

DENE HOLM, NORTHFLEET, GRAVESEND, KENT FRAMEWORK TRAVEL PLAN

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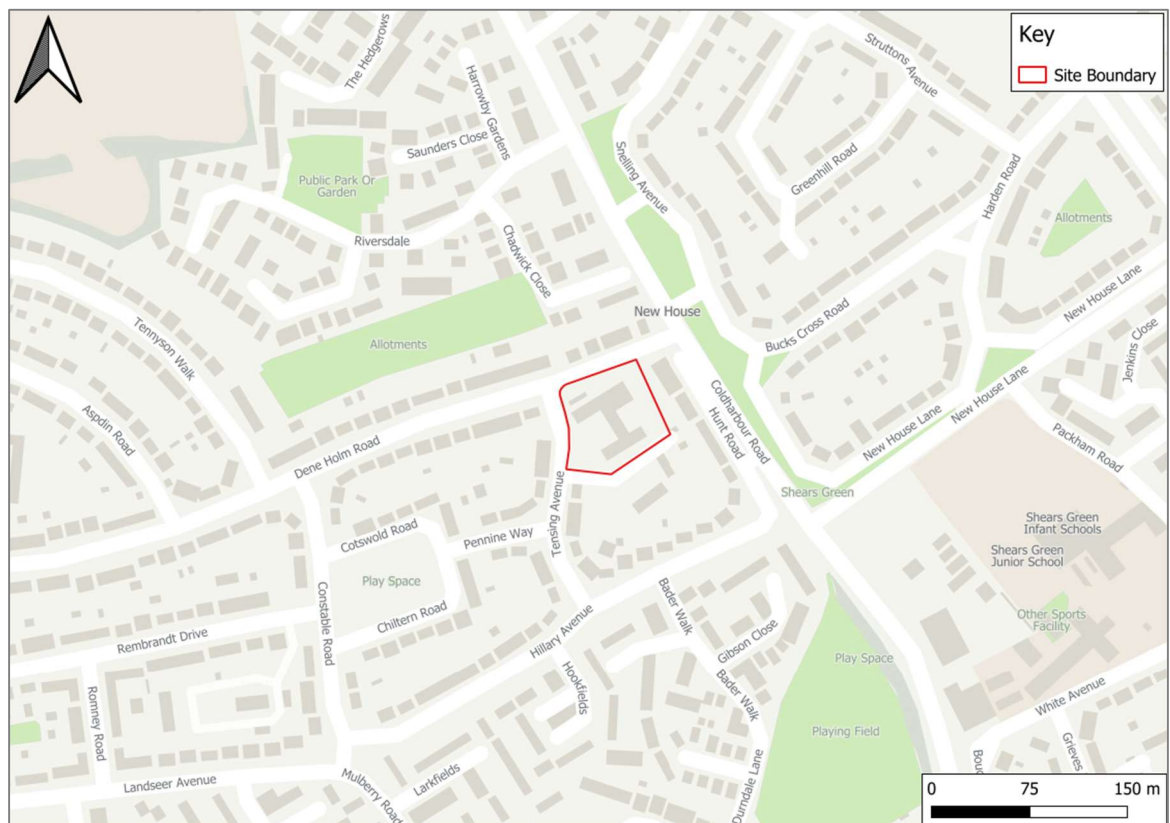


1 INTRODUCTION

1.1 SCOPE OF FRAMEWORK TRAVEL PLAN

- 1.1.1 This Framework Travel Plan (FTP) has been prepared by Velocity Transport Planning (VTP) on behalf of Building Construction Partnership (BCP) Limited ('the pre-applicant') in support of an emerging development proposal that comprises the erection of a new build, 60-bed residential care facility (Use Class C2) with 6 associated rehabilitation apartments together with associated access, parking, amenity areas and landscaping on land at Dene Holm, Northfleet in Gravesend, Kent, DA11 8JY.
- 1.1.2 The site encompasses an area measuring 0.47-hectares in size land located off the southern side of Dene Holm Road, approximately 50-metres west of the junction with Coldharbour Road. The site is located within an established residential area of Northfleet, approximately 3.0-kilometres south-west of Gravesend town centre. The site in context with the local area and highway network is shown in **Figure 1-1**.

Figure 1-1: Site Location Plan – Wider Context



- 1.1.3 The purpose of the FTP is to set out a long-term strategy aimed at encouraging future end-users (i.e. staff and visitors) to reduce their dependency on travelling by single occupancy vehicles (SOVs) in favour of the more sustainable modes such as car sharing, public transport, walking and cycling. To accomplish this aim, the document sets out measures and initiatives, appropriate to future end-users, thereby ensuring a targeted approach is applied. The FTP should be read in conjunction with the Transport Statement (TS) that has been prepared by VTP to accompany the planning application.
- 1.1.4 Consequently, this document therefore represents an initial strategy through which sustainable travel patterns and behaviour can be promoted amongst future end-users (i.e. staff and visitors) of the proposed care home. It is designed to be a flexible document, which will evolve over time, thereby ensuring that it remains relevant to all future end-users.
- 1.1.5 The preparation of this FTP has been informed by relevant national and local planning policy and best-practice guidance, including the Government's Planning Practice Guidance (PPG) on "Travel plans, transport assessments and statements" (first published March 2014), Kent County Council's Local Transport Plan 4 (LTP4), and Kent County Council transport assessment/travel plan guidance.

