



Norwood Lane, Meopham

Framework Travel Plan

Client: Taylor Wimpey

i-Transport Ref: JN/BD/AL/ITL16459-005a

Date: 15 October 2025

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SECTION 1 INTRODUCTION

- 1.1.1 This Framework Travel Plan has been prepared on behalf of Taylor Wimpey by i-Transport LLP with regard to a proposed development at Norwood Lane, Meopham to deliver 150 new homes.
- 1.1.2 The site's local planning authority is Gravesham Borough Council (GBC), with Kent County Council (KCC) the local highway authority.
- 1.1.3 This Framework Travel Plan should be read alongside the submitted Transport Assessment (TA) (i-Transport ref: ITL16459-004A) in regards to the outline planning application for up to 150 residential dwellings.
- 1.1.4 The site is located in Meopham to the east of the main settlement. The site is bordered by Green Lane to the south and Norwood Lane to the east. Approximately 1km east of the site is the village of Sole Street. The site location is presented at **Image 1.1 (Figure 1)**.

Image 1.1: Site Location Plan



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1.1.5 The travel plan has been written in accordance with the Kent County Council (KCC) Guidance on Transport Assessments and Travel Plans (October 2008) document. The guidance requires a framework travel plan which includes the following:

- A commitment to the development of full travel plans by the future organisations occupying/managing the residential development, likely secured by Condition;
- Baseline travel patterns;
- Objectives and preliminary targets;
- Measures to be delivered site-wide, and responsibilities for the delivery and funding of these;
- Future actions for the development and refinement of the s travel plan; and
- A clear action plan setting out how and when the travel plan will be developed, reviewed, and refined.

1.1.6 This Framework Travel Plan sets out measures which will be delivered and implemented alongside the proposed development to encourage sustainable travel patterns amongst residents of the development, encouraging those to choose active modes and public transport as the first choice for local journeys and to minimise travel by single occupancy vehicles.

1.1.7 The TA includes details of the vision for the site, the proposed pedestrian, cycle and vehicular access arrangements for the site, assesses the impact of the traffic generated by the site and presents an audit of the accessibility of the site.

1.2 **Vision**

1.2.1 The transport vision for the site is relevant to the Framework Travel Plan and the subsequent Travel Plan documents that will be prepared closer to the time of occupation of this development.

1.2.2 At the heart of the vision is the prioritisation of active travel and sustainable travel modes. This reflects and adopts the wider aspirations to improve health, reduce carbon, and other environmental impacts, as well as reducing transport and access inequalities (including consideration of travelling in the hours of darkness).

1.2.3 The key principles of the Transport Vision are set out below:



Residents can walk or cycle to a range of local facilities/railway station along safe, sociable routes in and around Meopham.



Pupils can travel sustainably to the nearest primary and secondary schools, along appropriate routes and services



Residents can travel by bus or train to a range of destinations, in turn supporting the viability of local bus and rail services.



The street layout is permeable, designed with pedestrian priority, with opportunities to stop and rest or socialise or play, with a maximum of 20mph vehicle speed, and mixed traffic carriageways that are comfortable for cyclists to use (whilst noting site layout is a reserved matter at this stage, the illustrative masterplan will adopt these principles).



Electric vehicle charging points for all residential dwellings (in accordance with Building Regulations).



Delivery, refuse and emergency vehicles are suitably accommodated.

- 1.2.4 Incorporating these key principles will enable the vision to be realised and achieve the outcomes that accord with Gravesham's Local Plan and Kent's Local Transport Plan.
- 1.2.5 Much of the internal layout elements of the vision will be delivered by a future reserved matters application, which will detail the internal routes/street layout, design speed, etc. Notwithstanding, the development of the illustrative masterplan has had regard to this vision and a mix of street types, allowing pedestrian/cyclist permeability across the development has been considered.

1.2.6 To encourage residents to travel sustainably from the outset of occupation, a Travel Plan will be essential in delivering clear information to residents about the options and benefits of sustainable and active travel. At this planning application stage, the Framework Travel which has been produced (this document) is sufficient to guide development of a full Travel Plan prior to occupation, such that it can take account of the latest circumstances at a time closer to occupation as well as any additional mitigations deemed appropriate during the planning application process.

1.3 **Structure of Travel Plan**

1.3.1 The remainder of this Travel Plan is structured as follows:

- Section 2 – Policy;
- Section 3 – Site Assessment;
- Section 4 – Travel Surveys;
- Section 5 – Baseline Mode Split;
- Section 6 – Aim and Objectives;
- Section 7 – Targets;
- Section 8 – Travel Plan Management;
- Section 9 – Measures;
- Section 10 – Monitoring and Review;
- Section 11 – Action Plan; and
- Section 12 – Travel Plan Funding.

1.4 **Benefits of Travel Plans**

1.4.1 Travel plans can provide a range of benefits to developers, residents, visitors, and local authorities, including:

- Less congestion on local roads;
- Reduced demand for parking spaces enabling land to be used more effectively;
- Improved travel choices and quality access to key services;
- Local environmental improvements from reduced congestion, pollution and noise;

- Opportunities for active, healthy travel;
- Fewer goods vehicles on the roads, lowering the risk of collisions; and
- Fuel savings through reduced, re-timed or consolidated deliveries.

SECTION 2 POLICY

2.1 Introduction

2.1.1 This section of the Travel Plan summarises the relevant transport policies.

2.2 National Policy

2.2.1 The National Planning Policy Framework (NPPF) most recently revised in December 2024, sets out the Government's planning policies for England and how these are expected to be applied. It also constitutes guidance for local planning authorities and decision makers both in drawing up plans and as material consideration in determining applications.

2.2.2 The Planning Practice Guidance (2014) states that travel plans should be considered in parallel with development proposals and readily integrated into the design and occupation of a new site. The same guidance also states that Travel Plans should support Transport Assessments in taking forward the identified mitigation measures which relate to on-going occupation and operation of the development.

