

REPORT

Proposed 75-Bed Care Home at Coldharbour Road, Gravesend, Kent

Workplace Travel Plan

Client: Simply UK

Reference: PC8220-ITP-ZZ-XX-RP-Z-0001

Status: Draft/P02

Date: 14 November 2025



by Haskoning

HASKONING UK LTD.

4th Floor
15 Bermondsey Square
London
SE1 3UN
United Kingdom
Mobility & Infrastructure
VAT registration number: 792428892

Phone: +44 0207 222 2115
Email: info@uk.haskoning.com
Website: itpworld.net

Document title: Proposed 75-Bed Care Home at Coldharbour Road, Gravesend, Kent
Subtitle: Workplace Travel Plan
Reference: PC8220-ITP-ZZ-XX-RP-Z-0001
Your reference: -
Status: Draft/P02
Date: 14 November 2025
Project name: Gravesend Care Home
Project number: PC8220
Author(s): RP

Drafted by: RP

Checked by: YA

Date:

Approved by: AW

Date:

Classification: Project related

Unless otherwise agreed with the Client, no part of this document may be reproduced or made public or used for any purpose other than that for which the document was produced. Haskoning UK Ltd. accepts no responsibility or liability whatsoever for this document other than towards the Client.

Please note: this document contains personal data of employees of Haskoning UK Ltd.. Before publication or any other way of disclosing, this report needs to be anonymized, unless anonymisation of this document is prohibited by legislation. This document may have been prepared with the assistance of artificial intelligence (AI); all AI-generated content has been reviewed and validated by our experts.



by Haskoning

Project related

Revision	Date	Description	Prepared	Checked	Approved
P01 / Draft	13/11/2025	Draft	RP	YA	-
P02 / Draft	14/11/2025	Draft for Issue	RP	YA	AW



by Haskoning

Project related

Contents

1	Introduction	1
1.1	Overview and Background	1
1.2	Site Location	1
1.3	Proposed Development	2
1.4	Purpose of Report	2
1.5	Responsibilities and Reporting	3
1.6	Structure of Report	4
2	Policy and Guidance Review	5
2.1	Preface	5
2.2	National Policy	5
2.3	Regional Policy	7
2.4	Local Policy	8
3	Site Baseline Conditions and Accessibility	10
3.1	Overview and Baseline	10
3.2	Accessibility by Sustainable Modes	10
3.3	Accessibility Summary	16
3.4	Baseline Travel Patterns	16
4	Proposed Development	18
4.2	Parking Strategy	18
4.3	Site Operation	19
4.4	Mode Shares	19
5	Objectives and Targets	21
5.1	Travel Plan Objectives	21
5.2	Travel Plan Targets	21
6	Travel Plan Management	23
6.1	Travel Plan Coordinator (TPC)	23
6.2	Travel Plan Administration	23
6.3	Travel Plan Steering Group	24
6.4	Funding	24
7	Travel Plan Measures	25
7.2	Promotion and Marketing	25
7.3	Hard Measures	26



by Haskoning

7.4	Soft Measures	26
8	Monitoring and Review	28
8.1	Overview	28
8.2	Travel Surveys, Targets and Monitoring	28
8.3	Remedial Measures	28
8.4	Enforcement	29
9	Travel Plan Implementation	30
9.1	Action Plan	30
10	Summary	31

Table of Tables

Table 3.1: Summary of local amenities and facilities	11
Table 3.2: Summary of bus services	14
Table 3.3: Summary of rail services	16
Table 3.4: 2011 Census Travel to Work mode share	17
Table 4.1: 75-bed Care Home Travel Demand (weekly)	19
Table 4.2: TRICS indicative mode shares	20
Table 5.1: Preliminary Workplace Travel Plan targets	22
Table 7.1: Proposed TP Measures	27
Table 9.1: Action Plan	30

Table of Figures

Figure 1.1: Site location	2
Figure 1.2: TP communication strategy	4
Figure 2.1: Proposed policy outcomes of KCC LTP5	7
Figure 3.1: Walking accessibility	11
Figure 3.2: National Cycle Network	12
Figure 3.3: Cycle accessibility	13
Figure 3.4: Bus stops and rail stations near to site	14

Appendices

Appendix A: Example Questionnaire Survey



by Haskoning

1 Introduction

1.1 Overview and Background

1.1.1 This Workplace Travel Plan (TP) has been prepared by ITP, Haskoning's UK transport consultancy, on behalf of Simply UK in association with a consented scheme for a 75-bed care home (Use Class C2) at Coldharbour Road, Northfleet, Gravesend, Kent, DA11 8NT.

1.1.2 Planning permission for this site was granted by Gravesham Borough Council on 21 March 2024 under planning reference 20231182:

“Application for the variation of condition 2 attached to planning reference 20221251 for the construction of a care home (within Class C2) associated parking, access, drainage, boundary treatments, landscape and other associated works; to allow the increase of 65 bedrooms to 75 bedrooms and the provision of a basement.”

1.1.3 Planning reference 20231182 for a 65-bed care home (granted 30 June 2023) for which a Transport Statement (TS) and Travel Plan (TP) were prepared for. Permission was originally sought for:

“Construction of a care home (within Class C2) associated parking, access, drainage, boundary treatments, landscape and other associated works.”

1.1.4 The local planning authority is Gravesham Borough Council (GBC) and the local highway authority is Kent County Council (KCC).

1.2 Site Location

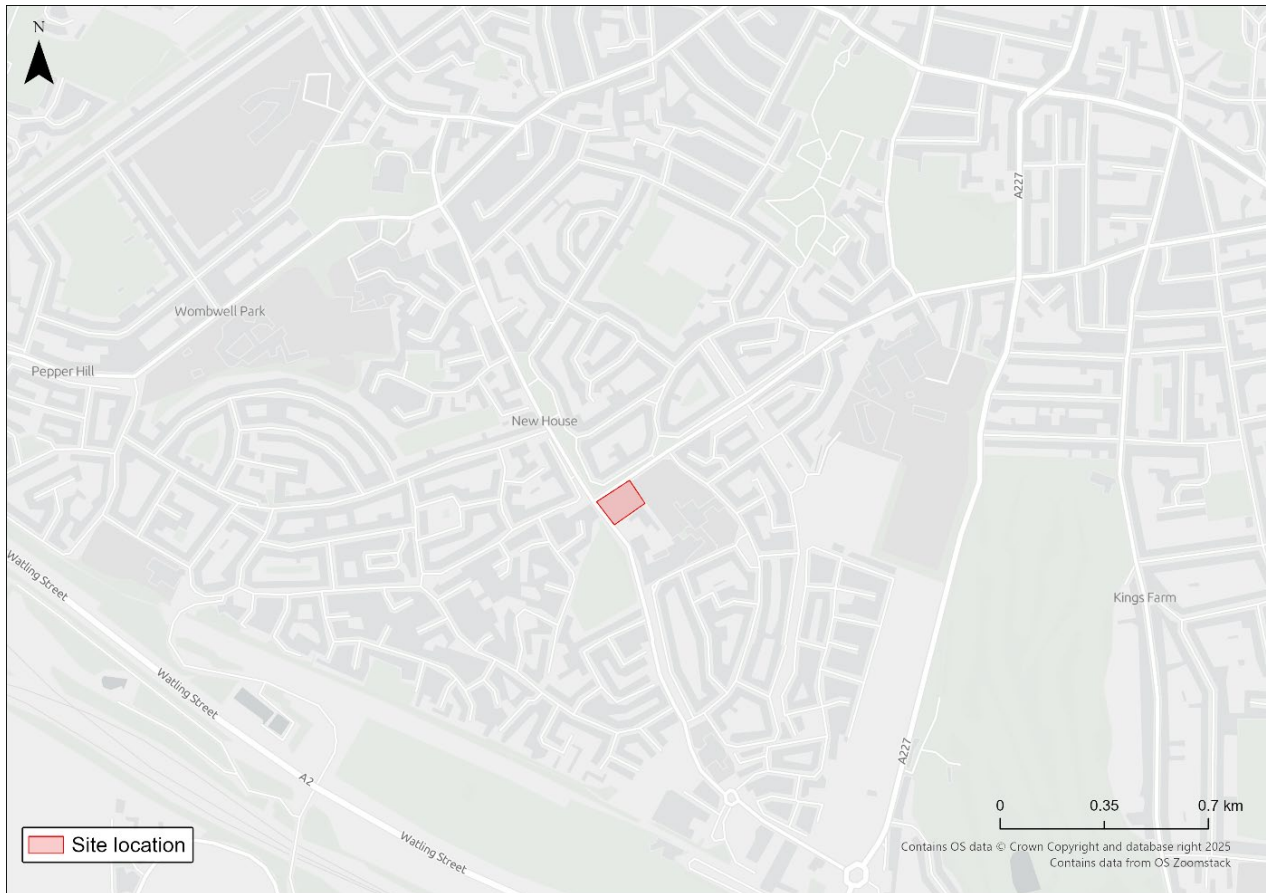
1.2.1 The application Site was occupied by the former Battle of Britain public house until 2016 but is now vacant.

1.2.2 The Site is located approximately 2.3 kilometres (km) to the south-west of Gravesend town centre. Gravesend railway station is located approximately 2.3km to the north-east of the Site. Ebbsfleet International station is located approximately 3.4km to the northwest and Northfleet station is located approximately 3.3km to the north-west of the Site.

1.2.3 The area surrounding the Site is predominately residential in nature. The Site is bound by Coldharbour Road to the west, New House Lane to the north, residential dwellings to the south, and Shears Green Infant School to the east.