1.2 REPORT STRUCTURE

- 1.2.1 The remainder of this document is structured as follows:

- ⦿ **Section 2** provides a description of the site's location in context with the local area and considers the site's accessibility by a variety of travel modes.
- ⦿ **Section 3** provides an overview of the development proposals including consideration of the access, parking, delivery, and servicing arrangements.
- ⦿ **Section 4** outlines the aims and objectives of the FTP.
- ⦿ **Section 5** presents provisional mode share targets, which seek a progressive decrease in the proportion of future end-users travelling by SOVs and corresponding increase in those car sharing, using public transport, walking and cycling.
- ⦿ **Section 6** sets out a range of measures aimed at encouraging future end-users of the proposed care home to adopt sustainable travel patterns and behaviour for journeys to/from the site.
- ⦿ **Section 7** outlines the roles and responsibilities for the appointed Travel Plan Co-ordinator as well as proposes a strategy for the on-going monitoring and review of the FTP.
- ⦿ **Section 8** outlines the Action Plan detailing the timescales for when various initiatives would be implemented.
- ⦿ **Section 9** presents a summary of the FTP.



2 BASELINE CONDITIONS

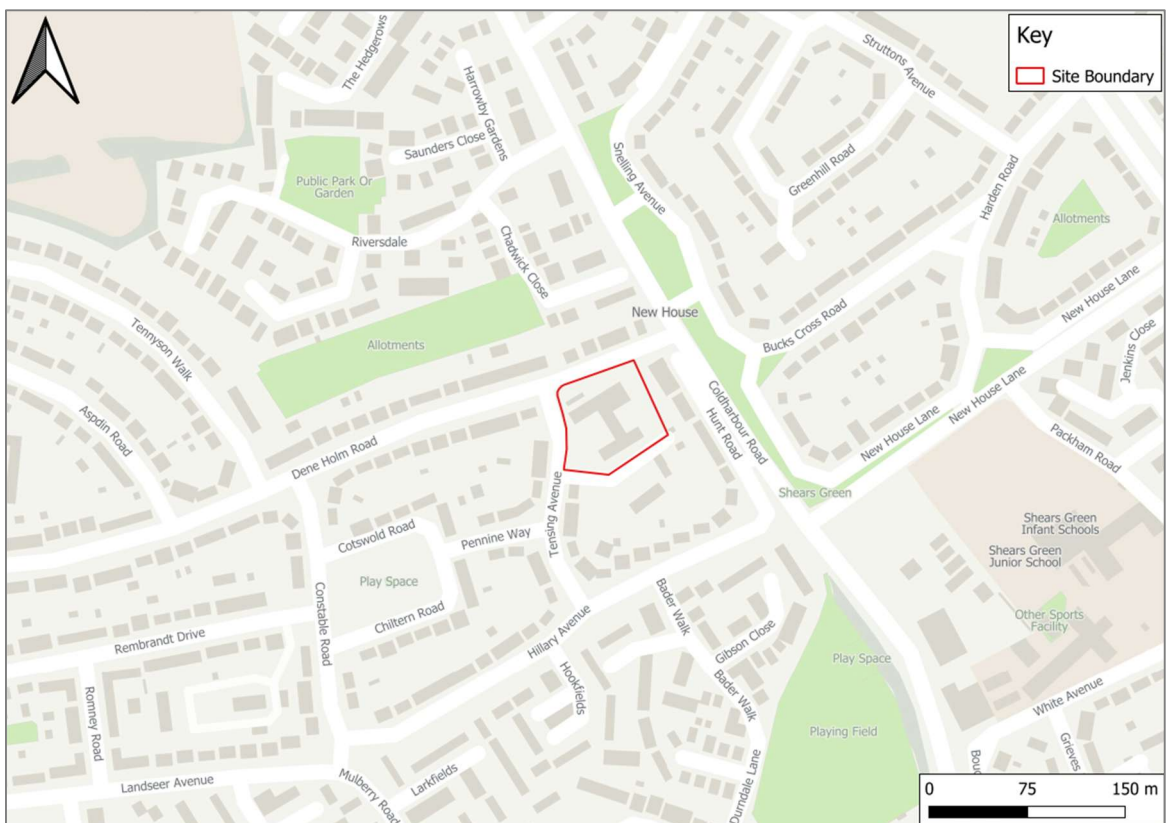
2.1 INTRODUCTION

- 2.1.1 This section of the FTP provides an overview of the baseline conditions including a description of the site in context with the local area, and its accessibility to various transport infrastructure/services by mode. It further assesses the safety characteristics of the highway network through analysing personal injury accident records.

