

# Land at Rose Farm, Gravesham, Kent

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## Interim Travel Plan

**GS/TV/AH/35213**

November 2025



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<b>DATE</b>	<b>Version</b>	<b>Revision Notes</b>
20/11/2025	1.0	First draft

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## APPENDICES

### Appendix A – Indicative Site Layout Plan

# 1 INTRODUCTION

## 1.1 PURPOSE OF THIS INTERIM TRAVEL PLAN

- 1.1.1 This Interim Travel Plan (TP) has been prepared by DHA on behalf of Esquire Developments in support of the outline planning application for the development of up to 154 dwellings on Land at Rose Farm, Istead Rise, Gravesend, Kent.
- 1.1.2 This TP should be read alongside the Transport Assessment submitted in support of this application.

## 1.2 WHAT IS A TRAVEL PLAN?

- 1.2.1 A Travel Plan (TP) is a strategy for managing travel needs and transport provision within an organisation or site. It seeks to improve access to a development or site by sustainable modes of transport. It therefore contains both physical and behavioural measures to increase travel choices and reduce reliance on single-occupancy car travel.
- 1.2.2 A TP involves the development of a set of mechanisms, initiatives and targets that together can enable an organisation or site to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits. A TP is a live document that will grow and develop with time, in accordance with the changing circumstances of a site and the environment in which it operates.

## 1.3 WHAT ARE THE BENEFITS OF A TRAVEL PLAN?

- 1.3.1 The primary benefits of a TP are environmental, with improved air quality, less noise and dirt and a reduction of CO<sub>2</sub> emissions. TPs can also deliver a number of other benefits:-
  - Individuals can benefit from improved health, cost and timesaving, reduced stress and a general improvement in their quality of life;
  - Companies can benefit from increased productivity generated by a healthier, more motivated set of individuals and a safer environment due to reduced congestion; and
  - Local communities can enjoy reduced congestion on local roads and possible improvements to public transport services funded by future investment.
- 1.3.2 A well-developed TP can mitigate the adverse traffic impacts of development, and the Government recognises their importance in achieving improvements in

transport conditions at the local level. The Public Health England publication 'Cycling and walking for individual and population health benefits' (2018) emphasises the health benefits of walking and cycling. Active travel as part of a TP enables people to enjoy these benefits as part of their daily routine.

## 1.4 POLICY CONTEXT

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1.4.1 This TP has been prepared in accordance with the relevant national and local guidance:-

- National Planning Policy Framework (NPPF, 2024);
- Planning Practice Guidance (PGG) on Travel Plans (2014);
- Department for Transport (DfT) Circular 01/2022 – The Strategic Network and the Delivery of Sustainable Transport (2022);
- Local Transport Plan 5 (LTP5): Striking the Balance (2024-2037);
- Kent County Council (KCC) Active Travel Strategy (2018); and
- Kent Smarter Travel Guidance on Travel Plans.

## 1.5 AIMS AND OBJECTIVES

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1.5.1 The main aims of the objectives of this TP are the following:-

- Demonstrate to the Local Planning and Highway Authorities a commitment to provide the development with suitable facilities that will encourage residents to travel to and from the site in a sustainable manner;
- Set out the necessary survey and monitoring requirements needed to assess the performance of the TP;
- Reduce resident dependency on car-borne trips;
- Reduce the need for unnecessary travel to and from the sites;
- Improve the local environment and thus contribute to a better quality of life; and
- Inform users of the health benefits of sustainable travel.

## 1.6 STRUCTURE OF THIS PLAN

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

- Section 2 provides details of the site characteristics and current transport infrastructure in the vicinity;
- Section 3 outlines objectives as well as targets;
- Section 4 gives details on the management of the TP;
- Section 5 sets out the package of measures that will be introduced in order to influence the way users travel to / from the site;
- Section 6 sets out the monitoring and reporting strategy of the TP; and
- Section 7 outlines an Action Plan.

## 1.7 VISION OF THE DEVELOPMENT

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1.7.1 With reference to DfT Circular 01/2022, the vision of the development is to provide a sustainable extension to Istead Rise located within close proximity to everyday services, facilities and public transport nodes within nearby villages of New Ash Green, Hartley, Longfield and Meopham, and Gravesend to the north. This is to ensure their ongoing viability and to promote and enable non-car accessibility and social inclusion among future residents.

1.7.2 The internal site layout, which will be designed to accord with Manual for Streets, Local Transport Note 1/20 and Kent Design Guide principles to encourage low vehicle speeds, direct, overlooked and pleasant pedestrian and cycle routes.

1.7.3 The site benefits from nearby access to local facilities at the nearby shopping parade 650m from the pedestrian access off Long Walk (or an 8-minute walk), including a Co-op food store, a convenience store, pharmacy, dry cleaners, restaurant, take-away restaurant and butcher shop. It is also noted that Istead Rise Primary School is located directly to the east of the site.

1.7.4 Bus stops are located approximately 20m northeast of the site on Downs Road (representing a less than one minute walk). There is another set of bus stops on Istead Rise that are approximately 600m northeast that provide further destinations. Meopham Railway Station is located approximately 2.4km south of the site, accessible in a 4-minute drive. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.

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on Istead Rise that are approximately 600m northeast that provide further destinations. Meopham Railway Station is located approximately 2.4km south of the site, accessible in a 4-minute drive. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.

- 1.7.6 As discussed in detail within the submitted Transport Assessment, the applicant is willing to proportionately contribute to the sustaining / enhancing of the 308 service. As detailed within the TA, it is also proposed to re-route a number of existing services that route via Lewis Road to now route via Downs Road.
- 1.7.7 Secure cycle parking will be provided for every dwelling, together with 'active' Electric Vehicle (EV) charging facilities in line with the Building Regulations Part S. This will ensure that active and sustainable transport is a realistic option for many everyday journeys.
- 1.7.8 This TP will play a critical role in the achievement of this vision by promoting the options for – and benefits of – sustainable travel and monitoring its uptake, in liaison with the Local Planning and Highway Authorities.

## 2 EXISTING TRANSPORT CONDITIONS

### 2.1 EXISTING SITE

2.1.1 The site is located within the village of Istead Rise in Gravesend, Kent. The location of the site in a local context is shown in Figure 2-1 below.