1.2.4 The location of the site and proximity to local rail stations and bus stops is shown in **Figure 1.1** overleaf.

Figure 1.1: Site location



1.3 Proposed Development

- 1.3.1 The development proposal provides a 75-bedroom care home (Use Class C2) over 3-storeys, with associated access, parking and landscaping.
- 1.3.2 It is proposed that the Care Home would be supported by 27 on-site parking spaces, including two spaces designated for blue badge holders. An ambulance bay would be provided on-site, in the vicinity of the care-home's main entrance.
- 1.3.3 Four covered Sheffield stands (eight cycle parking spaces) would be provided within the curtilage of the Site. This level of provision would accord with KCC standards.

1.4 Purpose of Report

- 1.4.1 This TP has been prepared to discharge planning Condition 16 of the proposed development (20231182) which focuses on the movement of staff to and from the proposed development. Condition 16, replicated below, states that:

"Notwithstanding the details shown on the approved plans, submitted documents and application form, before the development as hereby permitted is brought into use and occupied, until a full and final workplace Travel Plan, detailing the measures designed to help and thereafter maintain

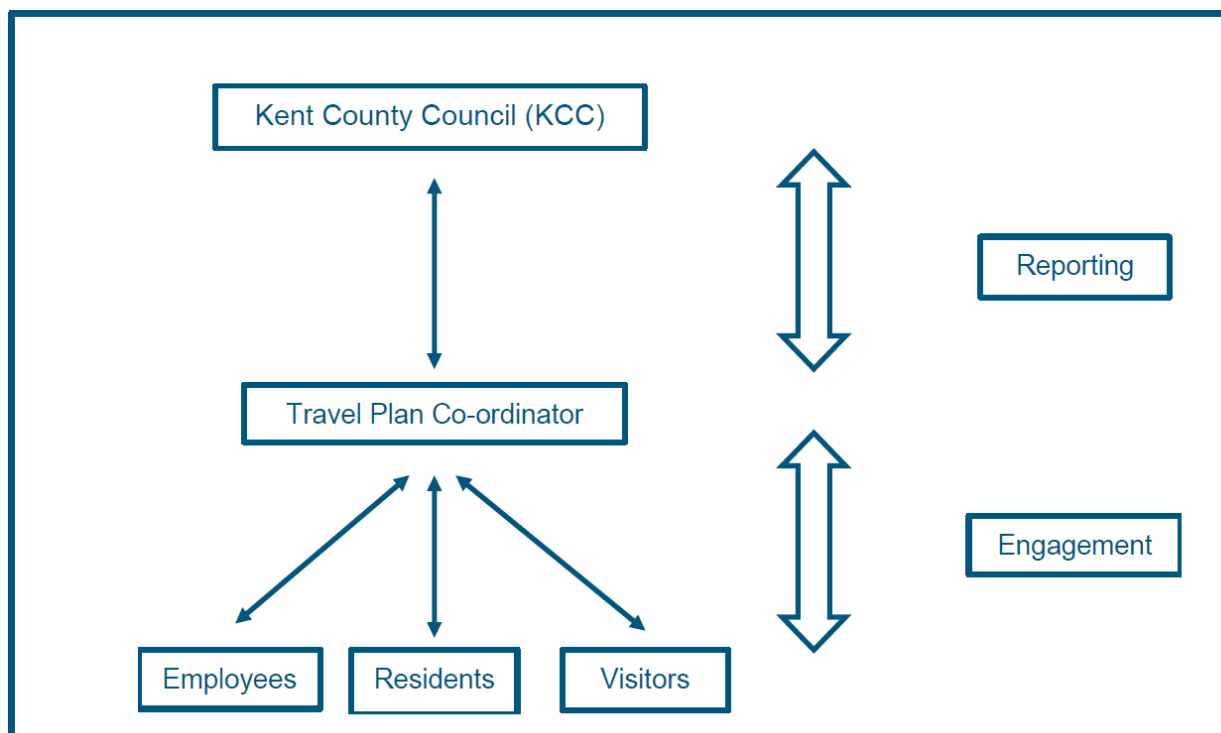
a modal shift in favour of reduced reliance on private car usage for travel to and from the development, has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall include, amongst other things, the appointment of a Travel Plan Co-ordinator, objectives and modal-split targets, a programme of implementation and provision for monitoring, review and improvement. The development shall be carried out in accordance with the approved details before the first occupation of the development and be maintained thereafter.”

- 1.4.2 A TP is a package of measures designed to promote travel to and from the site by sustainable modes of transport, thereby reducing reliance on private car usage. TPs are site-specific and tailored to the individual requirements of the type of development and intended users of the Site.
- 1.4.3 A successfully implemented TP can offer substantial gains towards the sustainable transport objectives of central and local government, helping to provide:
 - Reductions in car usage, particularly influencing levels of single-occupancy car travel; and
 - Improved road safety and personal security, particularly for pedestrians and cyclists.
- 1.4.4 This TP has been prepared in accordance with the principles of the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG), as well as guidance contained within KCC’s ‘Transport Assessments and Travel Plan Guidance’ document (2025).
- 1.4.5 The overall objective of this TP is to reduce the number of vehicle occupant trips to / from the proposed development and to achieve more sustainable travel patterns, including the use of active modes of travel to / from the proposed site.
- 1.4.6 TPs are designed to be ‘live’ documents which are likely to evolve with time and changing circumstances, through regular monitoring and evaluation to ensure their effectiveness.

1.5 Responsibilities and Reporting

- 1.5.1 A Travel Plan Coordinator (TPC) will form the key link between various stakeholders and will lead internal communications with employees on TP’s objectives, benefits and available measures and support available to them. A TPC will be appointed three months prior to occupancy and contact details will be made available to KCC.
- 1.5.2 The TPC will also act as a contact point for external stakeholder engagement and reporting regarding the TP, recording comments and feeding back with any corrective measures that are deemed necessary. **Figure 1.2** details the proposed communication strategy.
- 1.5.3 Whilst the TP is focused on the travel patterns of staff, the TPC will also act as a point of contact with residents and visitors on issues associated with travel.

Figure 1.2: TP communication strategy



1.6 Structure of Report

1.6.1 Following this introduction, the TP is structured as follows:

- **Section 2 – Policy Review** outlines relevant policy and guidance
- **Section 3 – Baseline Conditions and Accessibility** describes the existing situation of the site and its surroundings including the accessibility of the development by sustainable transport modes and sets out the baseline mode shares and travel patterns;
- **Section 4 – Proposed Development** sets out the development proposals and proposed trip generation
- **Section 5 – Objectives and Targets** sets out the general aims and objectives of the TP;
- **Section 6 – Travel Plan Management** details how the TP would be managed;
- **Section 7 – Travel Plan Measures** describes the proposed measures that would be implemented to achieve the set targets;
- **Section 8 – Monitoring and Review** sets out the formal monitoring and review procedures;
- **Section 9 – Travel Plan Implementation** details how the TP would be implemented, including how the TP will be communicated and promoted and;
- **Section 10 - Summary** provides a summary to this TP.

2 Policy and Guidance Review

2.1 Preface

- 2.1.1 This section provides a summary of relevant national, regional and local policy and guidance in the context of the proposed development and demonstrates how the proposed development aligns with these policies and guidance. These policies and guidance have been used to inform the content of this TP.

2.2 National Policy

National Planning Policy Framework (2024)

- 2.2.1 The National Planning Policy Framework (NPPF) was adopted in 2012. It sets out the Government's planning policies for England and how these are expected to contribute to the achievement of sustainable development. There have been several updates to the document since then, with the most recent being December 2024.
- 2.2.2 Chapter 9 of the NPPF, 'Promoting Sustainable Transport' (Paragraph 109) states that:
- "Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:*
- a) making transport considerations an important part of early engagement with local communities;*
 - b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
 - c) understanding and addressing the potential impacts of development on transport networks;*
 - d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
 - e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and*
 - f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects and for net environmental gains."*
- 2.2.3 Regarding transport considerations for new developments, the NPPF states 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" (Paragraph 118).
- 2.2.4 This TP has been prepared to support the sustainable development objectives as set out in the NPPF. The measures and promotional strategy set out in this TP aim to encourage and promote sustainable travel to/ from the development. Where travel is required, the TP aims to reduce car borne trips.

Gear Change: A Bold Vision for Cycling and Walking

- 2.2.5 Published in 2020, Gear Change: A Bold Vision for Walking and Cycling marked a step change in the direction of the Government towards sustainable travel, aiming to “*make England a great walking and cycling nation*” and setting out the actions required to make this a reality. These are grouped under four themes:
- better streets for cycling and people
 - putting cycling and walking at the heart of decision-making
 - empowering and encouraging local authorities
 - enabling people to cycle and protecting them when they do,
- 2.2.6 Whilst the NPPF had already recognised the shift needed towards sustainable travel, Gear Change was bold in its ambition and set the tone for future development aspirations.

Planning Practice Guidance

- 2.2.7 Planning Practice Guidance (PPG) provides online guidance from central government that identifies the importance of preparing Transport Statements, Transport Assessments and Travel Plans in support of new development. Although not policy, this TP is guided by this government guidance.
- 2.2.8 The PPG states that these transport documents can contribute to:
- “*encouraging sustainable travel;*
 - *lessening traffic generation and its detrimental impacts;*
 - *reducing carbon emissions and climate impacts;*
 - *creating accessible, connected, inclusive communities;*
 - *improving health outcomes and quality of life;*
 - *improving road safety; and*
 - *reducing the need for new development to increase existing road capacity or provide new roads*”
- 2.2.9 Regarding TPs, the PPG states that the ‘primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and telecommuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.’
- 2.2.10 This TP has been prepared in line with the guiding principles of the PPG and addresses the potential for a mode shift from single-occupancy car use to more sustainable modes of travel such as walking, cycling, public transport use and car-sharing. Several measures have been set out that aim to promote sustainable travel to/ from the application Site and provide future users of the Site with a choice of sustainable travel options.