2.2 SITE LOCATION AND CONTEXT

- 2.2.1 The site is bounded by Dene Holm Road to the north, residential properties situated off Hunt Road to the east, Everest Close to the south, and Tensing Avenue to the west. The site in context with the local area and highway network is shown in **Figure 2-1**.

Figure 2-1: Site Location Plan – Local Context



- 2.2.2 As shown in **Figure 2-2**, the site is served by a separate ingress and egress located off the southern side of Dene Holm Road. This provides access to a car park containing 10 spaces for staff/visitors, and bin store. A secondary access to an informal parking area and detached garage/storeroom is situated off Tensing Avenue, approximately 20-metres south of the priority give-way junction with Dene Holm Road.



Figure 2-2: View of Site's Existing Access Arrangements



2.3 LOCAL HIGHWAY NETWORK

- 2.3.1 Dene Holm Road is a two-way single carriageway road that measures approximately 6.8 metres in width with circa 2.0 to 2.5-metre-wide footways on either side. It is subject to a 30-mph speed and contains traffic calming measures in the form of speed cushions spaced at regular intervals (every 65-metres) along the entire length of the road.
- 2.3.2 Dene Holm Road forms an east/west link that serves the predominately residential area of Shears Green on the southern edge of Gravesend. Dene Holm Road intersects with Coldharbour Road and Painters Ash Lane approximately 50-metres and 950 metres to the east and west of the site's ingress, respectively. A right-turn lane facility is provided along Coldharbour Road to accommodate right-turn manoeuvres into Dene Holm Road.
- 2.3.3 Tensing Avenue is a single carriageway that operates as a two-way road that measures approximately 4.8 metres in width and 180-metres in length. It contains footways on either side and intersects with Dene Holm Road to the north, and Hillary Avenue to the south. Tensing Avenue adjoins Everest Close, which facilitates vehicular access to a number of residential units and rear parking courts and garages.
- 2.3.4 Coldharbour Road is a single carriageway that operates as a two-way road that measures approximately 10.0-metres in width and in the vicinity of the junction with Dene Holm contains footways and highway verges on either side. It is subject to a 30-mph posted speed limit.
- 2.3.5 The north-western end of Coldharbour Road, it forms a signalised crossroads junction with Hall Road, Earl Road, and Perry Street approximately 520-metres north-west of the give-way junction with Dene Holm Road. The south-eastern end of Coldharbour Road, it connects with the east and west on and off-slips of the A2 Watling Street (via Wrotham Road), the latter of which forms part of the Strategic Road Network (SRN).



2.4 WALKING AND CYCLING ACCESSIBILITY

WALKING

- 2.4.1 Walking and cycling play a vital role in healthy and active lifestyles and if convenient and safe links are available, there is significant potential to reduce the need for short journeys to be undertaken by single occupancy vehicles (SOV), in turn minimising levels of vehicular traffic on the surrounding local highway network.
- 2.4.2 Within the vicinity of the site, good quality and lit footways are present along either side of Dene Holm Road and Tensing Avenue. Dropped kerbs are provided at various intersections, which in-turn provide safe and direct walking routes to local bus stops and amenities including Painters Ash Post Office and Co-op foodstore available and accessible on-foot in the Shears Green area of Gravesend.
- 2.4.3 Coldharbour Road is located approximately 60 metres east of the proposed site's access points. Pedestrian footways are located on both the eastern and western side of the carriageway, measuring approximately 2.0 metres in width, and are present along the entirety of Coldharbour Road.
- 2.4.4 As shown in **Figure 2-3** there is an uncontrolled crossing with refuge island located approximately 13.0-metres south of the junction of Dene Holm Road/Coldharbour Road. This provides a safe and convenient access for future end-users (predominately staff and visitors) travelling on-foot to additional bus stops (Riversdale) as well as a number of food and non-food retail opportunities at Trade City, Morrisons, and Lidl.