FIGURE 2-1: SITE LOCATION (COURTESY OF GOOGLE MAPS)

2.1.2 The site largely comprises open farmland to the rear of the existing residential properties fronting Downs Road. The site is bound to the west and south by further open farmland, with Istead Rise Primary School located to the east.

### 2.2 LOCAL HIGHWAY NETWORK

2.2.1 Downs Road takes a general north-west to south-east alignment and is subject to a 30mph speed restriction within the site vicinity. Downs Road is approximately 6.5m wide, with on-street parking along its length, illustrated in Figure 2-2 overleaf.



FIGURE 2-2: DOWNS ROAD IN THE SITE VICINITY (LOOKING SOUTH-EAST)

- 2.2.2 To the north-west of the site, Downs Road provides a connection with Broad Ditch Road which continues west to a priority junction with New Barn Road. The nearby villages of New Barn and Hartley are accessible by routing south on New Barn Road. Routing north on New Barn Road provides a link to Northfleet via the junction between the A2 and Hall Road.
- 2.2.3 Downs Road provides access to Upper Avenue / Istead Rise as well as Arcadia / Lewis Road, both of which connect with the A227 Wrotham Road to the east. The A227 provides a route to Gravesend via the A227's junction with the A2 to the north. The A2 provides a connection through Dartford and onwards to London to the west. To the east, the A2 provides a connection with the M2 at Junction 1, which provides a direct route through the Medway Towns and onwards to Faversham.
- 2.2.4 The A227 Wrotham Road provides a direct connection through the villages of Meopham, Culverstone Green and Vigo before connecting with the A20 at a three-armed roundabout approximately 10km south of the site. The A20 connects with the M20 at Junction 2 approximately 500m to the west. The A20 also connects with the M26 at Junction 2a, circa 1.9km from the roundabout with the A227.
- 2.2.5 It is evident that the site enjoys ready access to a range of local and regional destinations via the primary and strategic route networks.

## 2.3 WALKING AND CYCLING INFRASTRUCTURE

2.3.1 Downs Road is provided approximately 2.0m wide footways on both sides of the carriageway, which will connect directly into the site. The footways provide a route to local bus stops within the village and the local shopping parade on Upper Avenue. The existing footway can be seen in Figure 2-2 above.

2.3.2 The site location on the edge of Istead Rise village is afforded with a good level of pedestrian accessibility, with direct access into the village centre.

2.3.3 There are a number of Public Rights of Way (PRoW) in close proximity to the site, shown in Figure 2-3 below, in which purple lines represent Footpaths, green lines represent Bridleways and blue lines represent restricted byways.

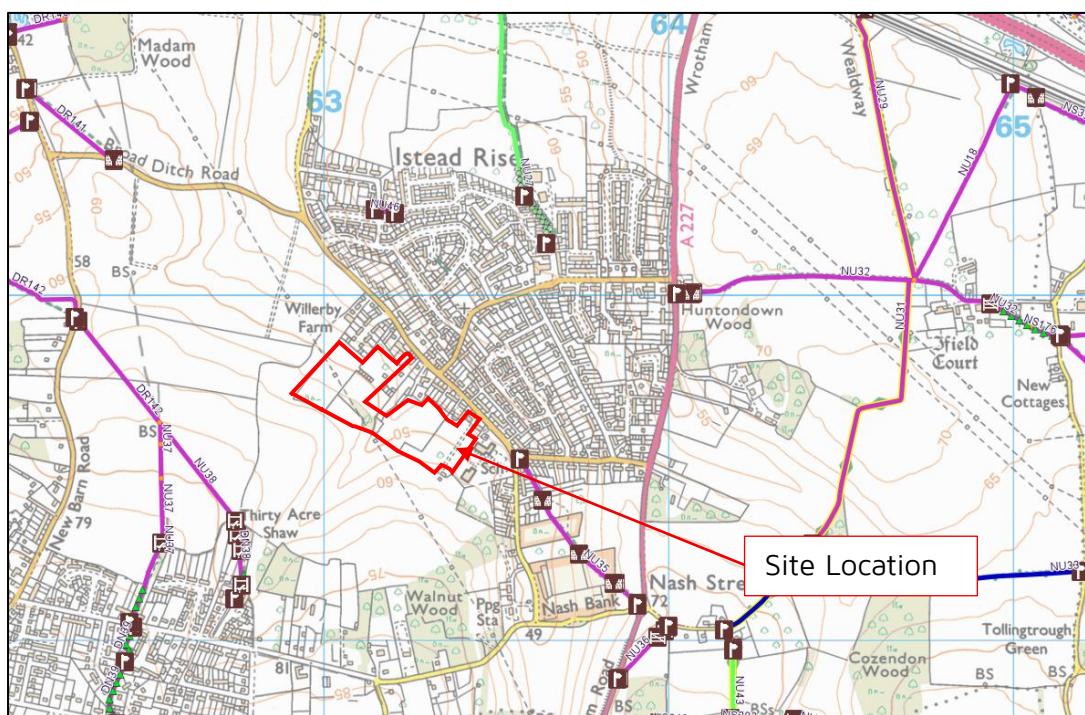


FIGURE 2-3: LOCAL PROW NETWORK (COURTESY OF KCC)

2.3.4 PRoW NU35 provides a route between Arcadia Road in Istead Rise village and the A227 Wrotham Road at its priority crossroads between Nash Bank / Nash Street.

2.3.5 There is no dedicated cycle infrastructure within the immediate site vicinity in Istead Rise village, which is representative of the site's rural location. However many local roads within Istead Rise village are suitable for on-carriageway cycling in view of their generally low-speed and lightly trafficked residential nature.

2.3.6 National Cycle Route (NCR) 177 is located 2.5km north of the site in Gravesend and routes between Strood to the east and Ebbsfleet to the west where it connects with NCR 1. This can be seen in Figure 2-4 below shown in red.