2.3 Regional Policy

Kent Local Transport Plan 4

2.3.1 This is the fourth Local Transport Plan (LTP4) for Kent and sets out KCC's strategy and implementation plans for local transport investment. The LTP4 has five overarching outcomes: economic growth and minimised congestion, affordable and accessible door-to-door journeys, safer travel, enhanced environment, and better health and wellbeing.

2.3.2 The document sets a number of strategic, countywide, and local priorities. One strategic priority includes working with bus operators to encourage modal shift which will provide for increased access to jobs, education, and health. Countywide priorities include enhancing road safety, encouraging active travel, and the KCC public right of way network.

2.4 Local Policy

Gravesham Local Plan Core Strategy (2014)

2.4.1 The Gravesham Local Plan Core Strategy sets out a long-term vision for the future of Gravesham, to support and inform sustainable development via investment in infrastructure, economic development and regeneration proposals, and promote healthy communities.

- 2.4.2 The strategy requires new developments to prepare travel plans using the KCC guidance "Transport Assessments and Travel Plans, October 2008", as well as the current car parking standards.

Gravesham Borough Council Local Cycling and Walking Infrastructure Plan (LCWIP)

- 2.4.3 The Gravesham LCWIP summarises findings from the Local Cycling and Walking study. It identifies infrastructure interventions over a short, medium and long-term horizon to meet the transport and movement needs of the area. It is in the interest of the borough to increase active travel so that residents can benefit from the reductions in obesity, noise, social exclusion and improved air quality.
- 2.4.4 Sites around Meopham were identified in the LCWIP for potential local plan allocation, and the desire line north-south within Meopham highlighted.

SECTION 3 SITE ASSESSMENT

3.1 Walking and Cycling Opportunities

Norwood Lane

- 3.1.1 Norwood Lane is a two way road, approximately 1km in length of varying character. It connects Camer Road to the south with the A227 Wrotham Road. The northern 350m from its junction with Wrotham Road it is a two way 30mph residential road, with footways to one or both sides. For the middle 300m it has residential properties to one or both sides, but is a narrow 30mph two-way road which acts as a shared surface. For the southern 340m where it forms the site's eastern boundary to the junction with Camer Road it is a rural two-way lane subject to the national speed limit. A local characteristic is that residential roads are not street lit, and therefore 30mph speed limit repeater signs are present.

Wrotham Road (A227)

- 3.1.2 The A227 Wrotham Road is a two-way single carriageway road with a speed limit of 30mph through Hook Green. In total, the Wrotham Road section of the A227 is approximately 9.5km in length, connecting Gravesend with Meopham. It is connected to Green Lane via a ghost island right turn junction and has footways on both sides of the carriageway, bus stops and crossing provisions. As a main road in the area, the route is street lit.

Green Lane

- 3.1.3 Green Lane is a two-way single carriageway road to the south of the site, running in an east-west direction from the A227 to the Camer Park Road junction. Green Lane then continues to the east as Camer Road towards Sole Street, connecting with Norwood Lane. Green Lane has a pedestrian footway on the southern side of the carriageway, which runs until the Green Lane / Camer Park Road junction. Green Lane is subject to a 30mph road, with a footway to the north side between Wrotham Road and the site's southwest corner. Along the site's southern boundary, it is subject to the national speed limit, and has a footway along the southern side of the carriageway. As referenced previously, a local characteristic is to not light residential roads. However, there is a single streetlight at the junction of Green Lane and Tradescant Drive.

Tradescant Drive

- 3.1.4 Tradescant Drive is reached via a simple priority junction accessed via Green Lane. The road serves a number of residential properties and has footways on both sides of the carriageway. At the northern end of the road, there is a pedestrian link to Norwood Lane, named Rowan Close. The Public Right of Way that crosses the site has an access point located on Tradescant Drive.