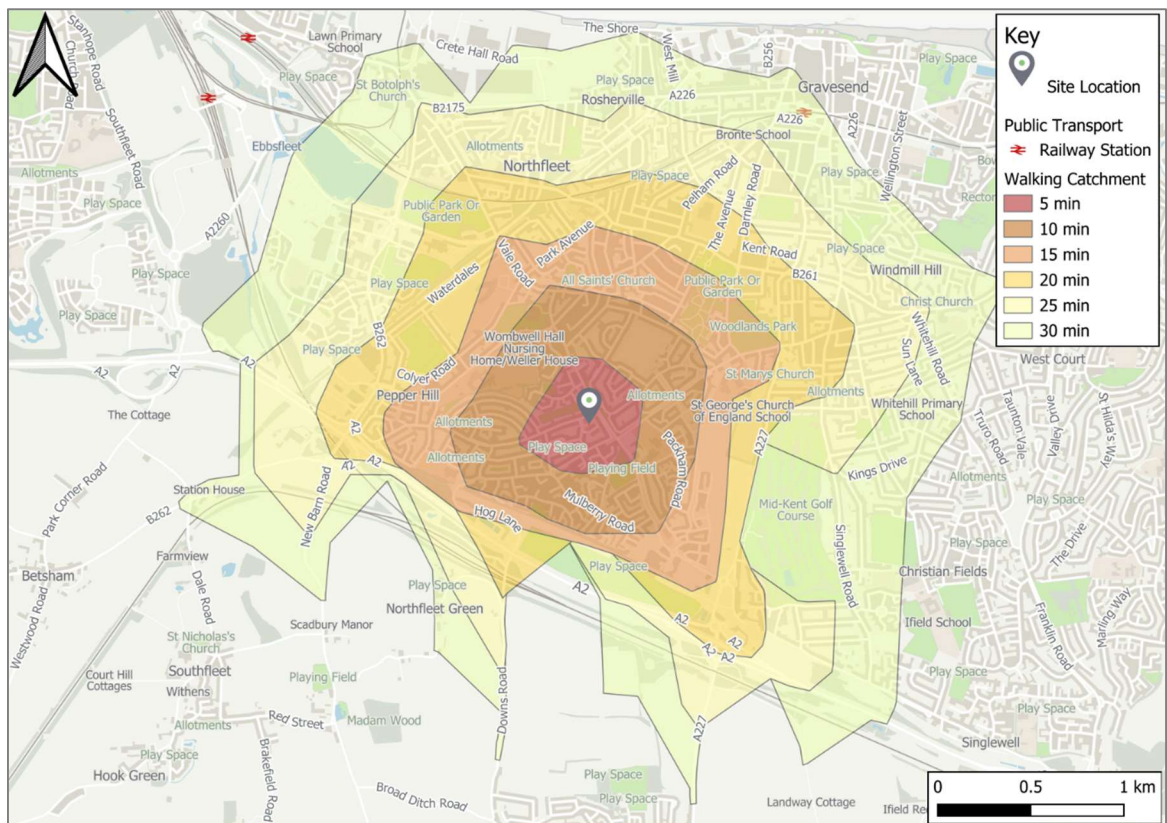
Figure 2-3: Uncontrolled Crossing Located along Coldharbour Road



2.4.5 The National Travel Survey notes that walking is the most frequent travel mode used for short-distance trips (within 1.0-mile / 1.6-kilometres). Infrastructure that supports efficient travel on foot is therefore of great importance to promoting sustainable and active travel and walking as a viable alternative to short car trips. **Figure 2-4** illustrates the walking catchment of up to 30-minutes from the site.

2.4.6 As demonstrated in **Figure 2-4**, the site benefits from being accessible on-foot to the established residential areas of Northfleet and Gravesend. Whilst Gravesend rail station is beyond the 1.6-kilometre distance threshold, it is still considered to be accessible on-foot from the site 2.6-kilometres (34-minute walk or 9-minute cycle). Gravesend rail station can also be accessed from the site via local bus routes.

Figure 2-4: Walking Accessibility Plan



CYCLING

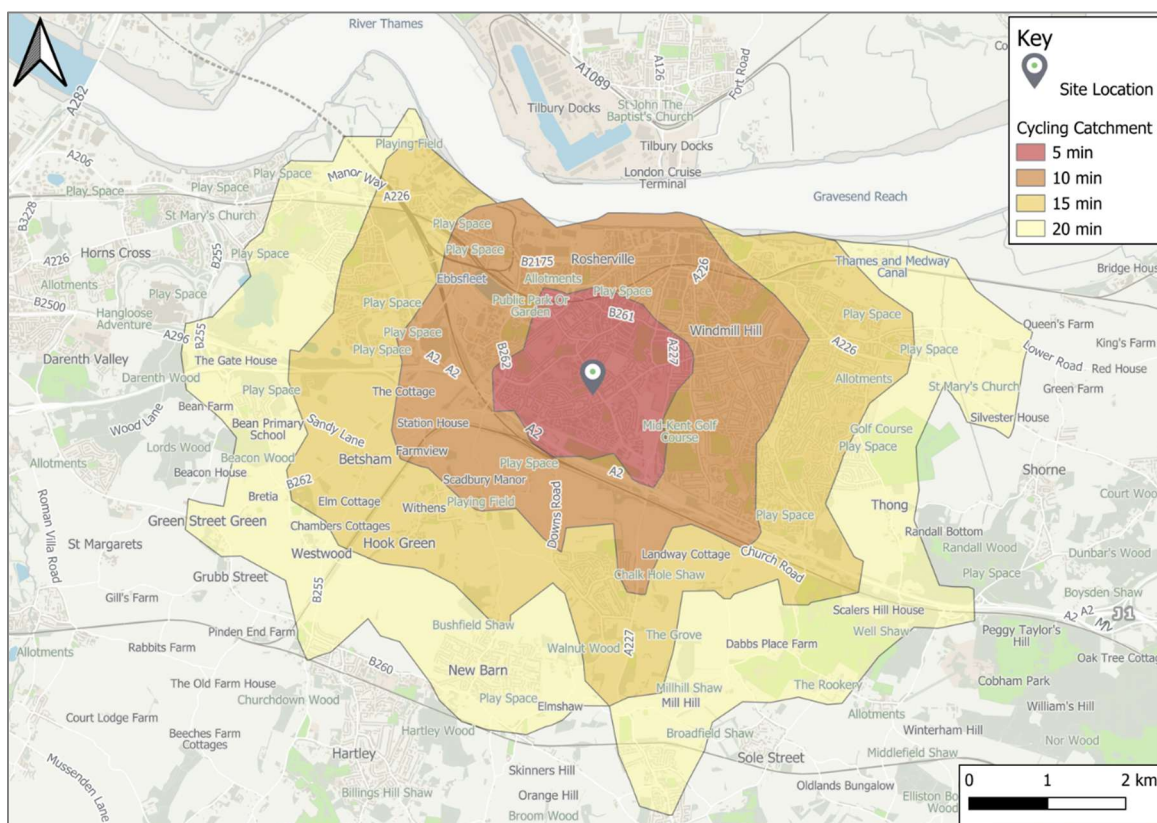
2.4.7 Cycling has the potential to substitute for short car trips, particularly those less than 5.0-kilometres in length, although it is noted that individuals cycle greater distances for various journey purposes.