2.3 Regional Policy

Kent County Council Local Transport Plan (2024)

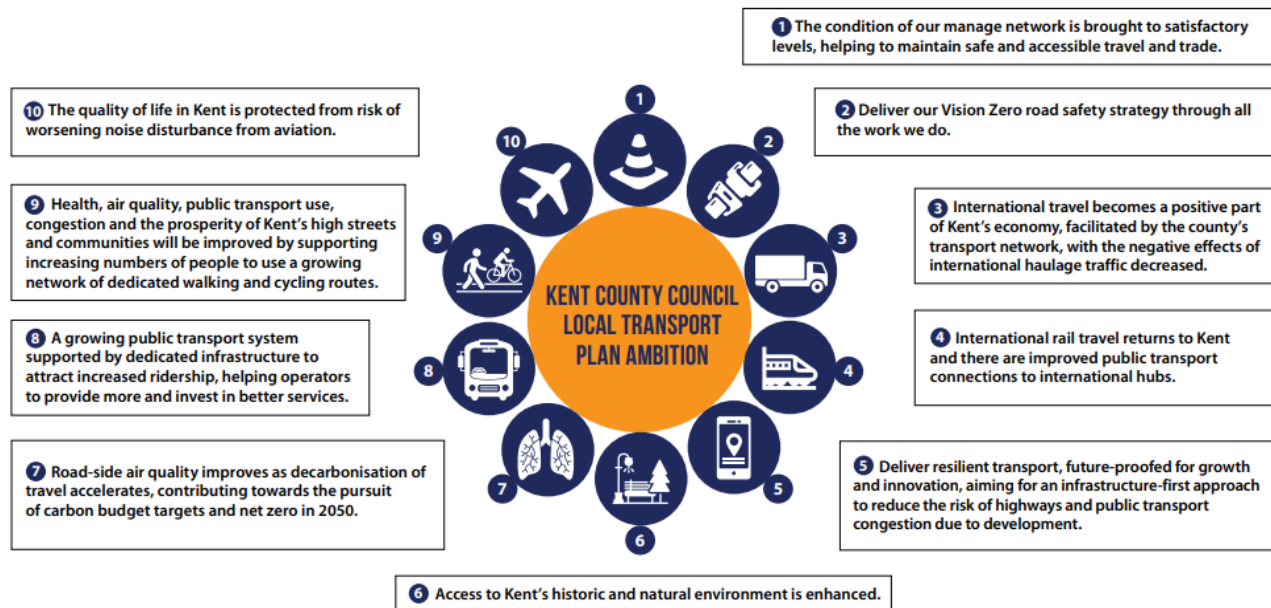
- 2.3.1 The Kent County Council Local Transport Plan 5 (LTP5) sets out the aims and strategy for transport in the county. It has the following ambition for transport:

We want to improve the health, wellbeing, and economic prosperity of lives in Kent by delivering a safe, reliable, efficient and affordable transport network across the county and as an international gateway. We will plan for growth in Kent in a way that enables us to combat climate change and preserve Kent's environment.

We will do this by delivering emission-free travel by getting effective dedicated infrastructure to electrify vehicles, increase public transport use and make walking and cycling attractive. This will be enabled by maintaining our highways network and delivering our Vision Zero road safety strategy. These priorities will ensure our networks are future-proof, resilient and meet user needs

- 2.3.2 To realise the region's transport ambition, none overarching policies have been identified in the LTP to deliver specific outcomes which are shown in **Figure 2.1**.

Figure 2.1: Proposed policy outcomes of KCC LTP5



Kent County Council Transport Assessment and Travel Plan Guidance (2025)

- 2.3.3 The KCC Transport Assessment and Travel Plan Guidance provides informal guidance on the use and application of Transport Assessments and Travel Plans for Development.
- 2.3.4 It states that importance of these documents within the planning process as it helps "to ensure that future site users have a genuine choice of travel modes available to them which will maximise sustainability and accessibility and minimise the adverse impacts of traffic on the local area".

2.3.5 With reference to TPs, the guidance states that:

“A Travel Plan is a long term strategy for managing multi-modal access to a site, promoting sustainable modes and reducing the proportion of car based trips. Travel Plans help to enhance the accessibility and transport efficiency of the site, while minimising any adverse impact on either the local highway network or on other elements of the local transport system.”

2.3.6 The guidance outlines key requirements for TPs and includes guidance on:

- The role of a Travel Plan Coordinator
- Monitoring and evaluation
- Target setting
- Measures to achieve sustainable travel and the targets set

2.3.7 The TP for this site has been developed in the context of this guidance and wider national policy.

2.4 Local Policy

Gravesham Local Plan Core Strategy (2014)

2.4.1 The Gravesham Local Plan Core Strategy, adopted in 2014, is the main document in the Gravesham Local Plan. The role of the document includes setting out the long-term vision for the future of the borough and guide ‘the amount, type, location and detailed design of future development and provide a consistent basis against which we can decide planning applications.’

2.4.2 Chapter five of the Local Plan document outlines a number of key relevant thematic policies, which relate to borough-wide visions and spatial objectives.

2.4.3 Within Chapter 5.5 of the Local Plan, Policy CS11: Transport states that:

- *“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. Transport assessment work is required to be undertaken in accordance with national and local policy guidance, and to identify detailed highway and public transport network requirements and management arising from the development.*
- *Sufficient parking in new development will be provided in accordance with adopted parking standards which will reflect the availability of alternative means of transport and accessibility to services and facilities.”*

2.4.4 It is stated within Section 5.5 of the Local Plan that the key benefits of implementing TPs include reducing “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.”

2.4.5 Within Policy CS11, it is also noted that improvements to walking and cycling infrastructure is a key priority:

“The Council will seek improvements to walking and cycling facilities and networks in the Borough including provision in new development as appropriate. These should provide improved access to Gravesend Town Centre and Ebbsfleet and to other services and facilities in the Borough. In



by Haskoning

Project related

particular, the Council will seek the provision of pedestrian and cycle links between Northfleet and Ebbsfleet stations and along the River Thames, as part of the proposed Thames Estuary Path.”

- 2.4.6 Furthermore, Policy CS19: Development and Design Principles also states that ‘car parking will be well related to the development it serves’ and ‘New development will be designed in an inclusive way to be accessible to all members of the community.’



by Haskoning

3 Site Baseline Conditions and Accessibility

3.1 Overview and Baseline

- 3.1.1 The Site is located to the south of Gravesend town centre, within a predominately residential area. The Site is bound by Coldharbour Road to the west, New House Lane to the north, residential dwellings to the south and Shears Green Infant School to the east.
- 3.1.2 The application Site was previously occupied by the former Battle of Britain public house until 2016 but is now vacant. The proposed Site is located approximately 2.3km to the south-west of Gravesend town centre.
- 3.1.3 The Site is currently served by a vehicular access from Coldharbour Road, located approximately 20m to the south of Coldharbour Road's junction with New House Lane. Pedestrian access is located along New House Lane approximately 40m to the east of the junction with Coldharbour Road.
- 3.1.4 In the vicinity of the Site, there are pedestrian footways provided on both sides of the carriageway on Coldharbour Road. There is an informal crossing located at the junction of Coldharbour Road and New House Lane, with a pedestrian refuge and dropped kerbs.
- 3.1.5 There is a footway located along the northern side of New House Lane. An informal crossing provided with dropped kerbs and tactile paving is present approximately 70m to the northeast of the Site.
- 3.1.6 There is a pelican crossing located along the Site's Coldharbour Road Site frontage, approximately 20m to the north of the junction with St Clements Close.

3.2 Accessibility by Sustainable Modes

- 3.2.1 The following sections consider the current opportunities to access the Site by sustainable means of travel. Travel opportunities on foot, by cycle, bus and train are considered in the context of the Site.