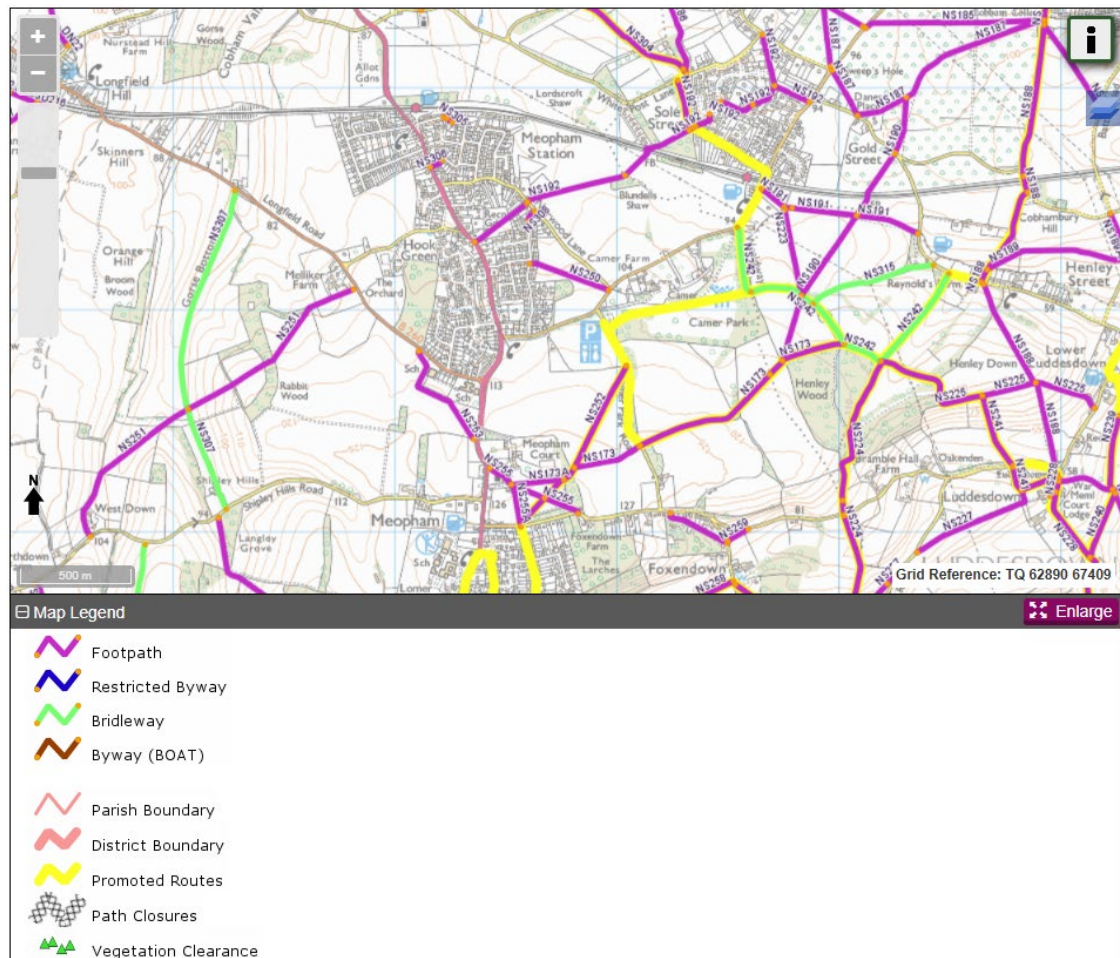
Cycling Opportunities

- 3.1.5 Although there is no designated cycle infrastructure on the immediate road network, local roads are primarily subject to a 30mph speed limit and relatively straight nature. In the wider area cycling is already a popular activity despite the majority of routes being on-road, with local Meopham based cycling group 'Cycle for All' meeting once or twice a month.

Public Rights of Way (PRoW)

- 3.1.6 The site is directly connected to the Public Right of Way (PRoW) network as Public Footpath 0169/NS250/1 crosses through the centre of the site on a north-west/south-east axis between Tradescant Drive and Norwood Lane. To the north of the site, Footpath NS192 connects to the wider PRoW network, with direct connections to Sole Street and the A227 Wrotham Road.
- 3.1.7 The local PRoW lends itself to leisure walks, with the Kent PRoW map depicting promoted walking routes alongside the official PRoW. For more information regarding leisure walking routes in Meopham, residents can use resources such as explorekent.org.
- 3.1.8 **Figure 3.1** below demonstrates the nearby PRoW network, taken from Kent County Council's interactive map.

Figure 3.1: PRoW Network from KCC Interactive Map



Source: Kent County Council Interactive PRoW Map

3.2 Public Transport

Bus

3.2.1 The nearest bus stops to the site are located on A227 Wrotham Road. The Huntingfield Road bus stop is approximately 350m from the proposed access on Green Lane, and the Denesway bus stop is approximately 600m from the proposed access. They are recognisable by a flagpole with timetable information and shelters, and are serviced by 11 bus routes, 10 of which are local School Services. An additional service (416) passes along Green Lane and the site, albeit no stops are available on this road in the vicinity of the site.

3.2.2 Table 3.1 provides a summary of public service 308 and 416. The other services accessible from Wrotham Road provide access to the following schools:

- Wilmington Grammar school
- Weald of Kent School

- Mayfield School
- Meopham Secondary School
- Wrotham School
- Rochester Grammar School
- St Johns School