2.4.8 Although there is no dedicated cycling infrastructure within the site, Dene Holm Road is lightly trafficked in nature and subject to low vehicle speed (i.e. 30-mph posted speed limit). Further, the carriageway width of the above-mentioned highway is generally sufficient to accommodate both motorised and non-motorised users in a safe and convenient manner, providing a favourable environment for cyclists undertaking journeys for various journey purposes.

2.4.9 As shown in **Figure 2-5** it is evident that the established residential areas of Northfleet and Gravesend, together with Gravesend rail station are within a 10-minute cycle journey time from the site. Consequently, there is potential for future end-users (staff and visitors) to cycle for all or part of their journeys to/from the site.



Figure 2-5: Cycle Accessibility Plan



2.5 PUBLIC TRANSPORT ACCESSIBILITY

BUS

- 2.5.1 The nearest bus stops are located along either side of Coldharbour Road (Northfleet, opposite Riversdale). The north bound bus stop is located circa 170 metres north of the site, and the south bound is located circa 230 metres north of the site. These bus stops currently comprise of simple flagpoles with timetable information, and the north bound stop has a bus cage.
- 2.5.2 As shown in **Table 2-1** these stops are served by 2 bus services (i.e. no.'s 483 and no.489), which connect the site to several local and regional destinations including Gravesend, Ebbsfleet and Swanscombe as well as Gravesend rail station.

Table 2-1: Summary of local bus services from Northfleet, opposite Riversdale

SERVICE NO.	ROUTE	FREQUENCY				
		WEEKDAY			WEEKEND	
		AM PEAK	OFF-PEAK	PM PEAK	SAT	SUN
483*	Gravesend - Bluewater	2	23	2	27	11
489*	Gravesend – New Ash Green	0	3	0	4	0

*Operated by Arriva Kent Thameside



RAIL

- 2.5.3 Gravesend rail station is located north of the site, approximately 2.5-kilometres (a 33-minute walk journey time and 8-minute cycle journey time) north of the site. The rail station can also be accessed directly via the no. 483-bus service from the nearest stops on Coldharbour Road (opposite Riversdale), taking approximately 12 minutes.
- 2.5.4 The rail station contains a total of 280 sheltered cycle parking spaces, providing an opportunity for staff and visitors to travel to and from the site by bicycle and then train to a number of local and regional destinations. There are 94 car parking spaces available at the rail station.
- 2.5.5 As shown in **Table 2-2**, Gravesend rail station provides access to local and regional destinations including St Pancras International, Dartford, Lewisham, Faversham and Luton.

Table 2-2: Summary of local rail services

DESTINATION	JOURNEY TIME	FREQUENCY
St Pancras International	24 mins	Every 30 mins
Dartford	12 mins	Every 30 mins
Lewisham	44 mins	Every 30 mins
Faversham	41 mins	Every 30 mins
Luton	2 hrs	Every 30 mins

- 2.5.6 Given the high frequency, duration and number of local destinations served by the existing bus and rail services, there is potential for future end-users (staff and visitors) to regularly travel by public transport for journeys to/from the site.

2.6 ACCESSIBILITY TO LOCAL AMENITIES

- 2.6.1 A key consideration of assessing the accessibility of a site is its proximity to a range of local services and facilities.
- 2.6.2 As shown in **Table 2-3** and **Figure 2-6**, the site is conveniently located within short walking distance (<2.0-kilometres) of a range of local amenities which are likely to cater for the convenience, healthcare and leisure needs of future end-users (predominately staff and visitors)