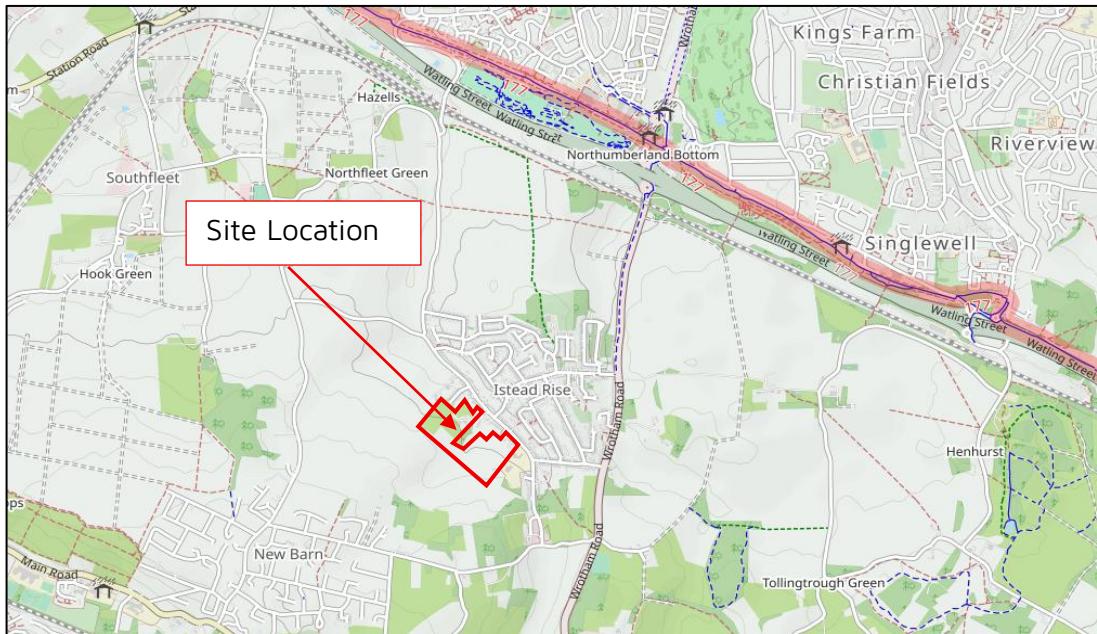


FIGURE 2-4: LOCAL CYCLING NETWORK (COURTESY OF OPENCYCLEMAP)

2.3.7 Figure 2-4 also illustrates local cycle routes in blue. This illustrates a route on the A227 Wrotham Road from its junction with Istead Rise, providing a direct cycle route north into Gravesend – this link is shown in Figure 2-5 overleaf.



FIGURE 2-5: LOCAL CYCLE ROUTE A227 WROTHAM ROAD (COURTESY OF GOOGLE MAPS)

#### Local Cycling and Walking Infrastructure Plan (LCWIP) for Gravesham (2022)

- 2.3.8 Gravesham Borough Council's LCWIP is a document summarising key proposals to develop local cycling and walking networks in the district.
- 2.3.9 The LCWIP identifies that Istead Rise is a rural settlement within a 20-minute cycle of Gravesend centre. Figure 2-4 demonstrates there is continuous cycleway provision between the site and Gravesend, enabling cycling as a realistic mode of travel for residents within Istead Rise.

## 2.4 PUBLIC TRANSPORT INFRASTRUCTURE

2.4.1 There are a number of bus stops within the vicinity of the site; these can be seen below in Figure 2-6.



FIGURE 2-6: LOCAL BUS STOPS IN THE SITE VICINITY (COURTESY OF GOOGLE MAPS)

2.4.2 There are a number of sets of bus stops located along Downs Road, all providing access to the 308 service which routes between Gravesend and Sevenoaks. The northbound "Primary School" bus stop is located 20m from the site access on Downs Road with the southbound stop located on Arcadia Road 200m from the site access as demonstrated in Figure 2-7 and Figure 2-8 overleaf. The northbound stop is equipped with a flag, pole and road markings and the southbound stop is equipped with a flag and pole with timetable information.



FIGURE 2-7: PRIMARY SCHOOL NORTHBOUND STOP (COURTESY OF GOOGLE MAPS)



FIGURE 2-8: PRIMARY SCHOOL SOUTHBOUND STOP (COURTESY OF GOOGLE MAPS)

2.4.3 The "Upper Avenue" northbound and southbound stops located approximately 150m north-west of the existing site access on Downs Road are both provided with timetable information via flag and pole as demonstrated in Figure 2-9 below.



FIGURE 2-9: "UPPER AVENUE" BUS STOPS (COURTESY OF GOOGLE MAPS)

2.4.4 The "Longwalk" northbound and southbound stops, located approximately 400m north-west of the site access are both provided with timetable information via flag and pole as demonstrated in Figure 2-10 below.



FIGURE 2-10: "LONGWALK" BUS STOPS (COURTESY OF GOOGLE MAPS)

2.4.5 Further bus stops are located at the shopping parade in the village centre approximately 600m from the site access, providing access to services to Gravesend, Sevenoaks, Wrotham and Rochester. These stops are provided to a high standard, with the eastbound stop provided with a shelter and seating, and both stops provided with a flag and pole with timetable information and take the form of layby arrangements. The stops are demonstrated within Figure 2-11 below.



FIGURE 2-11: ISTEAD RISE SHOPPING PARADE BUS STOPS (COURTESY OF GOOGLE MAPS)

2.4.6 Table 2-1 overleaf lists the services which are accessible from the bus stops in Istead Rise village, along with their frequencies.

SERVICE NO.	ROUTE	WEEKDAY SERVICE FREQUENCY	SATURDAY SERVICE FREQUENCY	SUNDAY SERVICE FREQUENCY
<b>All Stops</b>				
308	Gravesend - Meopham - Sevenoaks	<p>Southbound to Sevenoaks via Meopham Station 7 services (06:57, 09:26, 10:56, 12:26, 14:16, 16:56, 17:56). Northbound to Gravesend 7 services (10:16, 11:41, 13:11, 14:41, 16:45, 17:43, 18:43)</p>	<p>Examples below from Shopping Parade, other stops similar times.</p> <p>Southbound - 09:26, 10:56, 12:26, 14:26, 15:56, 17:56 Northbound - 08:43, 10:11, 11:41, 13:11, 15:11, 16:43, 18:43.</p>	N/A

Istead Rise Shopping Parade				
223	Gravesend - Weald of Kent School	School Service	N/A	N/A
306	Gravesend - Meopham - Vigo	School Service	N/A	N/A
416	Meopham - Gravesend - Meopham Secondary School	School Service	N/A	N/A
418 R/W	New Ash Green - Meopham - Wrotham School	School Service	N/A	N/A
695	Istead Rise - Meopham - Cobham - Rochester	School Service	N/A	N/A
M1	Kings Farm - Gravesend - Istead Rise - Meopham	School Service	N/A	N/A
VIGO1	Vigo - Meopham - Gravesend Boys' Grammar School	School Service	N/A	N/A