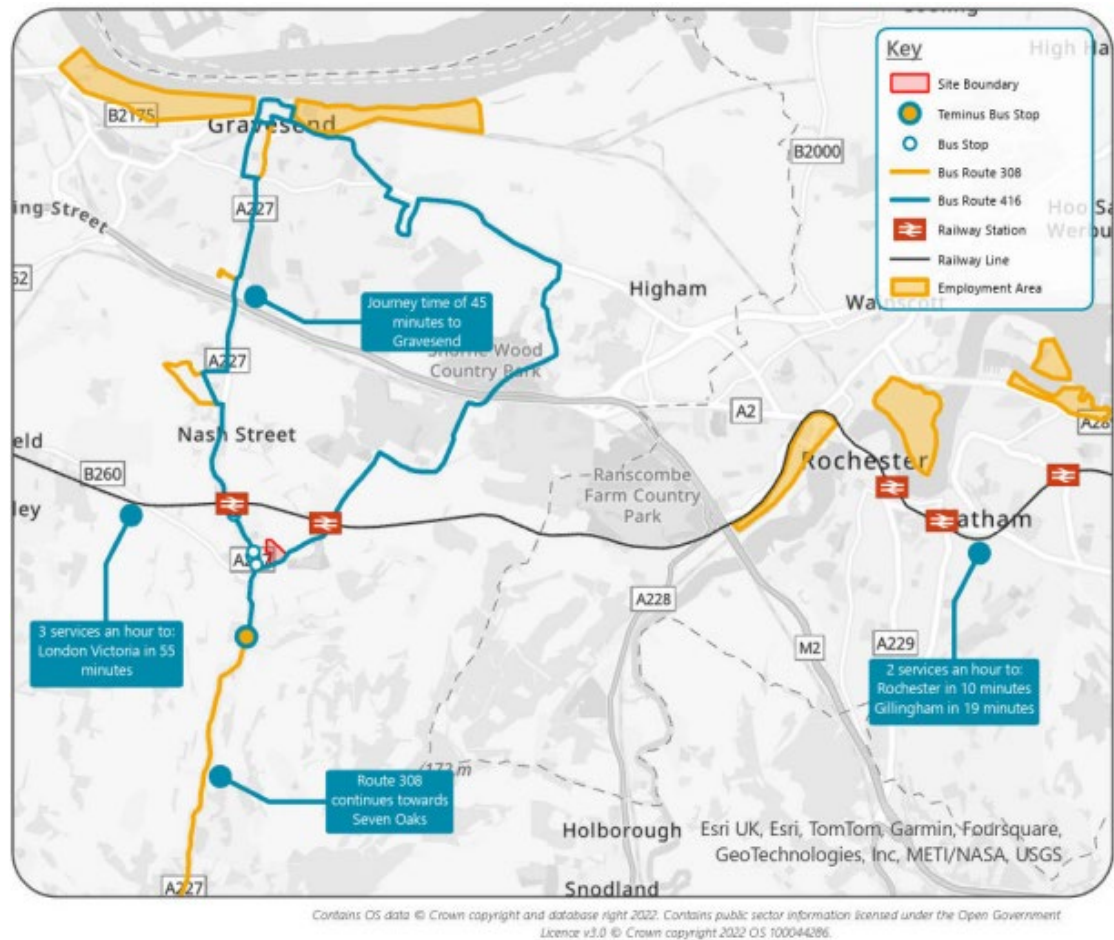
Table 3.1: Summary of Bus Services

Bus Route	Bus Stop	Destination	Frequency		
			Weekday	Saturday	Sunday
308	Huntingfield / Denesway	Gravesend - Sevenoaks	Every 90 minutes from 09:34 – 18:06 with an early service at 07:05	Every 90 minutes from 09:34 – 18:06	N/A
416	Denesway	Meopham - Gravesend	5 Services per day	3 Services per day	N/A

Source: bustimes.org

- 3.2.3 To provide further context to the bus services located in the vicinity of the site (as shown in red) and the associated routes as set out in Table 3.1 above, have been presented below on **Figure 3.2.**

Figure 3.2: Bus Routing Plan



Source: Consultant

3.2.4 **Figure 3.2** shows Routes 308 and 416 in context with the site location, bus stops on Wrotham Road, local rail services and employment areas in Gravesend and Rochester. It demonstrates how the services available offer real opportunities for residents to travel via bus or rail.

Rail

3.2.5 There are two rail station near the site, Meopham and Sole Street, which both have services to key destinations across the southeast and London. While Sole Street is closest to the site, at around 900m from the site it is accessed via rural roads with no pedestrian facilities. Therefore, Meopham station is likely to be the most utilised, accessed along pedestrian footways/residential routes and has a greater number of frequent services and is around 1km from the site.

Table 3.2: Summary of Rail Services (Meopham Station)

Destination	Peak Period Frequency (services per hour)	Off-Peak Period Frequency (services per hour)	Journey Time (minutes)
London Victoria	4	3	35
Gillingham	2	2	19
Dover Priory	1	1	86

Source: National Rail.

Note. Journey times based on quickest service.

- 3.2.6 Meopham railway station provides a frequent and sustainable option for residents travelling for both employment and leisure uses. Onward rail links are available from larger stations such as London Victoria and Gillingham.

3.3 Location of Local Services and Facilities

- 3.3.1 The Institute of Highways and Transportation's (IHT) guidance document, '*Providing for Journeys on Foot*' (2000), presents suggested acceptable walking distances for pedestrians without a mobility impairment for some common facilities, for the purposes of planning and evaluation. The suggested acceptable walking distance stated are reproduced in **Table 3.3** below.

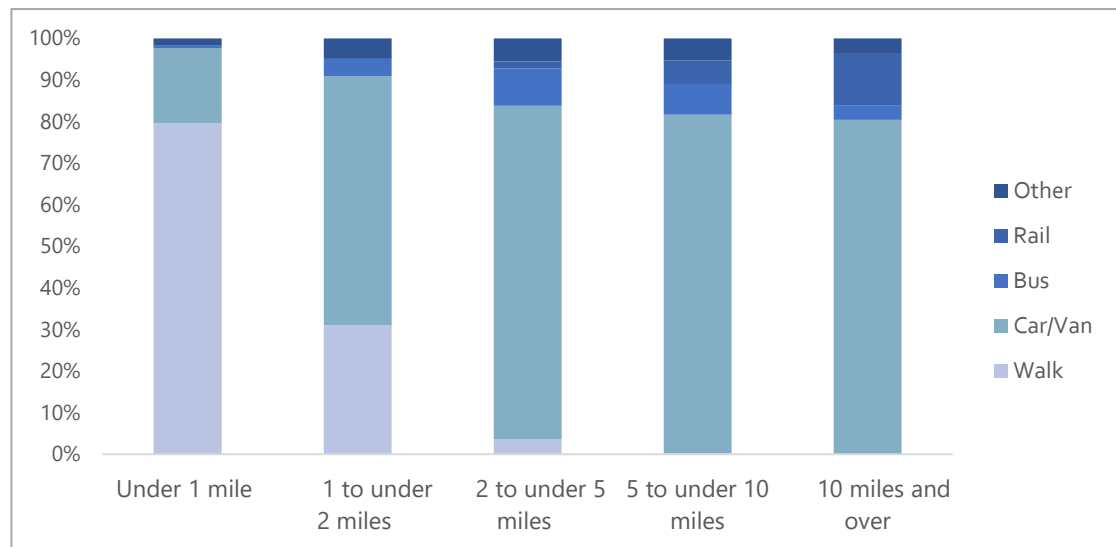
Table 3.3: Suggested Acceptable Walking Distance

	Town Centres (m)	Commuting/School (m)	Elsewhere (m)
Preferred Maximum	800	2,000	1,200

Source: IHT's '*Providing for Journeys on Foot*', Table 3.2

- 3.3.1 A 2km walking distance is generally deemed as being an acceptable walking distance.
- 3.3.2 The average walking journey length is demonstrated by the National Travel Survey (NTS) to comprise a 1.1km walk. Furthermore, the National Travel Survey demonstrates that 80% of all journeys under one mile are made on foot (the average journey length being around 1.1km).