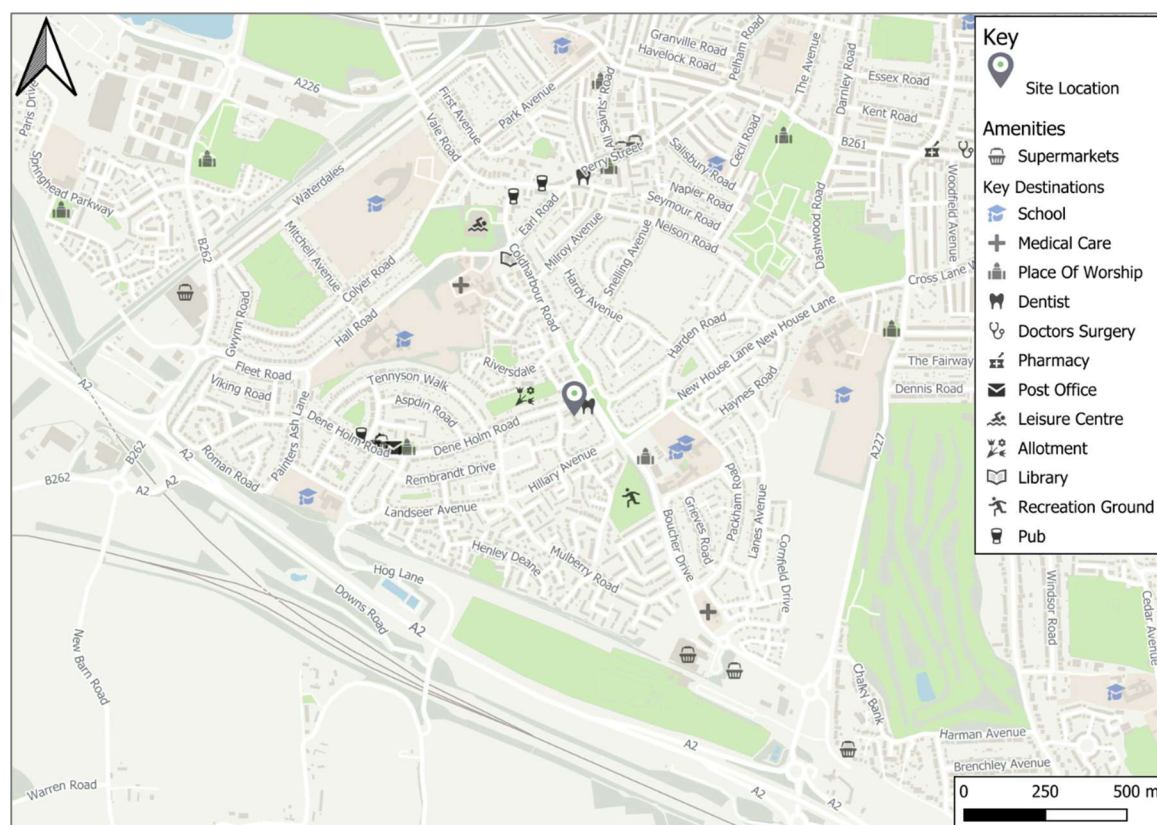
Table 2-3: Summary of local amenities accessible on-foot and by cycle

TYPE OF AMENITY	DESTINATION	DISTANCE (KILOMETRES)	WALK JOURNEY TIME (MINS)	CYCLE JOURNEY TIME (MINS)
Convenience	Dene Holm Road Post Office	0.6km	8mins	2mins
	Co-op Food	0.6km	8mins	2mins
	Morrisons Daily	0.6km	8mins	2mins
	10' Till 10	0.65km	9mins	3mins
	Morrisons	1km	14mins	6mins
	Lidl	1km	14mins	5mins
	Tesco Express	1.1km	14mins	4mins
Faith	Life Start Connections	0.35km	5mins	2mins
	Dene Holm Methodist Church	0.35km	5mins	2mins
	All Saints Church	0.9km	12mins	3mins
Healthcare	The Dental Practice	0.1km	2mins	2mins



TYPE OF AMENITY	DESTINATION	DISTANCE (KILOMETRES)	WALK JOURNEY TIME (MINS)	CYCLE JOURNEY TIME (MINS)
Leisure	J.D. Pender	0.65km	8mins	2mins
	Parrock Dental Services	0.9km	12mins	3mins
	NB Pharmacy	1.7km	23mins	7mins
	Old Road West Surgery	1.8km	24mins	7mins
	Durndale Recreation Ground	0.4km	6mins	2mins
	Cygnnet Leisure Centre	0.65km	9mins	2mins
	Coldharbour Library	0.55km	7mins	2mins
	Deneholm Road Allotments	0.17km	2mins	1min
	The Painters Ash Pub	0.7km	9mins	2mins
	The Six Bells Pub	0.75km	10mins	3mins
	The Earl Grey	0.9km	12mins	3mins

Figure 2-6: Local Amenities Plan



2.7 SUMMARY

2.7.1 The review of the baseline conditions demonstrates:

- The site benefits from being accessible on foot, by cycle, and by public transport infrastructure and services, which provide a good level of connectivity to a host of local and regional destinations, as well as a wide range of amenities likely to cater to the everyday needs of future staff and visitors.
- Consequently, in accordance with the main aims and objectives of national, regional, and local planning policy, the development proposals would provide numerous opportunities for future



staff and visitors to adopt long-term sustainable travel patterns and behaviour for journeys to and from the site.



