 50 cycles and five mobility scooters;
- advertise the health benefits of cycling through promotional material;
- the organisation will seek to join a relevant cycle scheme to reduce the purchase costs of a cycle;
- discounts at local retailers can be negotiated by the TPC for the purchase of cycles, cycle equipment, high visibility clothing, etc.;



- publicity material will be available to indicate the location of existing cycle routes and cycle parking; and
- form a Bicycle Users Group (BUG) to encourage cycling and organise promotional Events.

8.5 Public Transport Measures

Public transport accessibility within the locale of the Site is considered to be of a good standard, and as such the following initiatives will be integral within the TP:

- up-to-date public transport timetable information will be made available at all times on notices boards located in communal rooms and the main foyer of the building;
- discounts from local providers can be negotiated by the TPC for the purchase of season tickets, etc.;
- umbrellas will be made available upon request for those people travelling by bus for the interconnecting journey; and
- personal attack alarms will also be made available upon request to address potential concerns relating to personal security for the interconnecting journey.

8.6 Publicity & Marketing

As part of the TP, notice boards will be provided within communal spaces and in the main foyer of the building to accommodate leaflets and notices for residents, staff, and visitors, which will provide details of local transport, cycle, and pedestrian amenities.

This information will be regularly maintained and updated by the TPC.

Each of the schemes offered in the TP will be promoted amongst new residents that join the College and provided upon moving into the Site.

8.7 Vehicle Measures

8.7.1 Car Sharing

The applicant will actively encourage car sharing schemes and will put in place a booking system to help encourage residents to share vehicles when making similar trips.

It may be possible to provide a shuttle service from the Site to local supermarkets in order to reduce trips.

It was discussed that a “pool” car may be provided on Site for residents to make use of in order to reduce the level of ownership across the Site.

8.7.2 Car Park Management

The Site car park will be managed, permits will only be issued to residents of the Site. Overspill onto the highway will not be permitted to take place, all residents will be aware that on-street parking permits will not be issued to residents.



9.0 Implementation and Management

Overall responsibility for the TP will be with Huggens College, who will take all reasonable interventions to encourage the more efficient use of private car trips and attempt to increase the modal share of non-car trips to the Site.

On Site staff will share in this responsibility, which will be a fundamental point that will be drawn out within the full TP document. In order to create a level of independence, a TPC will be appointed to take responsibility for the preparation, review, and day-to-day management of the TP.

9.1 Travel Plan Coordinator

The TPC will be the appointed correspondent between the local authority and the organisation and, in managing the ongoing development and implementation of the TP, the TPC will take responsibility for liaison with external agencies as and when appropriate. The contact details of the TPC will be submitted to the Council's Travel Plan Team within 3 months of occupation. It is likely that an existing member of staff will take the role of the TPC.

The main duties of the TPC will include:

- undertake annual travel surveys over five consecutive years;
- take responsibility for data collection and review of the TP;
- oversee the development and implementation of the TP on a day-to-day basis;
- design and implement effective marketing and awareness-raising campaigns to promote the TP;
- set up, co-ordinate and attend Steering Groups, Working Groups as and when necessary;
- act as a point of contact for all residents, staff and external parties that may require TP information;
- ensure the travel information available is always up to date;
- liaise with external organisations, e.g. local authorities;
- co-ordinate the monitoring programme for the TP, including target setting and make any necessary adjustments.

The TPC will also ensure that the residents, staff, and visitors are kept fully informed of any new developments in the Plan's implementation.

9.2 Monitoring

The monitoring measures outlined below incorporate both the collection of travel data and the collation of general feedback and correspondence. Monitoring strategies to be implemented in the TP may include a mix of the following:

- monitoring travel habits to identify whether residents are reliant on cars to access amenities away from the Site;
- monitoring of the Site car park to establish the level of demand;
- seeking regular feedback from the public transport operators to establish the perceived level of demand for local services, particularly the proportion of users who specifically use the local services to access the Site and where they originate from; and



- consulting with the management and relevant third parties to identify if alternative measures and initiatives are required.

Information gathered throughout the course of the regular monitoring will be recorded for input into the annual review.

9.3 Travel Plan Review

After the first year, the TPC will be required to produce an annual report, which details the results of the TP and how progress is being made on achieving the targets which were set out at its inception. The report may involve the undertaking of travel surveys to establish how travel patterns have changed since the development first opened and evaluate the measures introduced by the TP.

The objective will be to measure the success of the scheme against its targets, and to identify the potential for refinements. The report will comment on the overall success of the TP and will set out initiatives for the following year.

9.4 Enforcement

Huggens College will be responsible for providing the initial funding for the launch and implementation of the TP along with the costs to implementation of those measures detailed in the Action Plan.

Huggens College will be required to provide sufficient funds to ensure that the TP remains active and current for a minimum of 5 years from commencement of development.

Should it be deemed during the monitoring and reporting process that the Travel Plan is underperforming, then additional resources will be provided by Huggens College to upscale measures and initiatives.