Figure 3.3: Mode Share of Trips by Main Mode for Different Trip Lengths: England



3.3.3 The DfT's 'Gear Change: A bold vision for cycling and walking' states that:

"In particular, there are many shorter journeys that could be shifted from cars, to walking, or cycling. We want to see a future where half of all journeys in towns and cities are cycled or walked. 58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking."

3.3.4 The NTS demonstrates that the average journey distance by bike is 4.4km, and the average length of an employment and leisure cycle trip is 5.2km in length. A 5km cycling distance is taken as a 'reasonable' cycle distance, with 8km considered to be 'maximum' regular cycling distance.

3.3.5 The site is well located to services Meopham to the west of the site. The nearest major employment centres are in Rochester and Gravesend, accessible via public transport services.

3.3.6 A summary of the key local services and facilities in the local area are shown in Table 3.4 below and are presented at **Figure 3.4**.

Table 3.4: Local Facilities

Location	Facility Type	Destination / Facility Name	Distance (m)	Walking Journey Time (mins)	Cycling Journey Time (mins)
'Hook Green' (north Meopham)	Employment	The Railway Sidings	1,700	20	6
	Retail	Costcutter	700	8	3
	Education	Meopham Community Academy Primary School	850	10	3
		Playpen Pre-School	900	11	3
		Helen Allison Secondary School	1,100	13	4
		Rocket Music School	1,700	20	6
	Leisure	Camer Park Country Park	370	4	1
		Café Lounge	700	8	3
		Meopham Tandoori	750	9	3
		Bartellas Mediterranean Restaurant	1,000	12	4
		Judson's Recreation Ground	1,050	13	4
		Valeries Sandwich and Coffee Shop	1,400	17	5
		Railway Tavern	1,600	19	6
Meopham / Meopham Green	Employment	Bowes Industrial Centre	2,600	31	10
	Health	The Meopham Medical Centre	1,800	21	7
		Meopham Dental Care	2,700	32	10
	Education	Busy Bees Nursery	1,900	23	7

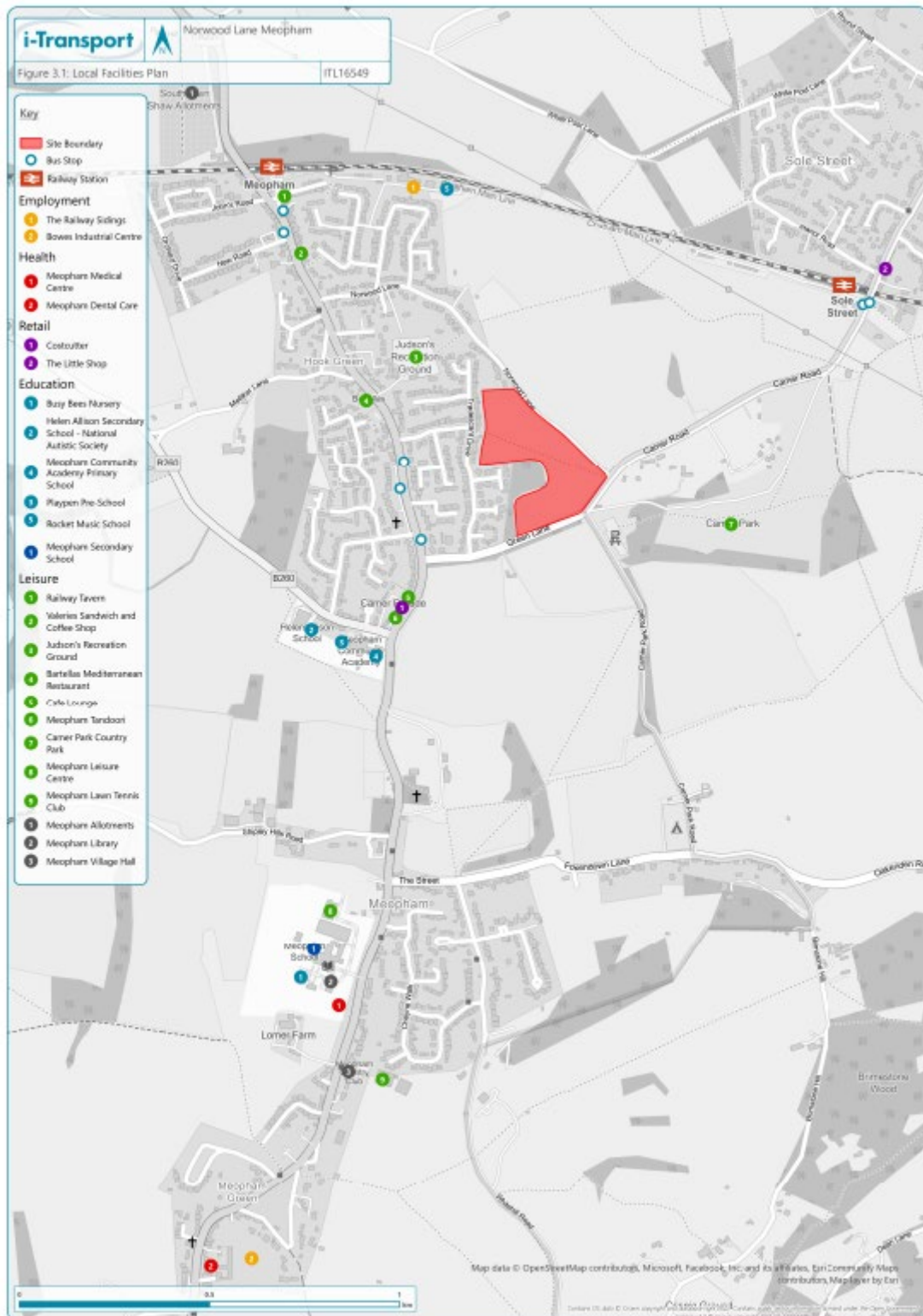
Location	Facility Type	Destination / Facility Name	Distance (m)	Walking Journey Time (mins)	Cycling Journey Time (mins)
		Meopham Secondary School	1,900	23	7
	Leisure	Meopham Library	1,900	23	7
		Meopham Village Hall	1,900	23	7
		Meopham Lawn Tennis Club	2,000	24	8
		Meopham Leisure Centre	2,000	24	8

Note: All distances are taken from the appropriate site access.