TABLE 2-1: BUS SERVICES AVAILABLE FROM STOPS IN ISTEAD RISE

2.4.8 A plan of the local bus routes within the vicinity of the site is included within Figure 2-12 overleaf and

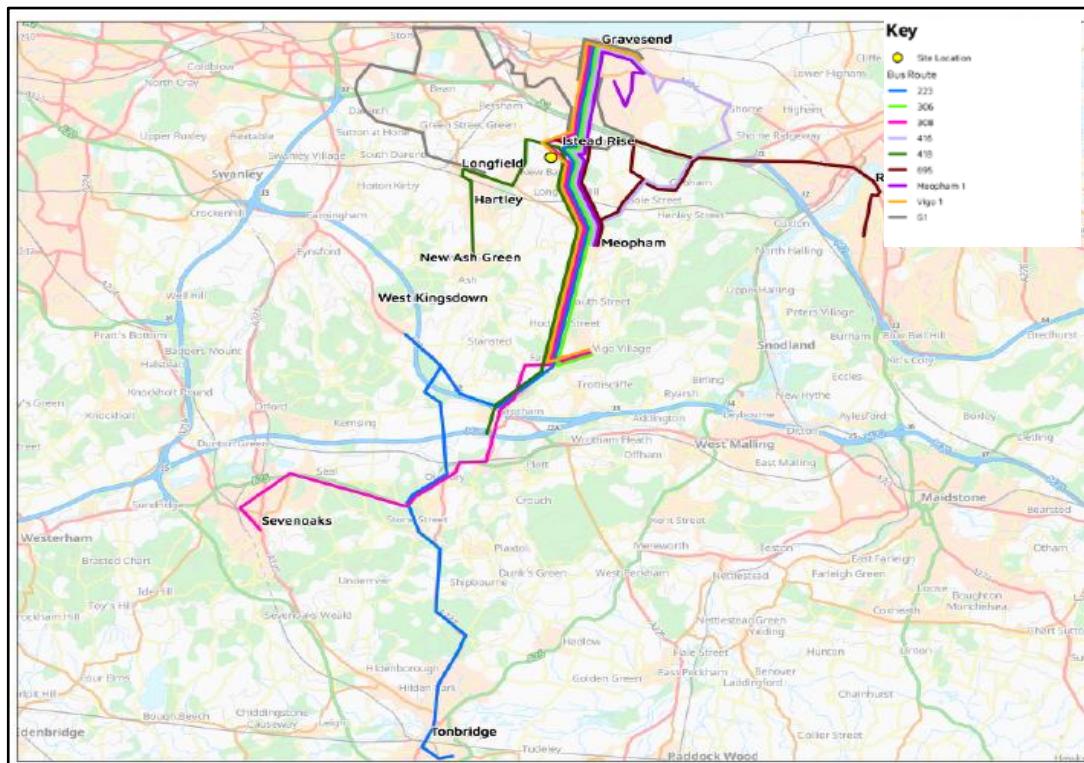


FIGURE 2-12: LOCAL BUS ROUTE MAP

2.4.9 Meopham Rail Station is approximately 2.4km south of the site, accessible in a 4-minute drive or a 13-minute bus journey (including 8-minutes of walking to the stops of Lewis Road). The station has 167 vehicle parking spaces (including 6 disabled spaces), plus 20 secure and covered cycle parking spaces. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.

2.4.10 Ebsfsfleet Rail Station is located 7.2km from the site, accessible via the cycle infrastructure shown in Figure 2-4 in an approximate 24-minute cycle. Ebsfsfleet International Rail Station is also accessible in an 8-minute car journey or a 40-minute bus journey via the 308 and E fastrack services. In addition to the rail services provided at Meopham, high-speed services are available every 15 minutes to London St Pancras International via Stratford International; an approximate 20-minute journey time. The station is operated by Southeastern and has approximately 5000 parking spaces, 84 of which are disabled spaces, with secure cycle parking for 44 cycles.

## 2.5 SITE ACCESSIBILITY

2.5.1 Istead Rise provides a number of everyday services and facilities within a short walking and cycling distance of the site. The site is afforded with a good level of pedestrian connectivity which links into the centre of Istead Rise and its shopping parade. It is noted that the gradient of Istead Rise road and route to the village shopping parade is steep and likely to exceed 1 in 12, affecting the ability of those potential future residents with mobility issues to access the village centre. This point will be addressed in further detail later within this TA.

2.5.2 Table 2-2 below lists a selection of these services, along with their approximate distances and walking times from the proposed site access.

FACILITY / SERVICE	WALK DISTANCE	WALK TIME
Bus Stops (Downs Road)	20m	<1 minute
Istead Primary School / Kiddiecare Kindergarten / Young Risers Pre-School	50m	<1 minute
St Barnabas Church	400m	7 minutes
Shopping Parade (Co-op food store, a convenience store, pharmacy, dry cleaners, restaurant, take-away restaurant and butcher shop)	600m	9 minutes
Hairdresser	600m	9 Minutes
Istead Rise Dental Clinic	600m	9 minutes
Community Centre	900m	13 minutes

TABLE 2-2: FACILITIES AND SERVICES LOCAL TO PROPOSAL SITE

2.5.3 Plans demonstrating the facilities and services within walking and cycling distance of the site is included at Figure 2-13 and Figure 2-14.