3 DEVELOPMENT PROPOSAL

3.1 INTRODUCTION

- 3.1.1 This section of the report describes the development proposal including a consideration of the proposed access, parking, delivery/servicing, and emergency access arrangements in context with national, regional, and local design best practice guidance.

3.2 OVERVIEW

- 3.2.1 The emerging development proposals comprise the erection of a new-build, 60-bed residential care facility (Use Class C2) with 6 associated rehabilitation apartments together with associated access, parking, amenity areas and landscaping on land south of Dene Holm Road, east of Tensing Avenue, and north of Everest Close in Northfleet.

- 3.2.2 The proposed layout, prepared by RDT Architects is shown in **Figure 3-1**.

Figure 3-1: Proposed Site Plan



3.3 PROPOSED ACCESS ARRANGEMENTS

VEHICLE

- 3.3.1 The proposed care facility would be served by a new vehicular access, located off Dene Holm Road, in the same position as the site's existing ingress. This access would facilitate direct access to a car park comprises of 19 spaces as well as a row of parking spaces located outside of the red line boundary. The site's existing egress would be closed with the dropped kerb reinstated as a footway and soft landscaping.
- 3.3.2 The site's existing access off Tensing Avenue, would be retained to facilitate access to an ambulance/delivery bay and dedicated cycle and bins stores of the proposed care facility building.
- 3.3.3 An additional access would be created off Tensing Avenue, approximately 50-metres south of the junction with Dene Holm Road. This access would take the form of a bellmouth junction and facilitate access to 6 additional car parking spaces available for staff and visitors. Future residents are not envisaged to all own a vehicle or to have access to one.

PEDESTRIAN ACCESS

- 3.3.4 As presented in **Figure 3-1**, the site will have two pedestrian access points:
- The main pedestrian access to the main care facility building is proposed from Dene Holm Road. The access would be 1.5-metre-wide footway located circa 6.0 metres to the west of the vehicular access.
 - The secondary pedestrian access to the main entrance of the rehabilitation apartments is proposed from Tensing Avenue. The access would be 1.5-metre-wide footway located to the south of the vehicular access. This footway would also facilitate access to the bin store for the proposed apartments and associated amenity gardens.

3.4 PROPOSED PARKING ARRANGEMENTS

CAR

- 3.4.1 As shown on the proposed site plan, a total of 25 car parking spaces are proposed (including 2 disabled spaces), and one ambulance/delivery bay.

CYCLE

- 3.4.2 As shown on the proposed site plan, a total of 10 spaces would be provided in a dedicated cycle store located in between the bin store and ambulance/delivery bay, off the western side of Tensing Avenue.

3.5 PROPOSED DELIVERY AND SERVICING ARRANGEMENTS

WASTE REFUSE AND RECYCLING

- 3.5.1 The proposed site plan includes a dedicated bin store serving the care facility building, located within the on-site servicing area. The servicing area has been designed to accommodate the majority of delivery and servicing vehicles; however, it does not provide sufficient space for a large refuse vehicle to undertake a three-point turn. It is therefore proposed that the refuse vehicle would reverse into the servicing area from Tensing Avenue and exit the site in forward gear.



- 3.5.2 A dedicated bin store is also proposed for the six rehabilitation apartments, located within the visitor car park. In this instance, the refuse vehicle would be expected to stop on Tensing Avenue for collection.

DELIVERY AND SERVICING

- 3.5.3 Delivery and servicing will be accommodated on site within the servicing area accessed from Tensing Avenue. Most deliveries are expected to be undertaken by vans and cars, however, should occasional deliveries by 10m rigid vehicles take place this would be accommodated by the vehicle reversing onto the site.

EMERGENCY ACCESS

- 3.5.4 The design of the proposed layout provides sufficient space for a fire tender to enter and exit the site's main access off Dene Holm Road in forward gear (via internal turning head), in a safe and convenient manner without overrunning adjacent car parking spaces, footways, and areas of soft landscaping.

PROPOSED TRO

- 3.5.5 To maintain unrestricted access to the on-site servicing area and to ensure the proposed refuse collection strategy can operate as intended, it is proposed to secure a permanent Traffic Regulation Order (TRO) to introduce single yellow line restrictions on the relevant section of Tensing Avenue. The restrictions would operate between 07:00 and 17:00, thereby preventing daytime kerbside parking along the western side of the carriageway and enabling a refuse vehicle to reverse into the servicing area.