Key:

	Within 800m walking / 5km cycling distance
	Within 2km walking distance

Figure 3.4: Local Services and Facilities



SECTION 4 TRAVEL SURVEYS

4.1 Survey Methodology

4.1.1 Subsequent Travel Plans will be supported by monitoring surveys, to be carried out by the developer or managing agent of the development. The survey methodology will comprise the following;

- Site management questionnaire; and
- Multi-modal count of trips to and from site;

4.1.2 Before undertaking any surveys, the developer/site owner is required to contact KCC's officers to ensure that the surveys are compatible with the above methodology.

4.2 Initial Baseline Survey

4.2.1 An initial Year 0 'baseline' survey will be undertaken at 75 per cent occupancy – in this context the baseline survey will be undertaken when 113 dwellings are occupied.

4.3 Follow-up Surveys

4.3.1 Follow-up travel surveys will be undertaken at Years 1, 3 and 5 following the baseline survey.

4.3.2 The surveys will be undertaken in a 'neutral' month (April, May, June, September, or October – avoiding school holidays).

4.3.3 The full programme for monitoring and review of the travel plan is set out in Section 11. The obligation to report to KCC shall cease if the targets have been met by the end of Year 5. If the targets have not been met by the end of Year 5, the travel strategy of the site will be reviewed, and more realistic targets established in collaboration with KCC.

SECTION 5 BASELINE MODE SPLIT

5.1.1 Interim baseline travel data for the site users will be provided based on the anticipated mode of travel as derived from the TEMPRO database.

Table 5.1: Modal Split

Trip Purpose	2025 MSOA Gravesham 012 Tempro
Walk	14.2%
Cycle	1.3%
Car	48.2%
Car Passenger	30.9%
Bus	4.1%
Rail	1.3%
Total	100%

SECTION 6 AIMS AND OBJECTIVES

6.1.1 The overarching purpose of a travel plan is to reduce trip making and influence behavioural change towards sustainable modes of travel, deliveries and servicing.

6.1.2 The principal aim of this Travel Plan is to:

‘Encourage residents and visitors to use sustainable modes for travel to and from the site and to manage deliveries and servicing to ensure these are carried out in a safe, efficient, and sustainable manner.’

6.1.3 The objectives of this framework travel plan are to:

- i Reduce the number of single occupancy (drive alone) vehicle trips made by residents and visitors to/from the site;
- ii Promote the use of electric vehicles, given this is recognised as a sustainable method of transport;
- iii Develop an awareness of the options for sustainable travel to and from the site amongst residents;
- iv Promote ‘healthy travel’ to and from the site, i.e. walking and cycling and increase the number of residents and visitors travelling by these modes;
- v Implement a range of measures that will encourage and support the use of alternative modes of transport to single occupancy car use (e.g. public transport, lift-sharing, etc.);
- vi Manage car parking demand on site;
- vii Manage deliveries and servicing to ensure these are carried out in a safe, efficient, and sustainable manner;
- viii Sustain the travel plan through suitable management strategies and financial investment;
- ix Monitor the performance of the travel plan against its targets by collecting accurate travel information regularly; and
- x Reduce the impacts of car-based travel to the site on the local and strategic highway network and on the environment.

6.1.4 The Travel Plan will provide a number of benefits for the residents of the site as well as the local community and the environment.

Benefits for Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- A better environment within the site and the surrounding area as vehicular movements are reduced and parking pressures are reduced.

Benefits for the Local Community and Environment

- 6.1.5 A reduction in the number of car journeys to/from the site will result in a beneficial impact on the operation of the local highway network, reducing local vehicular pollution levels and contributing to both local air quality management and national climate change reduction targets.
- 6.1.6 The objectives reflect the local and national planning policy and guidance set out in Section 2 of this document.

SECTION 7 TARGETS

- 7.1.1 The key use of the Framework Travel Plan is to convert all education trips to and from the site to sustainable modes, and the use of targets will enable effective monitoring of the progress against the objectives of the Travel Plan.
- 7.1.2 The targets presented in this Framework Travel Plan have been set based upon consideration of the SMART principle, which requires targets to be:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time constrained.
- 7.1.3 TEMPro has been used to determine the baseline modal split for all journeys for an average day within the Gravesham MSOA 004. This has been used to then determine the interim targets for the proposed site. It is noted that proximity to local facilities, infrastructure and attitudes may not be fully reflective of future travel patterns; as a result the baseline surveys set out within the monitoring section of this FTP will be used to update the targets so that they are representative.
- 7.1.4 The proposed interim targets are presented in **Table 7.1**.

Table 7.1: Total Travel (Person Trips)

Trip Purpose	Baseline – Tempro Modal Split	Year 1	Year 3	Year 5
Car	48.2%	45.0%	42.0%	38.5%
Foot	14.2%	16.0%	18.0%	20.0%
Bicycle	1.3%	1.5%	1.7%	2.0%
Bus	4.1%	4.6%	5.0%	5.5%
Car Passenger	30.9%	30.6%	30.3%	30.0%
Train	1.3%	2.3%	3.0%	4.0%
Total	100%	100%	100%	100%

Source: Consultant's Calculations

- 7.1.5 These targets will be in place until the baseline survey is completed at 113th occupation. Following this the targets will be updated through the first monitoring report. These will be reflective of the characteristics of the development. An estimate of the percentage modal split has been calculated based on the baseline, but any split of trips to non-car modes would be classified as success with respect to the travel plan target.