LAND AT ROSE FARM, GRAVESEND, KENT  
INTERIM TRAVEL PLAN

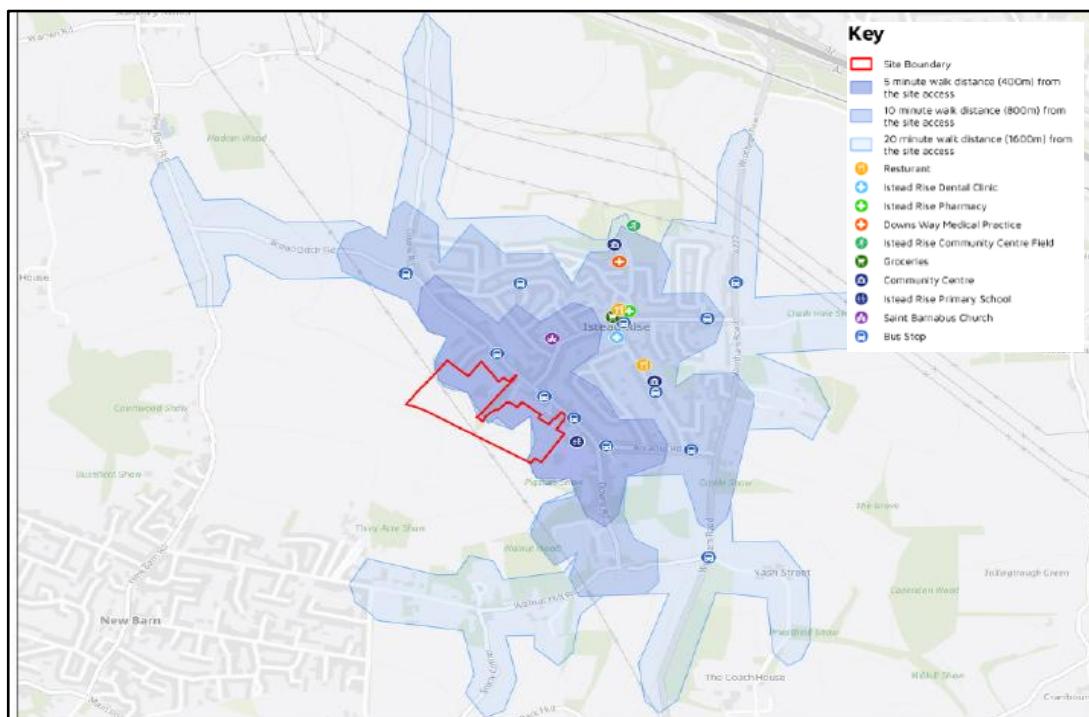


FIGURE 2-13: FACILITIES AND SERVICES WITHIN WALKING DISTANCE OF THE SITE

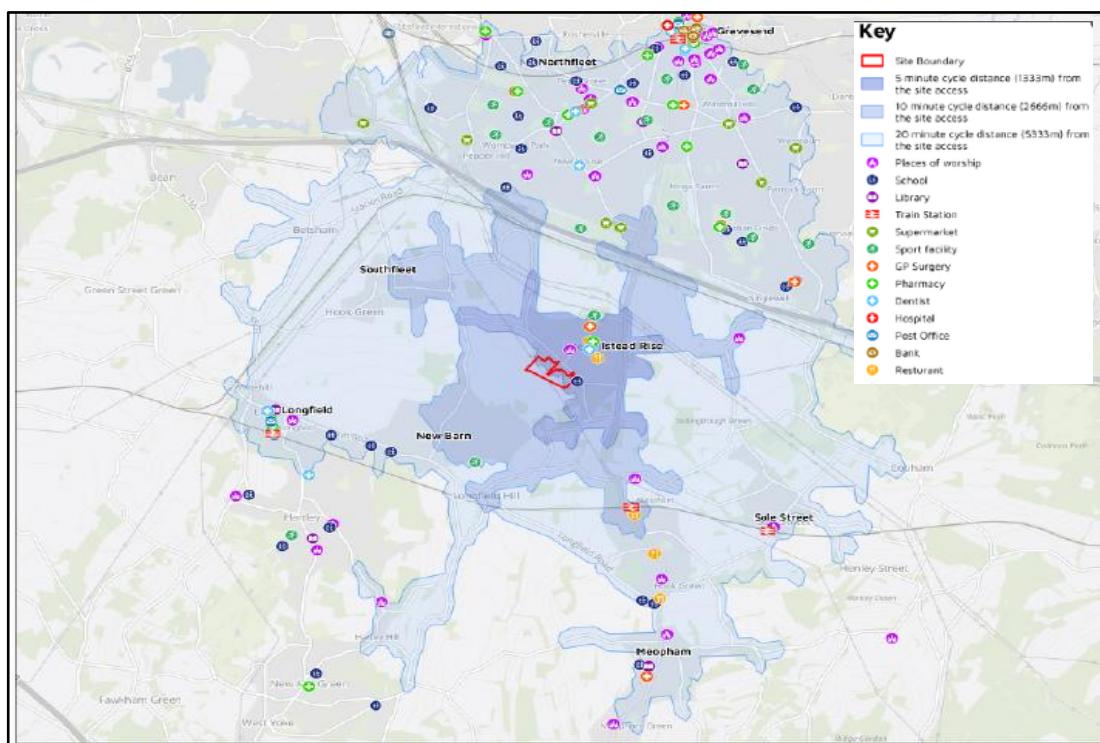


FIGURE 2-14: FACILITIES AND SERVICES WITHIN CYCLING DISTANCE OF THE SITE

2.5.4 The walk times provided above are based on a walk speed of 80m per minute; a figure which is widely used to estimate walk times. It aims to provide a typical average value that estimates it takes five minutes to walk 400m, ten minutes to walk 800m and so on.

2.5.5 The clearest national guidance on acceptable walking distances is provided in the Chartered Institution of Highways and Transportation (CIHT) 'Providing Journeys on Foot' (2000), which is routinely quoted in Transport Assessments and appeal decisions and is summarised in Table 2-3 overleaf. The local services and facilities listed in Table 2-2 are located within the 2km (or 25-minute) preferred maximum distance for commuting, school and sightseeing purposes.

	TOWN CENTRES (M)	COMMUTING / SCHOOL / SIGHT-SEEING (M)	ELSEWHERE (M)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

TABLE 2-3: CIHT SUGGESTED ACCEPTABLE WALKING DISTANCES

2.5.6 A wider range of services and facilities are available in Gravesend, approximately 6km north of the site and accessible in a 15-minute bus journey via the 308 service. Services and facilities include but are not limited to - shops, supermarkets, doctors surgeries, schools, employment opportunities and leisure centres.

## 2.6 DEVELOPMENT PROPOSALS

2.6.1 The proposed development comprises the construction of up to 154 residential dwellings, which will comprise a 50 / 50 split between affordable and private housing given the sites grey belt nature. The application is submitted in outline, with all matters reserved other than the means of access; however a summary of the indicative accommodation schedule is provided in Table 2-4 overleaf.