Accessibility by Walking

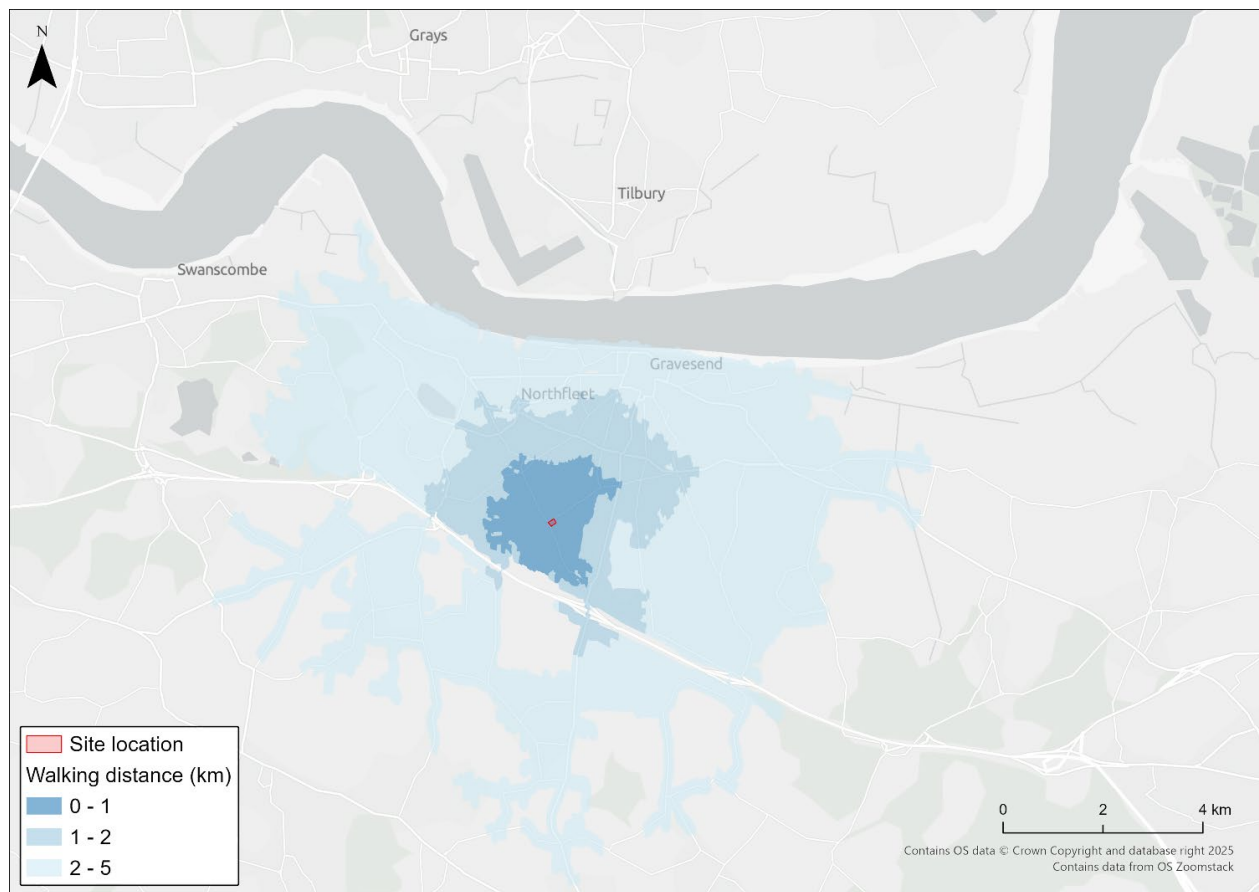
- 3.2.2 A walking distance of 2km is the recommended maximum desirable commuting distance, as stated by the Chartered Institute of Highways and Transportation (CIHT) document "Planning for Walking" (March 2015).
- 3.2.3 A summary of the local facilities within close walking distance of the site is provided in **Table 3.1**.

Table 3.1: Summary of local amenities and facilities

Amenity	Name	Distance (m)
Ambulance Station	Thameside Ambulance Station	220m
Fire and Rescue Station	Kent Fire and Rescue Service Thameside Fire Station	210m
GP Surgery	The Shrubbery Surgery	1000m
Pharmacy	Penders Chemist	950m
Place of Worship	Saint Clement's Catholic Church	160m
Place of Worship	St Mary's Church of England	1100m
Post Office	Painter's Ash Post Office	900m
School	Shears Green Junior School	500m
School	Shears Green Infant School	280m
Supermarket	Morrisons	900m
Supermarket	Lidl	850m

3.2.4 The surrounding area from the site has good provision for walking accessibility with footpaths and crossing locations for pedestrians. A range of amenities and facilities are close to the Site. Overall walking accessibility from the site is shown in **Figure 3.1**.

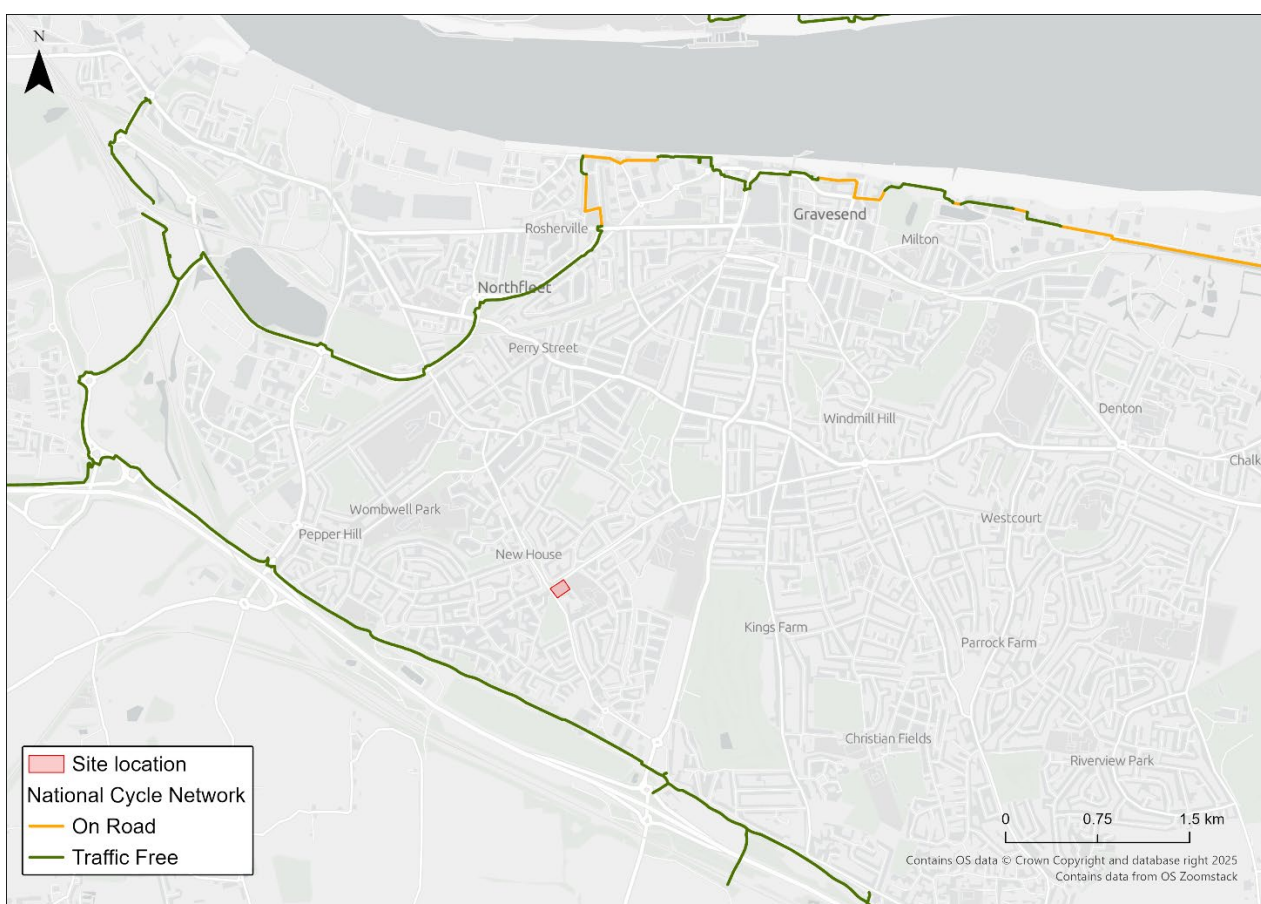
Figure 3.1: Walking accessibility



Accessibility by Cycle

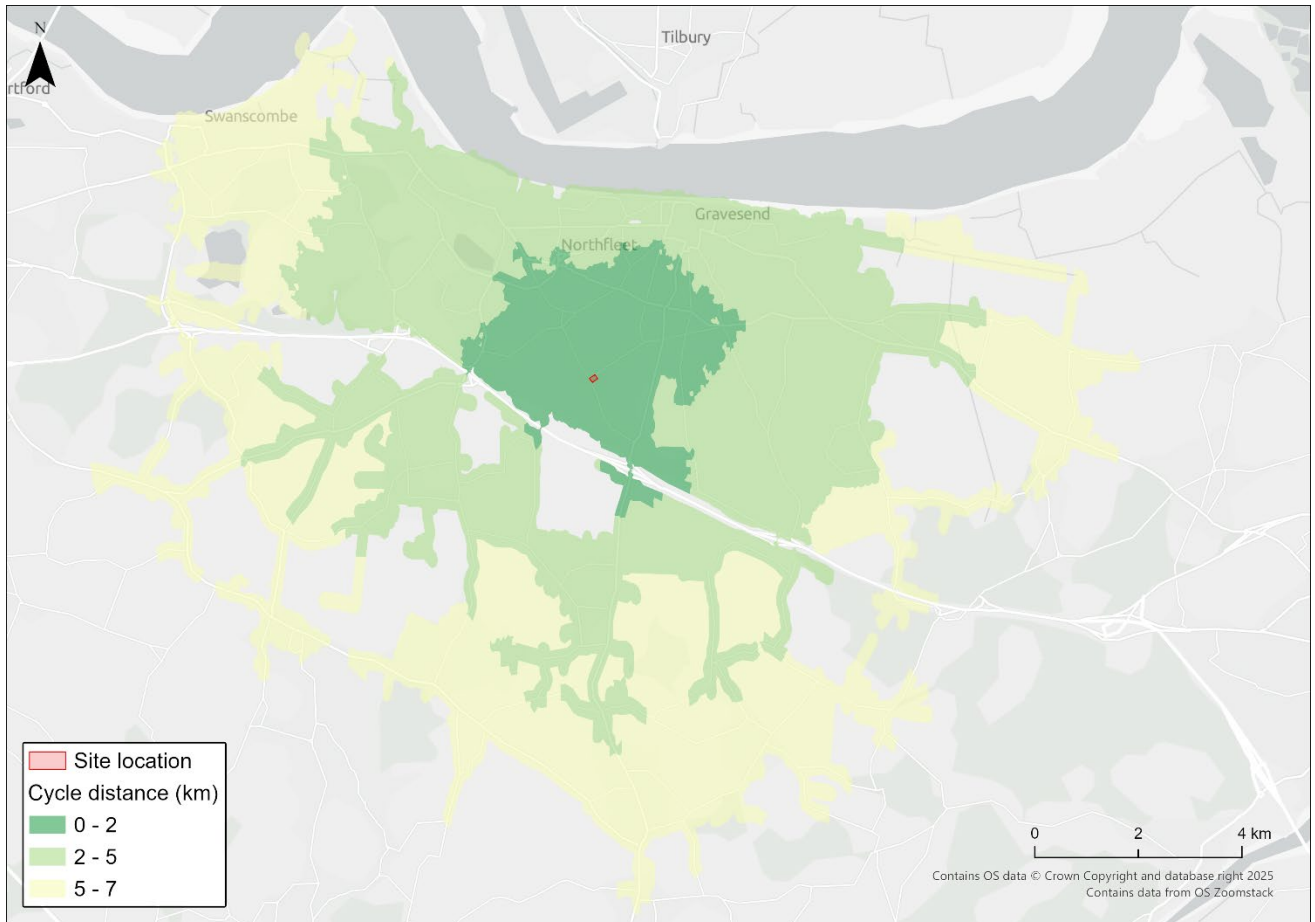
- 3.2.5 The National Travel Survey (NTS) 2024 identifies that the average length for cycle journeys in England is 3.3 miles (5.4km). It should be noted that 5.4km represents the average distance for cycle journeys and as such some people will be prepared to cycle further distances. All of the facilities identified in **Table 3.1** are within an acceptable cycle distance of the Site.
- 3.2.6 National Cycle Network (NCN) 177 is accessible from Hog Lane, approximately 900m to the west of the Site. The route connects with Northfleet to the northwest and Strood to the southeast, as shown in **Figure 3.2**.