SECTION 8 TRAVEL PLAN MANAGEMENT

8.1 Introduction

8.1.1 The management of the Travel Plan is initially the responsibility of the developer/site owner/managing agent, who will nominate a Travel Plan Coordinator (TPC) to undertake this role (who could be an existing employee and include the TPC tasks as part of a wider role).

8.1.2 The TPC contact details will be supplied to KCC.

8.1.3 The roles and responsibilities of the TPC is set out in this section.

Role of TPC

8.1.4 The role of the TPC will be as follows:

- To manage the day to day delivery of the Travel Plan measures;
- To promote the Travel Plan to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes if requested;
- To promote the bicycle user group and to organise KCC cycle training courses for groups of interested residents;
- To organise monitoring of the TP in line with the strategy set out below;
- To provide monitoring feedback to residents and KCC; and
- To update the TP as necessary.

Involvement of Residents

8.1.5 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with travel plan information by the sales office and provided with a residents' travel information pack on completion of their purchase. In addition, the TPC will be encouraged to liaise with residents to understand their particular needs and concerns and to examine ways of addressing them.

SECTION 9 MEASURES

9.1.1 This section of the FTP describes the non-infrastructure Travel Plan and infrastructure measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to encourage future residents to travel sustainably;
- Information provision; and
- A Travel Plan Information Pack

9.1.2 The strategy for a Travel Plan Coordinator (TPC), implementation, funding and management of the FTP are also outlined below.

9.2 Physical Measures

9.2.1 As set out within the Transport Assessment, to improve connectivity with existing facilities in Meopham to the west physical infrastructure will be implemented. Physical measures are one of the most influential parts of travel movements and can include surfacing, footway provision, pedestrian crossings and signage.

9.2.2 As the FTP has been prepared to support the application at outline stage with all matters reserved other than access, the internal physical measures cannot be determined.

9.2.3 **Table 9.1** Identifies the proposed physical measures that may be brought forward with the site.

Table 9.1: Proposed Physical measures

Measures	Responsibility	Timescale
Crossing facility on Green Lane	Developer	Prior to occupation
Crossing facility across site access at Green Lane	Developer	Prior to occupation
Internal crossing provision / facilities	Developer	Prior to occupation / phased with development
Footway connection to existing network west of the site on Green Lane	Developer	Prior to occupation

- 9.2.4 Upon production of the full Travel Plan, the internal measures will be detailed alongside those listed in Table 9.1.

9.3 Travel Plan Measures

- 9.3.1 Alongside the physical measures implemented with the development of the site, the Travel Plan brings a series of accompanying measures to influence the attitudes behind travel and encourage modal change.
- 9.3.2 The non-physical measures are outlined below, these have been identified as suitable and achievable for the site considering its location and development proposal.

Walking and Cycling

Cycle equipment negotiations

- The TPC will look to negotiate cycle discounts at a local cycle store, with the intention of encouraging the purchase or maintenance of cycle equipment. If obtained this should be promoted through the travel pack and information provision.

Information on walking and cycling routes

- The TPC should ensure that walking and cycling routes to local services and facilities are available to residents. This should include access to local schools and public transport services.

Applications and websites

- Smart phone applications and useful websites should be promoted, this should include active travel apps such as Strava, route finders i.e. AllTrails, and any local walking and cycling groups.

Public Transport

Bus and Rail service information

- Residents should be supplied with local bus service timetables and rail service information. Alongside this, residents should also be provided with the location and routes to local bus stops and stations, details on how to access live updates and service status information, and where to purchase tickets online.
- Where applicable, the TPC should look to provide information on railcards and other public transport discounts available to residents.

Bus Travel Negotiations

- 9.3.3 The TPC should attempt to negotiate a discount or taster ticket from the local bus operator, Redroute Buses, who operate the main services available to the site. If obtained, this should be promoted alongside public transport information in the Travel Plan Pack.

Travel Voucher

- 9.3.4 To encourage walking, cycling, bus and rail travel a travel voucher of up to £100 will be offered to all households. This is only available to the first resident of each plot, and the voucher will be for a choice of the following:

- Local Bus Tickets (most appropriate to be determined at time of request);
- Cycle equipment and accessories for up to £100; or
- Rail Travel or Rail Cards for up to £100 (most appropriate to be determined at time of request).

Car Sharing

- 9.3.5 The benefits of car sharing should be promoted through the Travel Plan Pack. It should include information on useful websites and apps, such as LiftShare, BlaBlaCar and Hiyacar.
- 9.3.6 Where possible, the TPC should look to promote nearby Car Clubs. Residents should be provided with information on the Car Club, how it operates and how to access it from the site.

Sales Staff Training

- 9.3.7 The sales staff working on the development will be offered training by the TPC. In addition, members of the sale staff will be provided with an FAQ sheet to likely travel plan questions.

Travel Events

- 9.3.8 To promote the TP and sustainable travel, the TPC should look to promote local and national travel events and days, such as Bike Week, Cycle to Work Day, and the Heart of Kent Walking Festival.