Unit Type	Private	Affordable
1-bed FOG / Apartment	-	20
2-bed house	10	32
3-bed house	29	25
4-bed house	33	-
5-bed house	5	-
<b>Total</b>	<b>77</b>	<b>77</b>

TABLE 2-4: INDICATIVE DEVELOPMENT ACCOMMODATION SCHEDULE

- 2.6.2 The indicative site layout plan is included at **Appendix A**.
- 2.6.3 Primary vehicular access to the site will be achieved via an enhancement to the existing access that serves Nos. 64, 68, and 70 Downs Road, to form a priority junction onto Downs Road. No. 64 will be demolished as part of the development proposals, with a 5.5m site access road located in its place.
- 2.6.4 Primary pedestrian access to the site will be achievable via the vehicular access. A 2.0m wide footway will be installed on the western side of the access, tying into the existing provision on Downs Road. An uncontrolled pedestrian crossing with a dropped kerb and tactile paving will be provided at the site access junction to enable pedestrians to cross.
- 2.6.5 An emergency access will be provided for the site via Long Walk, measuring 3.7m in width, and installed with a collapsible bollard, to be utilised as a shared pedestrian / cycle access.
- 2.6.6 Improvements to surrounding pedestrian and public transport infrastructure in the site vicinity are also proposed. Bus stops located within the vicinity of the site that will serve future residents include "Longwalk", "Upper Avenue" and the "Primary School" stops. The feasibility of improving these stops has been explored. Raised kerbs will be provided at all these stops, with a bus shelter also provided at the Downs Road southbound stop, provided with seating.
- 2.6.7 In accordance with the Public Transport Note, the applicant is willing to proportionately contribute to the sustaining / enhancing of the 308 service and discussions are ongoing at the time of writing to agree a suitable and proportionate contribution.
- 2.6.8 For future residents that wish to walk to the shopping parade in Istead Rise, it is proposed to install an uncontrolled pedestrian crossing point in proximity to Downs

Roads junction with Upper Avenue. This will ensure direct pedestrian access for users of all ranges of mobility / accessibility needs.

2.6.9 Vehicle and cycle parking will be provided at a level that is compliant with the applicable Gravesham Borough Council (GBC) and KCC standards, with cycle parking provided within the curtilage of dwelling. Electric Vehicle (EV) charging infrastructure will also be provided in line with the SPD.

## 3 OBJECTIVES AND TARGETS

### 3.1 OVERVIEW

3.1.1 This section sets out the objectives of the TP, as well as draft targets for the early years of the development.

3.1.2 Within three months of full occupation of the development, detailed travel surveys will be conducted to confirm the actual mode share of residents, which will inform the targets of the TP. The following sections give consideration to these potential targets. These will be refined and amended as necessary once the baseline mode share of the residents is established.

### 3.2 BASELINE MODE SPLIT

3.2.1 To assess the proposed development impacts on non-car modes, Census 2011 'Journey to Work' data has been assessed. From this, the mode share for employment-based trips originating in Middle-Layer Super Output Area (MSOA) Gravesham 012 - in which the site is located - can be established. Based on the development's total vehicle trip generation forecast of 643 trips per day (70 total movements in the AM peak and 74 in the PM peak), this mode share can be factored to provide the total trip generation for the site. Table 3-1 outlines the results of this exercise.

Mode	Development Mode Share	
	%	Trips
Walk	4%	24
Cycle	0%	3
Bus	4%	29
Car/Van	71%	458
Car Sharing	4%	26
Rail	14%	92
Other	2%	11
<b>Total</b>	<b>100%</b>	<b>643</b>

TABLE 3-1: DEVELOPMENT MODE SHARE FORECAST

3.2.2 Please note that this assessment is based on 'Journey to Work' data as above which skews the results towards longer trips outside of Istead Rise. In reality, it is expected that many short trips within the village or to Gravesham are able to be made on foot, by cycle or public transport.

3.2.3 It is noted that residents within MSOA Gravesham 013 have a 75 per cent total car driver mode share for journeys to and from work. A further 14 per cent of trips

are completed by train and four per cent undertaken on foot and by bus. Lesser proportions are assigned to the remaining transport modes.

### 3.3 TRAVEL PLAN OBJECTIVES AND TARGETS

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3.3.1 Objectives are the high-level aims of the TP, providing direction and focus for the Plan. It is important that realistic targets and objectives are set so that the TP can be monitored and reviewed to show whether they have been met. The objectives are set out with the overall aim to reduce private vehicle use and encourage a shift towards sustainable transport modes by residents of the development.

3.3.2 The overarching objectives of this TP are to overcome the challenges and optimise the opportunities of the proposed development by:-

- Providing the required information and incentives to users to encourage travel to and from the site via sustainable methods of transport;
- Reducing the transport-related environmental impacts associated with residents of the site; and
- Where possible, designing measures which could be incorporated into a wider TP network.

3.3.3 Based on the survey-based mode split and objectives above, an initial target has been set below to cover the first five-year period post-occupation of the development. This will be reviewed and amended as required following completion of the baseline travel surveys:-

- A minimum of **five per cent** reduction in single occupancy car travel, split between other sustainable modes of travel.

## 4 TRAVEL PLAN STRATEGY

### 4.1 OVERVIEW

4.1.1 A Travel Plan strategy that sets out the stages by which the TP will be developed and implemented is crucial. This strategy for the site is contained within this section of the report, and discusses how the TP will be managed and marketed, as well as who the key partners will be.

### 4.2 TRAVEL PLAN CO-ORDINATOR

4.2.1 A Travel Plan Coordinator (TPC) will be appointed to manage the TP prior to first occupation. The TPC will take a leading role in overseeing the implementation and management of the TP as well as being responsible for co-ordinating the monitoring of all travel surveys. The responsibilities of the TPC will include:-

- Obtaining and maintaining commitment and support from residents and employees;
- Ensuring that the measures set out within the TP are being implemented and promoted as necessary;
- Liaising with parties within the site and outside (e.g. stakeholders, public transport operators) to facilitate coordinated sustainable transport strategies and TP promotion;
- Liaising with the Kent County Council Travel Plan Officer;
- Giving advice and information on transport-related subjects to residents; and
- Coordinating the necessary data collection exercises and monitoring the TP programme.

4.2.2 The TPC for this site will be identified and appointed by Esquire Developments and will be appointed for a minimum of five years.