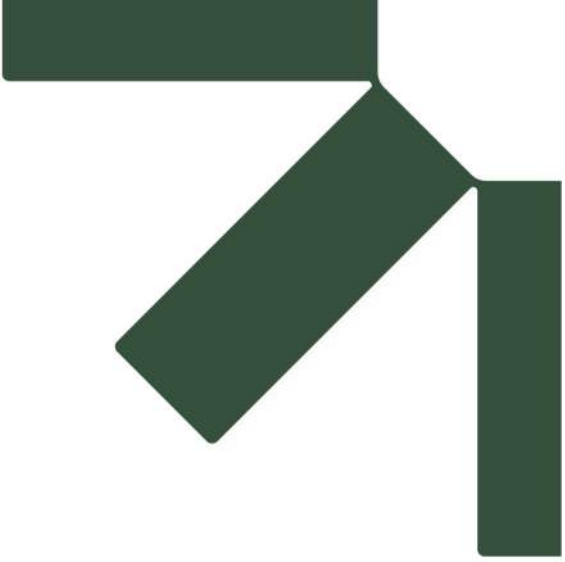
9.5 Action Plan

To achieve the objectives of the TP, the measures and initiatives outlined in **Section 8** have been translated into an Action Plan as detailed in **Table 9-1** which sets out the various key short, medium, and long-term actions with assigned timescales and responsibilities.

Table 9-1 Action Plan

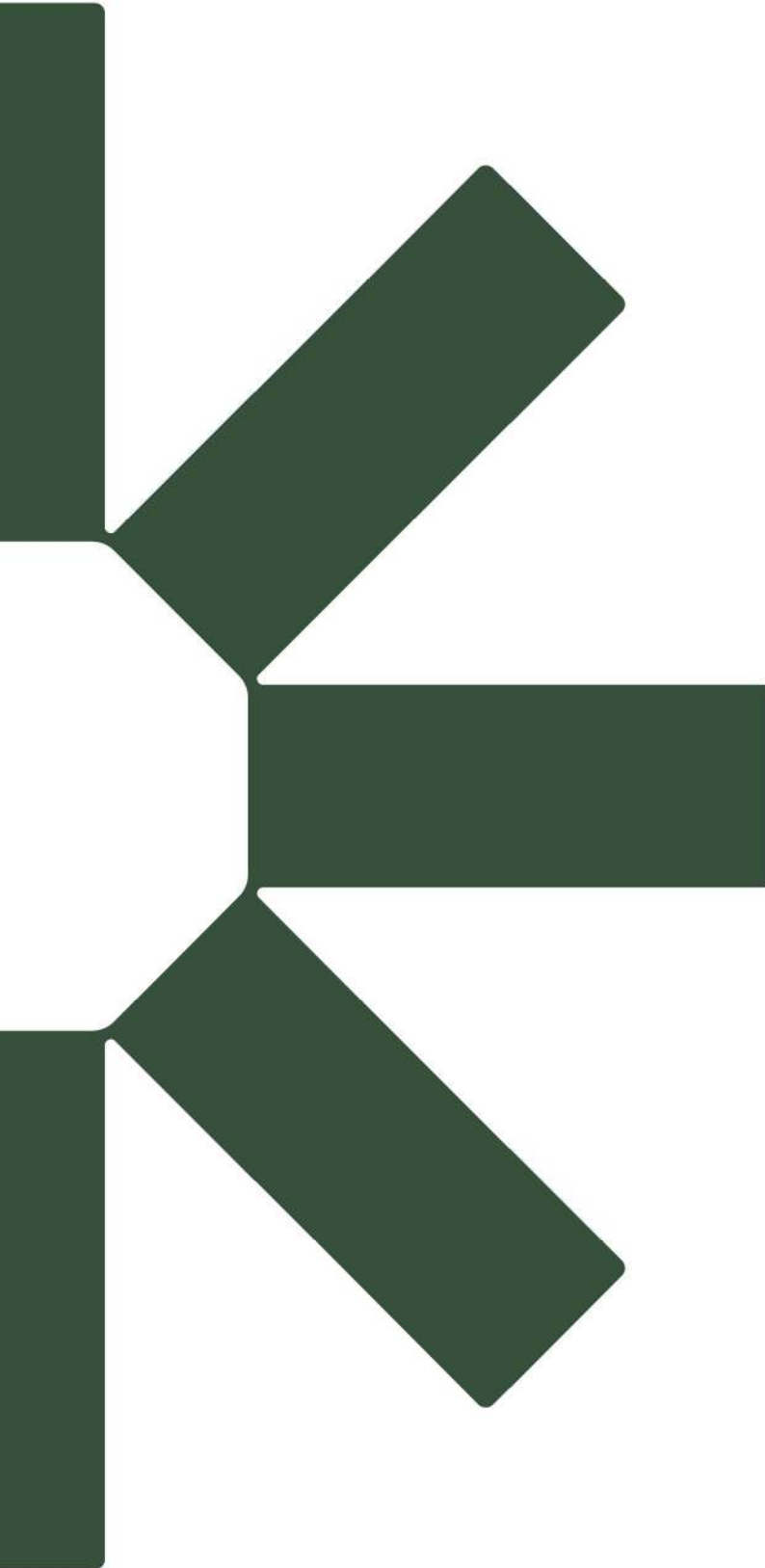
Key Action	Timescale	Responsibility
Appointment of Travel Plan Coordinator (TPC)	3 months prior to first occupation	Huggens College
Provision of approved cycle parking facilities	During construction	Huggens College
Installation of Travel Noticeboards at the Site	Prior to first occupation	TPC
Preparation of Welcome Packs for residents	Prior to first occupation	TPC
Travel information included on Huggens College website and Intranet	Prior to first occupation	TPC
Negotiation of various Discounts	Prior to first occupation	TPC
Issue of Welcome Packs to residents	Upon occupation	TPC
Baseline Surveys	Within 6 months of first operation	TPC
Preparation of Updated Travel Plan	Within 9 months of first operation	TPC
Annual Travel Surveys	Annually	TPC
TP Update Report	Annually	TPC





Appendix A Proposed Site Layout

KWL Architect – Proposed Site Masterplan



Making Sustainability Happen