Figure 3.2: National Cycle Network



- 3.2.7 NCN 1 is also accessible from Thames Way, approximately 1.4km to the north of the Site. This is a long distance cycle route which connects with Dover to the southeast and Colchester to the northeast. This route also provides a connection towards Central London, via the Isle of Dogs and Mile End.
- 3.2.8 The site benefits from access to the NCN, with overall cyclist accessibility shown in **Figure 3.3**.

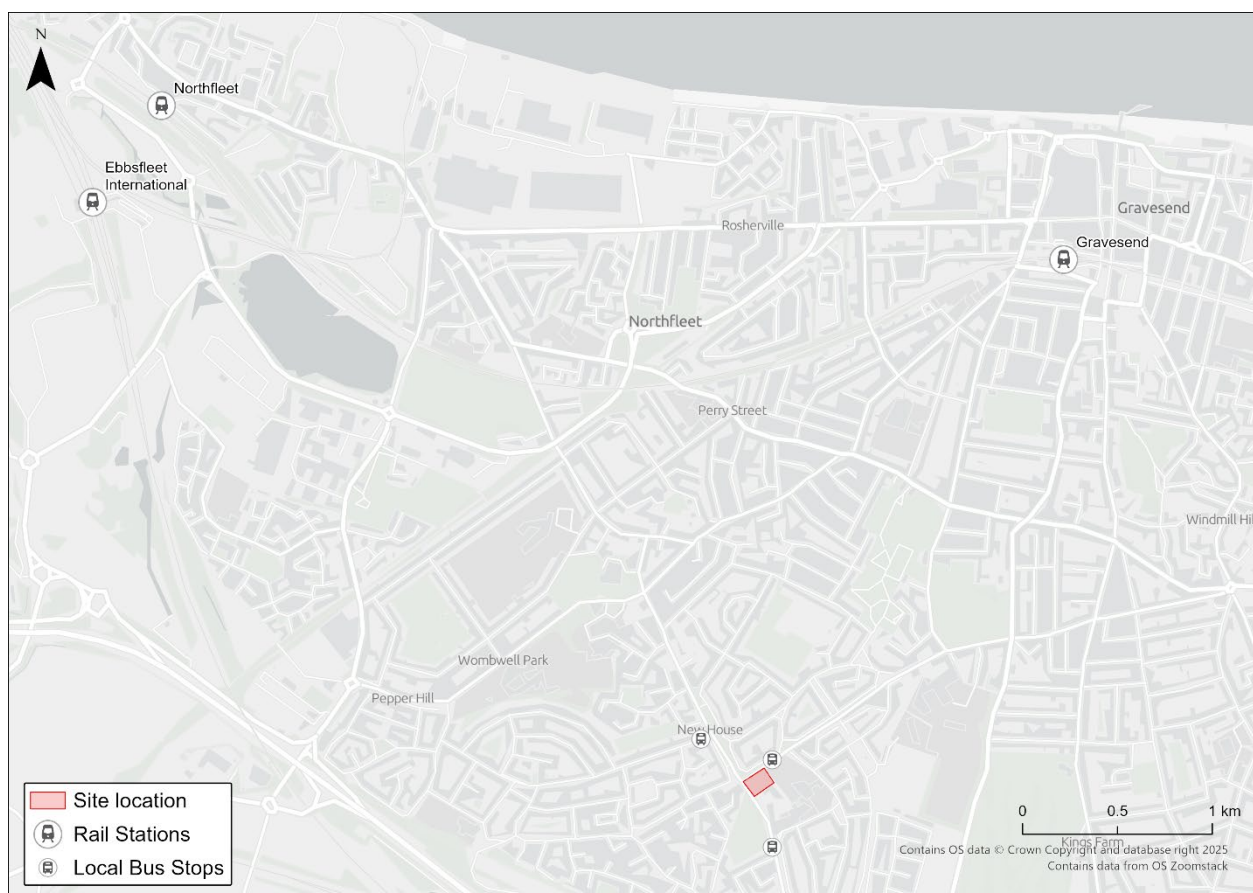
Figure 3.3: Cycle accessibility



Accessibility by Bus

- 3.2.9 CIHT “Planning for Walking” (March 2015) document also indicates that for bus stops in residential areas, a distance of 400m has traditionally been regarded as the desirable maximum walking distance.
- 3.2.10 The nearest bus stops to the site are located on New House Lane, located approximately 35m (eastbound services) and 80m (westbound services) to the northeast (Packham Road stops). Additional bus stops are located on Coldharbour Road (Ladyfields stops) and Dene Holm Road (Tensing Avenue stops), approximately 280m south and 270m northwest of the Site, respectively. The locations of these are shown in **Figure 3.4**.
- 3.2.11 Both stops on New House Lane have a shelter, seating facilities, bus flag and timetable information. Stops on Coldharbour Road and Dene Holm Road only have a flag and timetable information.

Figure 3.4: Bus stops and rail stations near to site



3.2.12 **Table 3.2** provides a summary of the frequency of locally accessible bus services.

Table 3.2: Summary of bus services

Service	Bus stop	Operator	Route	First Service	Last Service	Service Frequency		
						Weekday Peak	Saturday	Sunday
483	Ladyfields	Arriva	Gravesend – Bluewater Shopping Centre via Ebbsfleet	08:20	10:54	Half hourly	Half hourly	Half hourly
489	Packham Road	1 st Bus Stop Ltd	Gravesend – New Ash Green	08:59	2:59	5 services per day	n/a	n/a
736	Ladyfields	Redwing	Gravesend – Temple via Northfleet, Bexley, Canary Wharf, City of London	06:31	19:58	2 per day	n/a	n/a

Correct as of November 2025, not including School Services



by Haskoning

Accessibility by Rail

- 3.2.13 The site is located within proximity of three rail stations – Gravesend, Ebbsfleet International and Northfleet (as shown in **Figure 3.4**).
- 3.2.14 The nearest station is at Gravesend, located approximately 2.3km to the north of the Site. Gravesend station is served by Thameslink and Southeastern railway lines and can be accessed within a 27-minute walk and 8-minute cycle from the Site.
- 3.2.15 The Thameslink service provides direct connections to Rainham (Kent) and St Alban's City, while the Southeastern railway connection provides direct connections to St Pancras International, London Charing Cross, Ramsgate and Faversham. Southeastern operates the High Speed 1 (HS1) service, which provides direct connections to St Pancras International within an approximate 23-minute journey time.
- 3.2.16 Gravesend station is accessible from the Site by bus routes 481 and 483 (a one-minute walk to the Packham Road bus stop on New House Lane, which is served by the 481 or a two-minute walk to the Ladyfields bus stop on Coldharbour Road). It takes approximately 11 minutes to travel to Gravesend station on bus service 483 from Coldharbour Road and 15 minutes from New House Lane on bus service 481.
- 3.2.17 Ebbsfleet International station is located approximately 3.4km to the north-west of the Site. Ebbsfleet International station is currently served by Southeastern, providing direct connections to destinations including St Pancras International, Ashford International, Dover Priory, Faversham, Margate, Sandwich and Ramsgate. Southeastern operates the HS1 service, which provides direct connections to St Pancras International within an approximate 19-minute journey time.
- 3.2.18 Ebbsfleet International station can be accessed within an 11-minute cycle of the Site or 15-minute journey by bus. Bus routes 481 and 483 serve Ebbsfleet International station (a one-minute walk to the Packham Road bus stop on New House Lane, which is served by the 481 or a two-minute walk to the Ladyfields bus stop on Coldharbour Road).
- 3.2.19 **Table 3.3** provides a summary of the direct rail services available from Gravesend station and Ebbsfleet International station. Both stations provide step-free access and vehicle and cycle parking facilities.