### 4.3 MARKETING AND PROMOTION

4.3.1 A principal marketing task within the first few months of implementation will be the distribution of information to all residents, ensuring that they are fully aware of the alternative modes of transport available. This information will be provided within a Travel Information Pack for residents, which will contain the following information:-

- Details of the TP measures, objectives and targets;
- Plans of walking and cycling routes in the area;
- Passenger transport timetable information for services in the vicinity of the site and onward connections, including train timetables and maps showing the nearest bus stops and routes;
- Contact details for local bus / train operators for ticket ordering;
- Contact details for local cycling groups and shops and information on cycle training courses; and
- Contact details for the TPC.

4.3.2 The development of the Travel Information Pack is an important element of the TP. It is essential that it contains the necessary travel information to suitably inform recipients. To ensure that the benefits of receiving it go beyond the first site residents, provision will be made to supply this information at least during the initial five-year period of the TP. This will be organised by the TPC when required.

4.3.3 It is important that there is continued marketing of the TP from the first day of occupation and thereafter. TP 'branding' is a key part of the promotion of any Plan. It is important for all users to have a brand that they recognise as it reinforces the TP, its initiatives, and what it seeks to achieve.

4.3.4 Helpful websites such as <https://www.traveline.info> and [www.sustrans.org](http://www.sustrans.org) provide further advice.

## 5 MEASURES

### 5.1 OVERVIEW

5.1.1 This TP does not set out to impose unrealistic anti-car targets, but instead aims to encourage residents to switch modes where possible. This section of the Plan sets out the measures that will be introduced to encourage the use of more sustainable modes.

### 5.2 WALKING AND CYCLING

5.2.1 Walking is a cheap and healthy form of transport over short distances. The cost of cycling is also low, and traffic congestion can often be avoided resulting in journey times that can be faster and certainly more predictable than those by car. Cycling is a particularly cost-effective and reliable alternative to public transport over short distances. To encourage walking and cycling, the following initiatives will be implemented:-

- Providing pedestrian footways on both sides of the site access connecting with the existing pedestrian infrastructure on the Downs Road and a 3.7m emergency access that will operate as a shared pedestrian / cycle access;
- Enhancements to surrounding pedestrian infrastructure to ensure direct access to local services and facilities;
- Providing secure and sufficient cycle parking for all residents;
- Providing Travel Information Packs to new residents, which will contain information regarding local pedestrian routes and cycle access, to encourage them to utilise this infrastructure;
- Developing a high-quality pedestrian environment within the site which links with the wider area;
- Informing and encouraging residents to attend cycle training courses and distribute information on cycle maintenance training courses; and
- Encouraging the use of local services and facilities.

### 5.3 PUBLIC TRANSPORT

5.3.1 Public transport has the capacity to move large numbers of people to and from the site. The proposed development enjoys ready access to regular bus services within a short walking distance. Meopham Railway Station is located

approximately 2.4km south of the site, accessible in a 4-minute drive or a 13-minute bus journey (including 8-minutes of walking to the stops of Lewis Road). The station has 167 vehicle parking spaces (including 6 disabled spaces), plus 20 secure and covered cycle parking spaces. The station is operated by Southeastern and provides services to destinations including London Victoria, Ramsgate and Dover Priory at a frequency of six trains per hour in all directions.

5.3.2 Raising awareness of public transport is therefore an important measure that the Plan will need to address. Benefits associated with public transport use include the following:-

- Less congestion on local roads;
- Reduced noise and pollution; and
- Greater support for viable local services.

5.3.3 The following initiatives are suggested to encourage the use of public transport by future site occupiers:-

- Information presented via Travel Information Pack, including the latest bus and train timetable information, ticket prices and discounts, as well as details of useful websites<sup>1</sup>;
- Enhancements to existing bus stop infrastructure on Downs Road;
- A proportionate contribution towards the increased service frequency of the 308 bus service;
- Re-routing of existing services within Istead Rise to route along Downs Road to assist those with mobility issues;
- Liaising with public transport operators about the possibility of providing 'taster' tickets (e.g. annual bus passes or Network Railcards) for new residents for a set period after occupation.

## 5.4 REDUCED CAR TRAVEL

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5.4.1 The use of private vehicles varies by land use, and whilst this can be reduced through encouraging other modes of transport, it cannot be totally eradicated for various reasons such as shift patterns, mobility issues, children, etc.

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<sup>1</sup> [https://www.connectedkentandmedway.org/ssp/kentv2/landing\\_page.jsp](https://www.connectedkentandmedway.org/ssp/kentv2/landing_page.jsp) and <https://www.traveline.info/>

5.4.2 The TP will encourage residents to make informed decisions about how they travel and will encourage the considered use of private cars.

5.4.3 Lift sharing offers a sustainable travel option with a number of advantages, as listed below:-

- Lessening traffic congestion on local roads and junctions;
- Reducing the environmental impact from residents getting to and from work;
- Saving money on fuel; and
- Providing the opportunity to socialise.

5.4.4 To make the scheme attractive however, incentives and marketing must be in place. Thus the following elements will be introduced to encourage lift sharing:-

- The promotion of Liftshare<sup>2</sup>, which links two or more people (not necessarily from the same site) travelling from the same place, and has a high rate of matches. Information packs can be requested online; and
- The provision of practical advice on car sharing, including publicising the benefits via Travel Information Packs for all residents.

## 5.5 TRAVEL INFORMATION AND PLANNING

5.5.1 Complete and easy-to-understand information about travel is an essential ingredient for a TP, since the first step towards behavioural change is for an individual to understand and consider the options which are realistically available to them. The TPC will seek to disseminate relevant transport information to residents in the following ways:-

- Make residents aware of the journey planning and 'real-time' information tools available;
- Source local public transport maps showing bus stops, railway stations, route destinations, public transport costs and discounts;
- Provide details of local and / or online road safety and cycle training courses;

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<sup>2</sup> <https://hub.liftshare.com/regional/kent>

- Source local cycling maps showing safe, lit routes for cyclists and local cycle repair shops; and
- Provide details of useful websites (e.g. for local bus operators and National Rail).

## 5.6 PROVISION FOR ELECTRIC VEHICLES (EVS)

5.6.1 The provision of EV charging infrastructure facilitates the uptake of low and ultra-low emission vehicles by residents. Charging infrastructure will be provided on-site in line with the requirements set out in Part S of the Building Regulations.