Travel Plan Information Pack

- 9.3.9 As set out in some of the measures above, the information to encourage sustainable transport will be promoted through the Travel Plan Pack. In summary, the pack will include the following:
- Proposed development

- Information on the development itself including the masterplan and internal measures, as well as the physical measures put in place on Green Lane.
- Local Area
 - Plans showing local services and facilities will be provided to demonstrate the walking and cycling distances to each location.
- Travel Incentives
 - Incentives including how to obtain the travel voucher and negotiated discounts, including home delivery offers and railcards.
- Public Transport
 - Information on bus and rail timetables, services and tickets. Location of stations and bus stops in relation to the site and information on taxi services.
- Walking and Cycling
 - Information on routes to the local area, schools, and public rights of way. Useful smartphone apps and websites will also be presented.
- Car sharing
 - The benefits of car sharing will be presented alongside useful apps and websites. Information on local car clubs and how to access them will be included.
- Information about the Travel Plan and Contact Details
 - A dedicated email address will be set up and provided, details on where to find the full travel plan and a summary of the main objectives is to be provided.
- Additional Information and Useful Links
 - Any useful information, additional promotion of sustainable travel and links related to modal shift.

9.3.10 The Travel Plan Pack will be produced and provided to residents in printed form. It'll be distributed in turn with occupancy of the development.

9.4 Travel Plan Coordinator

9.4.1 A Travel Plan Coordinator (TPC) is to be appointed by the developer prior to the occupation of any dwelling on the site. The TPC will be responsible for the Travel Plan, and details of the TPC should be provided to KCC at least three months prior to first occupation.

9.4.2 The TPC will be funded for an agreed five-year period by the developer after first occupation of the site. The TPC will provide continuity and a common point of interest for residents.

9.4.3 The TPC will undertake the following:

- Manage the day-to-day delivery of the measures contained in TP (set out in Sections 6 and 8);
- Market the Travel Plan to encourage interest and involvement of residents at the site;
- Manage the dissemination of sustainable transport information to help promote travel by sustainable modes;
- Liaise with residents and monitor any communication made by residents;
- Liaise with any TPC's at local schools and businesses;
- Liaise with KCC as appropriate;
- Producing a Travel Plan information pack which would be with facilities within walking/cycling distance; bus times, train times, journey planning services, travel news and links to the social media groups;
- Give a 'human face' to the Travel Plan;
- Undertake travel surveys and monitor the progress of the Travel Plan against the targets in line with the monitoring strategy in Section 8 of this Travel Plan including the uptake of the £100 travel voucher

9.5 **Involvement of Residents**

9.5.1 The involvement of residents is key to the success of the sustainable transport measures. Included in the pack provided to each household, residents will have the details of the TPC and dedicated travel plan email.

9.5.2 The TPC will be encouraged to liaise regularly with residents to understand their particular needs and concerns. Copies of the full Travel Plan should be offered to residents to ensure they're fully aware of the plan, its objectives and measures.

9.6 **Promotion of the Travel Plan**

- 9.6.1 To help encourage sustainable travel from the development, the TPC will ensure that up to date information is provided and residents are aware of the Travel Plan. A flyer / leaflet will be produced on an annual basis and distributed to residents via a hard copy. This will provide updates on the monitoring through the five-year period.

SECTION 10 MONITORING AND REVIEW

10.1 Monitoring

- 10.1.1 The travel survey methodology is set out in Section 4 of this document.
- 10.1.2 An initial Year 0 'baseline' survey will be undertaken at 75 per cent occupancy, at which point a Full Travel Plan will be prepared which can draw on site specific survey data and re-set appropriate targets (using the indicative targets in this document as a guide). Follow-up travel surveys will be undertaken at Years 1, 3 and 5.
- 10.1.3 The developer/site owner/managing agent will cover the cost of the surveys for the first five years of the travel plan for the residential uses.
- 10.1.4 The TPC will be responsible for preparing travel plan monitoring reports on receipt of the survey results. The monitoring reports will compare travel survey data with targets and, if necessary, will identify new targets and measures to ensure the on-going success of the travel plan and the on-going sustainability of the site. The monitoring reports will be provided to GBC/KCC.
- 10.1.5 The obligation to report to GBC/KCC shall cease if the targets have been met by the end of Year 5 (following occupation of the respective phase).

10.2 Review and Remedial Actions

- 10.2.1 The effectiveness of the various measures within a Travel Plan in meeting the stated objectives cannot always be predicted accurately. Additionally, changes in outside influences, such as public transport accessibility or technology can happen over time. Therefore, a periodic review of the travel plan is necessary in order to ensure that the measures/targets are adjusted where necessary.
- 10.2.2 Travel plan review meetings will be held on first, third and fifth anniversary of first occupation as well as following receipt of the Year 0 survey. The review meeting will provide a fixed period for the TPC to revise the Travel Plan as required.

10.2.3 On the fifth anniversary of the baseline surveys for each phase, the requirement for ongoing surveys will cease if targets have been met. Should targets not have been met, then the travel strategy of the site will be reviewed and more realistic targets established in collaboration with KCC/GBC. These may entail the need for further promotion of sustainable travel opportunities, greater engagement with bus operators, or a further consideration of cycle provision/encouragement of cycling, until targets are met, or alternative objectives are agreed between all parties.

SECTION 11 ACTION PLAN

11.1.1 This section summarises the programme of target dates, roles, and responsibility for the travel plan. The action plan is set out in Table 11.1 below.

Table 11.1: Action Plan

Action	When by?	By whom?
Appoint TPC	At least 90 days prior to first occupation	Developer/site owner/managing agent
Arrange initial baseline surveys of mode share/travel patterns	Within six months of 75 per cent occupancy – known as the Year 0 survey	TPC
Implement the measures set out in the travel plan	As specified	TPC
Undertake travel surveys	Years 1, 3 and 5	TPC
Prepare a monitoring report for submission to GBC/KCC	Within three months of the travel survey	TPC
Undertake a review of the travel plan	Within three months of the travel survey	TPC

Source: i-Transport LLP

SECTION 12 TRAVEL PLAN FUNDING

12.1.1 The Travel Plan will be secured through the Planning Condition.

12.1.2 The developer/owner/managing agent will fund the following items for the first five years of the travel plan:

- i The marketing and promotion of the travel plan;
- ii The TPC role; and
- iii The monitoring surveys.