Table 3.3: Summary of rail services

Station	Operator	Destination	First Train	Last Train	Frequency (per hour)			
					AM Peak	PM Peak	Sat	Sun
Gravesend	Thameslink	Rainham (Kent)	05:13	23:47	3	3	3	3
	Southeastern	St Pancras International	05:29	22:45	4	3	3	2
		London Charing Cross	04:33	22:03	2	3	2	2
		Ramsgate	07:44	21:44	1	1	1	1
		Faversham	06:44	23:44	1	1	1	1
Ebbsfleet International	Southeastern	St Pancras International	05:29	23:35	3	3	3	3
		Ashford International	06:56	23:59	2	2	2	2
		Dover Priory	07:26	23:26	1	2	1	1
		Faversham	06:39	00:29	2	2	1	1
		Margate	06:56	23:59	2	2	2	1
		Sandwich	08:23	23:26	1	1	1	1
		Ramsgate	06:56	23:59	3	2	2	1

Source: National Rail Departures (Nov 2025), direct services only

3.3 Accessibility Summary

- 3.3.1 Overall, the local pedestrian and cycle networks provide connections to local amenities, providing good opportunities for staff and visitors to travel to and from the site on foot or by cycle. Whilst the site is also well located to access rail services from Gravesend and Ebbsfleet stations alongside local bus services from several bus stops within a 5-minute walk. Collectively there are clear opportunities for sustainable travel to and from the site for staff.

3.4 Baseline Travel Patterns

- 3.4.1 Prior to setting targets for the TP, a baseline travel position needs to be established. The baseline would provide a starting position from which targets, aimed at encouraging the use of sustainable modes of travel, can be set.
- 3.4.2 This section establishes the baseline travel patterns specifically for care home staff. As residents of the proposed care home will typically have limited independent travel capacity, this TP focuses on influencing the commuting patterns of the staff who will work at the facility across various shifts.

Modal Split

- 3.4.3 Published 2021 Census data has reviewed to identify travel patterns for the workplace population surrounding the site. It has been observed that the 2021 data demonstrates a significantly high proportion of respondents 'working from home'. In view of the likely influence of the Covid-19 pandemic 'social distancing' and 'working from home' protocols that were enforced during the 2021 data collection, reference to 'mode split' within this document has been made to the 2011 Census data, because this is likely to be more representative of current travel patterns.
- 3.4.4 'Method of Travel to Work' (Workplace Population) data has been extracted from the 2011 Census database for Middle Super Output Area (MSOA) E02005063: Gravesham 009, in which the Site is located. This data details the mode by which respondents to the Census use to travel to their place of work. The results are summarised in **Table 3.4**.

Table 3.4: 2011 Census Travel to Work mode share

Method of travel to work	Percentage Split (%)
Underground, metro, light rail or tram	0%
Train	8%
Bus, minibus or coach	6%
Taxi	1%
Motorcycle, scooter or moped	1%
Driving a car or van	69%
Passenger in a car or van	7%
Bicycle	1%
On foot	7%

- 3.4.5 The 2011 Census data indicates that the main 'staff' mode of travel to work in the area is by car. Driving a car or van is the largest group, representing 69% of all 'journeys to work' undertaken. A passenger in a car or van represents 7% of all journeys undertaken. Travel by rail contributes the second largest proportion of travel demand, representing 8% of all journeys to work. A total of 14% of journeys are made by public transport, and 1% are made by bicycle. Therefore, the primary mode of travel to the development is likely to be car travel.
- 3.4.6 Preliminary TP targets are contained within Section 6 of this document, which focus on reducing travel by car in favour of public transport and active travel trips. The preliminary targets would be reviewed once initial travel surveys have been conducted (within three months of full site occupation). The primary aim of this survey would be to gather a sufficient level of information to inform the determination of modal shift targets, and to tailor the TP's 'measures' effectively
- 3.4.7 The TP measures discussed in Section 8 have been developed with a view to encouraging a modal shift towards active and sustainable modes of transport.



by Haskoning

4 Proposed Development

- 4.1.1 The development proposal seeks to provide a 75-bedroom care home (Use Class C2) over 3-storeys, with associated access, parking and landscaping.
- 4.1.2 Pedestrian, cycle and vehicular access to the site is via New House Lane.
- 4.1.3 It is proposed that the site would be supported by a total of 27 car parking spaces, including two spaces designated for blue badge holders. An ambulance bay would be provided on-site, in the vicinity of the Site's main entrance.
- 4.1.4 Eight covered cycle parking spaces would be provided in the form of four Sheffield stands within the curtilage of the Site. This level of provision would accord with KCC standards.
- 4.1.5 Due to the nature of the development, which is likely to accommodate residents with an average age in excess of 75, the on-site car parking spaces will be largely used by staff and visitors to the Site

4.2 Parking Strategy

Cycle

- 4.2.1 Regarding cycle parking standards, the Kent Vehicle Parking Standards SPG document states that Hospitals and other residential institutions offering a level of care should be provided with a minimum cycle parking provision of 1 space per 10 beds.
- 4.2.2 Based on the provision of a 75-bed care home, this would equate to a minimum provision of eight cycle parking spaces. In accordance with the adopted standards, the development will provide four Sheffield stands (eight cycle parking spaces) for use by staff and visitors. The Sheffield stands would be provided in a covered, secure and well-lit area adjacent to the main entrance of the care home building. This will include 4 e-bike charging stands with two IP66 weatherproof sockets each for electric cycles/scooters.

Vehicles

- 4.2.3 The development proposals would be supported by a total of 27 on-site car parking spaces, including two designated blue badge holder spaces. An additional space would be provided for use by an ambulance. Of these spaces 10% will be available with electric vehicle (EV) charging points (as outlined by planning permission condition 15).
- 4.2.4 All car parking at the Site would adhere to dimensions outlined within Appendix B of the Kent Vehicle Parking Standards SPG document and have been subject to a vehicle accumulation study.
- 4.2.5 The proposed level of parking provision would serve to provide flexibility in accommodating the additional staff demand associated with dementia care and is sufficient to accommodate additional demand over and above the recognised peak periods, such as that occurring during shift changeover times.

4.3 Site Operation

- 4.3.1 The number of staff anticipated to be present on-site during a daytime shift at the proposed care home is
- 4.3.2 based upon a typical ratio of one staff member per three beds. This is therefore anticipated that up to 25 staff day-time staff present on-site at any one time. Notwithstanding, care homes typically operate with multiple shifts over 24 hours, and total staff employed will be higher.
- 4.3.3 As a Care Home facility, the operating hours are likely to be 24/7. However, fewer staff and no visitors will be on site outside traditional working hours.

4.4 Mode Shares

- 4.4.1 The Baseline Travel Position provides a basis against which TP targets are set. Good practice guidance requires that surveys of user travel patterns are undertaken once the development is occupied. In advance of that, this pre-occupation TP makes reliance on travel demand estimates. To this end, anticipated vehicular trip generation estimates that have been presented in covering letter was associated with the consented application (20231182) for the 75-unit care home development is referenced below.
- 4.4.2 **Table 4.1** presents the expected weekday trip generation for the 75-bed Care Home. This indicates that an additional 5 vehicle trips could be expected in the AM peak hour and 9 in the PM peak hour.

Table 4.1: 75-bed Care Home Travel Demand (weekly)

Mode of Travel	Weekday (08:00-09:00)			Weekday (17:00-18:00)			Weekday (07:00-21:00)		
	Arrivals	Departs	Total	Arrivals	Departs	Total	Arrivals	Departs	Total
Vehicles									
Cars	3	2	4	2	4	6	44	46	90
Taxis	0	0	0	0	1	0	3	3	7
LGVs	0	0	0	0	2	2	8	8	17
OGVs	0	0	0	0	0	0	1	1	2
PSVs	0	0	0	0	0	0	0	0	0
Total Vehicles	3	2	4	3	6	9	57	59	115
People									
Vehicle Occupants	4	1	5	4	7	12	71	73	144
Pedestrians	2	2	4	1	2	2	27	29	56
Cyclists	0	0	0	0	0	1	2	2	5
Public Transport User	2	0	2	0	1	1	9	8	17
Total People	8	4	12	6	0	16	110	112	222

- 4.4.3 Using this travel demand, the following daily trip mode shares (07:00-21:00) could be expected as shown in **Table 4.2**.



by Haskoning

Table 4.2: TRICS indicative mode shares

Mode	Mode share
Single vehicle	37.3%
Multi-occupant vehicle	27.4%
Rail passengers	2.8%
Bus / Tram	4.9%
Cyclists	2.3%
Pedestrians	25.3%

- 4.4.4 This dataset indicates that around 65% of all trips could be expected to be vehicle based whilst 35% are by sustainable modes.



by Haskoning

5 Objectives and Targets

5.1 Travel Plan Objectives

5.1.1 The objectives of this TP are summarised below and seek to reduce staff reliance on travel by private car and to promote more sustainable modes of travel. These objectives aim to provide better access to key destinations and services, reduce congestion and deliver health benefits for employees by encouraging walking, cycling and the use of public transport.

5.1.2 The objectives of this TP are:

Travel Plan Objectives:

1. **Engage with employees of the Care Home to raise awareness of sustainable travel choices and encourage more sustainable travel behaviour;**
2. **Reduce the proportion of private vehicle occupant trips to and from the development, thereby reducing congestion not only in the vicinity of the development but also near key employment and educational areas within the wider area;**
3. **Increase the proportion of journeys by active travel modes and public transport; and**
4. **Reduce the environmental effects of car-borne travel.**

5.1.3 Where a TP is supported by a long-term commitment and mechanisms for implementation, the potential local benefits can include:

- Reducing single occupancy car trips generated by the development to minimise traffic impact on the local network;
- Reducing the need for car use with benefits in terms of reduced congestion, air pollution and accidents;
- Improving Site accessibility and travel choice to local facilities;
- Improving access by the wider community to the development by sustainable modes of transport; and
- Increasing staff awareness of economic, environmental and social implications of travel choices.