## 5.7 ECO DRIVER TRAINING AND DRIVER AIDS

5.7.1 Whilst the location of the proposal site provides opportunities for journeys to be undertaken by sustainable means, there will inevitably be some occasions where the use of the private car is unavoidable. However, this does not mean that measures to travel as sustainably as possible cannot be taken, such as driving in a more economical way.

5.7.2 Driving more economically involves (amongst other things):-

- Anticipating traffic movements further down the road and braking and accelerating smoothly in response to any change in traffic conditions;
- Changing to a higher gear as soon as possible and maintaining low Revolutions Per Minute (RPM);
- Checking tyre pressures regularly to ensure the safest and most fuel-efficient pressures are being maintained; and
- Turning off your engine when static for more than 60 seconds.

5.7.3 Further information about efficient driving will be included in the Travel Information Pack and can be found at:-

- <https://www.advanced-driving.co.uk/eco-driver-training/>

5.7.4 Aftermarket driver aids such as Lightfoot are also available, which encourage fuel-efficient driving habits by rewarding those who drive in an economical way. Rewards include discounts from certain car insurance and breakdown cover providers, as well as electronic goods and track day experiences. More information can be found at:-

- <https://www.lightfoot.co.uk/drivers>

## 5.8 REDUCING THE NEED TO TRAVEL

5.8.1 Working from home (when appropriate) or working flexible hours can provide significant benefits to all parties involved. A number of these benefits can be seen in the Table 5-1 below.

Employers	Employees
Reduction in commuter-related stress in staff which can lead to sickness	Helpful for parents who have young children and may need to stay at home with them
Increased staff productivity levels	Reduction in travel costs
Improves retention of employees	Reduction in time spent travelling
Widens the pool of applicants which can be recruited	Reduced stress associated with commuting
Saves office space	Can reduce local congestion

TABLE 5-1: FLEXIBLE AND HOME WORKING BENEFITS

5.8.2 The local community can also benefit from an increase in home working or flexi working as it could reduce local congestion at peak times, reduce the total number of cars on the road and reduce localised pollution.

5.8.3 Therefore, encouraging residents who may be able to work from home to do so can act as a significant step in reducing the number of vehicles on the highway network, particularly at peak times.

## 5.9 HOME SHOPPING

5.9.1 Home shopping is becoming increasingly popular due to the time saved in travelling, the convenience of shopping out of standard working hours, being able to compare prices of multiple retailers and the possible reduction in stress levels compared to shopping in a busy supermarket. Encouraging the use of home shopping can reduce the number of vehicles on the highway network, particularly during peak times.

## 6 MONITORING AND REVIEW

### 6.1 OVERVIEW

6.1.1 This TP is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to those using the site in future years. This section sets out the proposals for monitoring and reviewing the TP over the first five years of the operational life of the development.

### 6.2 MONITORING

6.2.1 Monitoring the TP will help to analyse and assess the progress that has been made towards the targets. By reviewing the Plan, it will also be possible to identify if initiatives are failing.

6.2.2 An annual review will serve to be both informative and promotional, advising on the progress of individual actions, setting out initiatives for the following period and commenting on the overall success of the TP. Travel surveys will be undertaken by the appointed TPC within three months of full occupation and then annually for the first five years.

### 6.3 REPORTING

6.3.1 As noted in the Action Plan below, the TPC will report the baseline survey results to Kent County Council within one month of the surveys. The Council will then review the results and, if necessary, the TPC will revise the targets accordingly. The results of the travel surveys will be included in the following revision of the Plan.

6.3.2 If agreed targets are not met, the TPC will agree measures with the Council to seek to address the identified issues. The TPC will be responsible for communicating the results of the monitoring surveys and resulting amendments to the TP.

## 7 ACTION PLAN

7.1.1 This section draws together the proposals for the TP implementation, monitoring and review. The actions which will be undertaken are summarised in Table 7-1 below and overleaf.

ACTION	RESPONSIBILITY	TIMESCALE
Appointment of Travel Plan Coordinator (TPC)	End occupier	Prior to occupation
Preparation of Travel Information Packs	TPC	Prior to occupation / ongoing
Install appropriate on-site cycle infrastructure	End occupier	Prior to occupation
Install appropriate on-site EV infrastructure	End occupier	Prior to occupation
Complete baseline travel surveys	TPC	Within three months of full occupation
Review baseline survey data, produce monitoring report and modify / agree TP	TPC	One month after undertaking surveys
Undertake monitoring surveys and provide an updated monitoring report	TPC	Annually, up to five years from the baseline survey (subject to survey results and agreement with KCC)
Ensure all residents have access to a copy of the TP	End occupier	On occupation / on-going
Provide plans to residents indicating local pedestrian and cycle routes	TPC	On occupation / on-going
Provide public transport timetable information	TPC	On occupation / on-going
Liaise with public transport operators to investigate 'taster' bus tickets for residents for first month	TPC	On-going
Creation of a 'Travel Information Pack' for new residents, with information regarding sustainable travel and local services	TPC	On occupation
Install and maintain EV charging facilities	End occupier	On occupation / on-going

TABLE 7-1: ACTION PLAN

APPENDIX  
A



# Esquire Developments



NOTES:  
 Do Not Scale.  
 Report all discrepancies, errors and omissions.  
 Verify all dimensions on site before commencing any work on site or preparing shop drawings.  
 All materials, components and workmanship are to comply with the relevant British Standards, Codes of Practice, and appropriate manufacturers recommendations that from time to time shall apply.  
 For all specialist work, see relevant drawings.  
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Rev Date Description

Project Title  
**Proposed Residential Development  
Istead Rise**

Drawing Description  
**Proposed Site Plan**

Scale 1:1000@A1  
 Drawn by JS  
 Date December 24  
 Checked by TWM

**CLAGUE ARCHITECTS**  
 62 Burgate, Canterbury Kent CT1 2BH 01227 762060  
 1 Kinsbourne Court, Luton Road, Harpenden, Hertfordshire AL5 3BL 01582 765102  
 8, Disney Street, London SE1 1JF 0203 597 6112  
 CANTERBURY LONDON HARPENDEN

0 10 20 30 40 50 100m  
 Scale 1:1000

Drawing Number 22628B / 10  
 Revision