5.1.4 These objectives should guide the setting of targets and the types of measures that are to be implemented.

5.2 Travel Plan Targets

5.2.1 Targets will be set over a five-year time frame, to provide a benchmark against which the performance of the TP can be judged. Targets will be agreed with Gravesend Borough Council, and should be SMART:

- Specific
- Measurable

- Achievable
- Realistic
- Timed

- 5.2.2 Targets should relate directly to the objectives of the TP, which in this case are to encourage sustainable travel, maximise non-car use and promote the health benefits of travelling to the development on foot or by cycle. A suitable indicator of the success of a TP is therefore the mode-split of travel.
- 5.2.3 Initial targets have been determined from the data provided in **Section 4** of this report, which estimates the mode split of staff trips based on 'travel to work' census data. However, targets will be formally adopted once a travel survey of staff travel is undertaken, post site occupation.
- 5.2.4 This survey will be conducted within three months of full site occupation and will aim to gather a sufficient level of information to inform targets and tailor 'measures' effectively. To achieve an accurate statistical appraisal of travel trends a target response rate of 50% will be required.
- 5.2.5 Preliminary targets consider the 'car driver' modal split and use this mode share as the benchmark to gauge whether the site is performing as is expected for a development in this location. The proposed targets are based upon the Census data presented in **Section 3** and aim to decrease the mode share of car driver trips by 15% across a 5-year timeframe from 69% to 54%.

Table 5.1: Preliminary Workplace Travel Plan targets

Method of travel to work	Mode Share (2011 Census Data)	Proposed Opening Year Target	Proposed Year Three Target	Proposed Year Five Target
Underground, metro, light rail or tram	0%	0%	0%	0%
Train	8%	9%	10%	11%
Bus, minibus or coach	6%	7%	8%	9%
Taxi	1%	1%	1%	0%
Motorcycle, scooter or moped	1%	1%	1%	0%
Driving a car or van	69%	62%	58%	54%
Passenger in a car or van	7%	8%	9%	9%
Bicycle	1%	3%	4%	5%
On foot	7%	9%	9%	12%

- 5.2.6 Limitations of the approach to deriving targets from census data are that the census data includes a wide spread of employment types and does not fully reflect the operating constraints of such facilities (such as working unsociable hours or shift work).
- 5.2.7 Therefore, the preliminary targets outlined in **Table 5.1** would be used as a baseline until the targets can be better informed by a development specific travel survey for care home employees within three months of full site operation.



by Haskoning

6 Travel Plan Management

6.1 Travel Plan Coordinator (TPC)

- 6.1.1 To maximise the benefits of a TP, a Travel Plan Coordinator (TPC) will be appointed to manage the Plan on a day-to-day basis. The TPC will be appointed at least three months prior to first occupation of the development, and contact details will be provided to KCC and the Local Planning Authority. The TPC will communicate the objectives of the TP to regular users of the site.
- 6.1.2 The TPC will be responsible for the day-to-day management of the TP and will act as the point of communication between staff and the Local Authority.
- 6.1.3 The responsibilities of the TPC would be as follows.
- Secure the budget for the TP and ensure its effective use
 - Co-ordinate the monitoring of the TP with Gravesham Borough Council, including target setting and undertaking surveys to assess the effectiveness of the TP and make necessary changes where targets are not met
 - Undertake data collection and subsequent reviews of the TP
 - Oversee the implementation of the TP on a day-to-day basis
 - Consult with senior managers, staff and external organisations as necessary to implement the TP
 - Promote the TP amongst staff and ensure there is awareness of the objectives and targets of the TP amongst staff
 - Function as a point of contact for all staff members requiring travel information
 - Consult with senior managers and staff representatives to implement the TP
 - Ensure travel information available is relevant and up to date; and supply travel information for all users

6.2 Travel Plan Administration

- 6.2.1 The Travel Plan Coordinator (TPC) will establish and manage a filing system for all correspondence related to the Travel Plan and will serve as the key link between the site and various stakeholders.
- 6.2.2 The time allocated to the role would be sufficient to implement the TP. A greater amount of resource will be required at the outset, with further time required during the annual monitoring review and subsequently on an ad-hoc basis as required.
- 6.2.3 The TPC will ensure that new employees are made aware of the existence of the TP and that their travel details are added to the relevant car share database if appropriate. Employees leaving will have their details removed from the database.
- 6.2.4 The TPC will be responsible for setting up and maintaining the employee travel dataset, following the initial travel survey.
- 6.2.5 The TPC will monitor the use and provision of cycle parking.



by Haskoning

- 6.2.6 In the event that the occupier of the development changes, the previous TPC will be required to prepare a report outlining the progress of the TP. This report will provide details on the most recent travel measures that have been implemented, the current TP management arrangement and agreed funding streams.

6.3 Travel Plan Steering Group

- 6.3.1 A Steering Group will be established within six months of occupation, including the TPC, senior management, and staff representatives. Meetings will be held quarterly to review progress and agree additional measures.

6.4 Funding

- 6.4.1 The funding of the Travel Plan will be the responsibility of the site occupier (Simply UK or appointed operator). This includes:
- Day-to-day management of the Travel Plan.
 - Implementation of measures outlined in Section 7.
 - Monitoring and reporting obligations.

7 Travel Plan Measures

- 7.1.1 This section outlines proposed measures aimed at encouraging sustainable travel choices and reducing private car usage. These are designed to affect the way staff travel to and from the Care Home.
- 7.1.2 New employees would be made aware of the TP through their company induction, and existing staff would receive regular updates on sustainable travel options. While the primary focus is on staff travel, information will also be made available for regular visitors.
- 7.1.3 Also outlined within this section of the TP are marketing and promotional strategies to implement and maintain the engagement of employees of the proposed development. These actions would be promoted by the TPC and are set out under the following headings:
- Promotion and Marketing;
 - Proposed Hard Measures; and
 - Proposed Soft Measures

7.2 Promotion and Marketing

- 7.2.1 This section outlines how the TP will be promoted amongst employees of the Care Home. The TP will be branded across the Site and in turn, will become familiar to all users. Branding the concept of the
- 7.2.2 'TP' is designed to increase the understanding of the TP and its sustainable aims, providing a distinctive
- 7.2.3 and durable perception that will maximise its presence and ability to self-market within the development

Employee Travel Pack

- 7.2.4 An Employee Travel Pack will be provided to all new employees upon commencement of their employment.
- 7.2.5 The occupier is responsible for funding and providing the Employee Travel Pack, which will include the following:
- Contact details of the TP Coordinator and a brief introduction outlining their commitment to promoting sustainable travel.
 - The duties the TPC is responsible for such as personalised Travel Planning services will also be detailed;
 - Site location plan highlighting the site's proximity to local facilities and public transport services;
 - Examples of walking or cycling journeys to destinations such as Gravesend station, Gravesend town centre and local amenities;
 - Health, environmental and economic benefits of travelling via sustainable modes;
 - Public Transport routes and timetable;
 - List of local transport operators' websites and smartphone apps;
 - Promotional material highlighting the health and financial benefits of walking and cycling i.e. national campaigns such as 'Walk to Work Week' and 'National Bike Week';

- Details of cycle routes within the local area;
- Details of websites and apps such as www.cyclestreets.net/ which provides free online walking and cycling journey planning tools; and
- Information on the development's car-share scheme and details associated with other external car share schemes, such as (<https://liftshare.com/uk>).

7.2.6 These would be available from first occupation to ensure travel behaviour towards sustainable travel can be embedded as soon as possible.

Staff Notice Board

7.2.7 A noticeboard will also be provided within the site in an area that is visible to all employees and visitors. The noticeboard will provide the following information:

- Contact details of the TP Coordinator and a summary outlining the responsibilities and duties of the TP Coordinator;
- A location plan of the site with details of local facilities and public transport services;
- Public transport route maps and up-to-date timetables;
- Local cycling routes;
- Promotion of events such as 'bike to work week'; and
- Promotion of car share schemes.

7.3 Hard Measures

7.3.1 The occupant is committed to implementing the TP in order to promote and encourage sustainable travel choices for journeys to and from the care home development. To achieve these aims and to support the overall objectives, the design of the proposed development has incorporated hard measures which include:

- Provision of a dropped kerb pedestrian crossing on the site's New House Lane frontage, linking the application Site to existing pedestrian infrastructure facilities.
- Provision of Sheffield Stands on-site to support access by cycle for both staff and visitors.
- The provision of staff shower, changing and storage facilities to cater for the requirements of those that choose to cycle, run/jog or walk to work.

7.4 Soft Measures

7.4.1 The TPC will be able to select 'soft' TP measures that they consider will have the best opportunity to influence travel patterns. To encourage the take up of sustainable travel and reduce single-occupancy car trips, measures could include but are not limited to those proposed in Table 7-1 Error! Reference source not found..



by Haskoning

Project related

Table 7.1: Proposed TP Measures

Measure	Info
Provide a staff notice board	The notice board would provide employees with a useful source of information regarding travel choice and include information such as details of car share schemes, walk and cycle routes, up-to-date bus and train times.
Provide Travel Packs to staff	To be provided at the launch of the TP and during the induction of new employees. The packs would include information such as details of car share scheme, walk and cycle routes, bus and train times.
Interest-free loans for bus and rail tickets*	To remove the cash flow barrier to employees wishing to purchase season tickets for bus/rail which are significantly cheaper than daily tickets.
Promotion of national events	To link up with national events such as Bike Week or Walk to Work week.
Car share database	To encourage the take up of car sharing by allowing employees to find other employees who may live near them and be interested in car sharing.
Guaranteed lift home for car-sharers	To ensure that employees who did not travel in their own car have the security of knowing they can get home in an emergency.
Cycle parking facilities	To provide safe and secure parking for cyclists.
Set up Bicycle User Group	To enable like-minded employees to discuss common issues and encourage more people to cycle to the development.
Cycle/Walking 'buddy' scheme	To increase personal security during unsociable hours.
*Subject to the operator's working practice and policy	



by Haskoning

8 Monitoring and Review

8.1 Overview

8.1.1 TPs must be monitored for their effectiveness to be ascertained. Therefore, TPs act at 'live' documents subject to monitoring and reviewing. This TP will be monitored on an ongoing basis with an annual monitoring report issued to KCC.

8.1.2 The annual monitoring report will include:

- Details of progress made since the submission of the previous report
- A summary of the travel survey results
- An assessment of whether the TP targets will be met.
- Any additional measures requiring implementation to help meet targets

8.2 Travel Surveys, Targets and Monitoring

8.2.1 Monitoring of the TP will be in the form of travel surveys, reported to KCC via annual monitoring reports. Surveys will be conducted in Years 1, 3, and 5, with results reported to KCC.

8.2.2 The first staff TP survey will be undertaken within 3 months of full Site occupation and would be repeated in years two, three, four and five following site occupation, , unless the TP's targets are met. Once the TP targets are met, the monitoring survey would be undertaken every three years. All results of the monitoring process will be reported to the Highway Authority in a monitoring report.

8.2.3 Monitoring will be undertaken via a questionnaire survey, and example survey is provided in **Appendix A**. In accordance with KCC guidance, response rates of a minimum of 50% would be aimed for to provide a reasonable representation. This would be the responsibility of the TPC and site occupier management.

8.2.4 Once surveys are complete a TP monitoring report would be prepared for issue to KCC, to include details of TP 'measures' introduced in the past year, plus an outline of planned measures and initiatives that would be implemented in the following year.

8.2.5 As part of this, the TP targets will be reviewed annually and the TPC would have the ability to revise targets so that they continue to be SMART. Suggested updates to TP targets would be included in any monitoring report issued to KCC.

8.3 Remedial Measures

8.3.1 In the event that mode share targets stated within the TP are not met within the five-year period, remedial measures will be taken to ensure these are met. This would be guided by questionnaire design of employees and discussions with KCC and the TPC.

8.3.2 Measures would be agreed between KCC, the TPC and site occupier and would be funded by the applicant.

8.3.3 As part of this, if the Year 5 targets are not met, annual monitoring would continue to Year 9.



by Haskoning

8.4 Enforcement

8.4.1 This Travel Plan is secured through Planning Condition 16 of planning permission reference 20231182. Compliance will be monitored by GBC and KCC. Failure to meet agreed targets may result in:

- Requirement for remedial measures (see Section 9.3).
- Extended monitoring period beyond five years.
- Additional measures agreed with the Local Planning Authority. Additional measures may include free public transport tickets, enhanced cycle facilities, and increased TP funding.

9 Travel Plan Implementation

9.1 Action Plan

9.1.1 An Action Plan has been prepared to guide the TPC and the care home operator on the key milestones for the implementation of the TP and the milestones for future maintenance and reporting. The Action Plan for the site is provided in **Table 9.1**. This assumes an opening year of 2027.

Table 9.1: Action Plan

Action	Responsibility	Year	Timescale	Notes
Appoint a TPC	Site Occupier	2026	Within 3 months prior to occupation	The TPC is to be provided a copy of this TP
Communicate the objectives of the Travel Plan to staff and visitors and initiate 'measures' designed to encourage sustainable travel patterns	TPC	2027 to 2032	On-going	Welcome packs for new employees, staff notice board erection
Year 1 of site occupation - Travel Plan Questionnaire	TPC	2027	Within 2 months of Site occupation – the content of the questionnaire (or alternative form of monitoring) is to be agreed KCC	Circulate a Travel Questionnaire design
Year 1 of Site occupation – baseline travel survey	TPC	2027	Within 3 months of site occupation	Undertake baseline travel survey to establish their existing travel patterns and mode split.
Year 1 of Site occupation - Report outcome of Travel Plan monitoring to the local authority	TPC	Early 2028	Within 12 months of occupation	Prepare a short report identifying the results of the questionnaire survey and confirming the travel initiatives that are currently being undertaken to encourage sustainable travel patterns.
Travel Plan Review	TPC	2027 to 2032	On-going, further of Travel Plan monitoring procedure	The TPC will be allowed to review the 'measures' undertaken as part of the Travel Plan, so that effective measure is utilised as a means to encourage sustainable travel.
Years 2 to 5 of Site occupation - Monitor travel demand and travel mode split	TPC	Annually 2028 to 2032	Monitoring should be undertaken at time of year which is broadly consistent with the timing of the Year 1 travel survey.	Circulate a Travel Questionnaire to staff, to establish their travel patterns and mode split. The questionnaire should allow a comparison to be made with the result of the Year 1 survey.
Years 2 to 5 of Site occupation - Report outcome of Travel Plan monitoring to the local authority	TPC	Annually 2028 to 2032	Within 3 months of the travel survey each year	Prepare a short report identifying the results of the questionnaire survey and confirming the travel initiatives that are currently being undertaken to encourage sustainable travel patterns.



by Haskoning

10 Summary

10.1.1 This Workplace Travel Plan (TP) has been prepared by ITP, Haskoning UK's transport consultancy, on behalf of Simply UK, in association with a proposed 75-bed care home (Use Class C2) development at Coldharbour Road, Gravesend, Kent DA11 8NT.

10.1.2 This aims to discharge Condition 16 of the proposed development (20231182) which focuses on the movement of staff to and from the proposed development. This condition states that:

"Notwithstanding the details shown on the approved plans, submitted documents and application form, before the development as hereby permitted is brought into use and occupied, until a full and final workplace Travel Plan, detailing the measures designed to help and thereafter maintain a modal shift in favour of reduced reliance on private car usage for travel to and from the development, has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall include, amongst other things, the appointment of a Travel Plan Co-ordinator, objectives and modal-split targets, a programme of implementation and provision for monitoring, review and improvement. The development shall be carried out in accordance with the approved details before the first occupation of the development and be maintained thereafter."

10.1.3 This TP has established that the Site is accessible by sustainable modes of travel, however, it is also anticipated that the predominant mode of travel to and from the Site will be by car.

10.1.4 With reference to Travel to Work Census data It is estimated that 65% of arrivals will be by vehicle, with 35% of trips to be undertaken on foot, by cycle or by public transport.

10.1.5 The objectives for the TP are as follows:

Travel Plan Objectives:

1. **Engage with employees of the Care Home to raise awareness of sustainable travel choices and encourage more sustainable travel behaviour;**
2. **Reduce the proportion of private vehicle occupant trips to and from the development, thereby reducing congestion not only in the vicinity of the development but also near key employment and educational areas within the wider area;**
3. **Increase the proportion of journeys by active travel modes and public transport; and**
4. **Reduce the environmental effects of car-borne travel.**

10.1.6 The TP targets set out below seek to reduce the level of vehicle occupant trips and increase the proportion of movements by sustainable modes of travel.

10.1.7 The targets set above would mean that vehicle occupant trips reduce by 15% over 5 years, with these trips transferring to a sustainable mode of travel.



by Haskoning

- 10.1.8 The TP is due to be managed on a day-to-day basis by a Travel Plan Coordinator, who is likely to be a member of the care home's staff. This person will be appointed three months prior to occupation and details will be available to KCC.
- 10.1.9 The TP will be monitored annually until the TP's targets are met. Thereafter, surveys would be undertaken once every three years. The results of the monitoring would be provided to KCC for their review.



by Haskoning

Appendix A: Example Questionnaire Survey

TRAVEL SURVEY: Employees

1. What is your home postcode? (First 3 letters only)

Postcode

2. What is your main means of transport when travelling to the Care Home and / or Sheltered Accommodation?

(If you use multiple modes of transport, this should be the method of travel which you spend the most time using)

☐	Car (as driver)
☐	Car (as driver, with passenger)
☐	Car (as passenger)
☐	Bus
☐	Tram
☐	Rail
☐	Taxi
☐	Motorcycle
☐	Bicycle
☐	Walk
☐	Other (please specify)

3. If you drive to the Care Home, where do you park?

☐	On site
☐	On the surrounding streets
☐	In a local car park
☐	Other (please state where)

4. Why do you use your selected mode(s) of travel? (Please select the option which best suits your reasons)

☐	Speed (quicker than alternatives)
☐	Cost (cheaper than alternatives)
☐	Security (safer than alternatives)
☐	Special needs
☐	Environmental impact
☐	No viable alternative
☐	Because you don't own a car

5. If you don't currently walk or cycle, would walking/ cycling be a viable mode of travel for you? (If you already walk / cycle go to Question 8)

☐ Yes

☐ No

6. If you answered 'No' to Question 5, why did you answer this way? (If you answered 'Yes' go to Question 7)

☐ I live too far away

☐ Personal safety when walking / cycling

☐ Road safety when walking / cycling

☐ Other (please specify)

7. What measures, if any, would encourage you to walk or cycle to work? (e.g. cycle parking, improved road safety)

8. Finally, do you have any additional comments regarding travel to/ from the Care Home?

Thank you for taking the time to complete this survey.