3.6 PROPOSED OPERATION

- 3.6.1 It is envisaged that the proposed care home would provide for all levels of care for elderly residents aged over 55-years with varying levels of physical disabilities.
- 3.6.2 The Department of Health's National Minimum Standards Care Home Regulations (3rd Edition) publication (2006) sets out the minimum ratios of care staff to residents. Standard 27 specifies that *"Staffing numbers and skill mix of qualified/unqualified staff are appropriate to the assessed needs of the service users, the size, layout and purpose of the home, at all times."* The following minimum standards should be applied to any care home:
- ⊙ A recorded staff rota showing which staff are on duty at any time during the day and night and in what capacity is kept.
 - ⊙ The ratios of care staff to service users must be determined according to the assessed needs of residents, and a system operated for calculating staff numbers required, in accordance with guidance recommended by the Department of Health.
 - ⊙ Additional staff are on duty at peak times of activity during the day.
 - ⊙ There are waking night staff on duty in numbers that reflect the numbers and needs of service users and the layout of the home. In care homes providing nursing this includes registered nurse(s).
 - ⊙ Staff providing personal care to service users are at least aged 18; staff left in charge of the home are at least aged 21.
 - ⊙ Domestic staff are employed in sufficient numbers to ensure that standards relating to food, meals and nutrition are fully met, and that the home is maintained in a clean and hygienic state.



- 3.6.3 All staff working hours are generally staggered in shift patterns, which are typically scheduled as follows: -
- Nursery Staff (Approximately 20 staff shift per day)
 - 08:00 – 14:00 (Day Shift) – 9 dailies
 - 14:00 – 20:00 (Day Shift) – 6 dailies
 - 20:00 – 08:00 (Night Shift) – 4 dailies
 - 08:00 – 16:00 (Manager Shift) – 1 daily
- 3.6.4 A proportion of staff would also regularly cover a full day shift (08:00 – 20:00) instead of working split shifts over two days. Other non-nursing staff include:
- Domestic and KP Staff
 - 09:00 – 15:00 – 4 daily on average
 - 16:30 – 20:00 – 1 daily.
 - Chef
 - 06:45 – 18:45 – 1 daily
 - Receptionist
 - 08:30 – 13:30 – 1 daily (4 days a week).
- 3.6.5 In addition to regular staff members employed by the future care home operator, a number of external consultants would be required to visit the site and provide additional services at various times throughout a typical week. The range of services and frequency throughout a typical weekday are as follows: -
- Doctors – 2 visits per week;
 - Hairdresser – 1 visit per week;
 - Chiropodist – 1 visit every 6 weeks;
 - Physiotherapist – 2 visits per day; and
 - Dentist – by appointment when requested.
- 3.6.6 It is evident that during the peak daytime period (i.e., 09:00 – 13:30), a total of up to 20 members within a mixture of roles would be working on-site at any one time.
- 3.6.7 All of the visitors to the care home would arrive with equipment and therefore car travel would be essential. It is considered that these part-time specialist visitors, who visit the site on an infrequent basis, would simply increase their duration of stay at the care home to serve other residents, rather than increase the number of trips made.
- 3.6.8 Visiting hours would be unrestricted with guests arriving/departing to/from the proposed care home at any time to visit residents.
- 3.6.9 The majority of the residents are unlikely to be travelling by private car to/from the proposed care home for various journey purposes. On the rare occasions, future residents depart the care home they would be escorted by the care home staff or family members/appropriate visitors.



4 AIMS AND OBJECTIVES

4.1 INTRODUCTION

- 4.1.1 This FTP is designed to encourage staff and visitors to travel sustainably and to help them consider their transport options when travelling to and from the proposed care home. In accordance with policy objectives at local and national levels, the purpose of this TP is to formalise a strategy to promote access by public transport, walking and cycling, and to reduce the reliance on the private car.

4.2 AIM

- 4.2.1 The primary aim of this FTP is to achieve a reduction in single-occupancy car-borne travel for essential and non-essential journeys made by staff and visitors. This will reduce the impact of such travel on the environment by:

- ⦿ Minimising single-occupancy travel by private car where practically possible, to achieve fewer trips from the care home development than would otherwise be the case;
- ⦿ Reducing congestion on surrounding roads and effect of development-related traffic on emissions, noise, visual intrusion and road traffic accidents;
- ⦿ Ensuring staff and visitors are aware of their travel options as well as creating a safe and accessible location for people to work and visit; and
- ⦿ Having a positive long-term impact on the environment and personal health.

4.3 OBJECTIVES

- 4.3.1 The aims of the FTP are supported by objectives that are in accordance with local and national policies. The key objectives are:

- ⦿ To achieve fewer single occupancy vehicle trips to and from the care home development;
- ⦿ To encourage car sharing, particularly amongst those staff that reside in proximity to each other and work compatible hours as a means of minimising travel by private car, where practically possible;
- ⦿ To promote and encourage the use of public transport as a suitable and feasible alternative method of travel to the private car;
- ⦿ The promotion and encouragement of walking and cycling as a means of transport or as part of a journey in conjunction with other modes of transport, as well as their health benefits;
- ⦿ To develop a possible partnership approach in travel-related matters between the future operator of the care home and key stakeholders including the local community, and the planning / highways authorities;
- ⦿ The promotion of the FTP itself and its specific measures to raise awareness of the overall benefits of using sustainable modes of transport.



5 TRAVEL PLAN TARGETS

5.1 INTRODUCTION

- 5.1.1 This section of the document sets out the methodology for deriving provisional mode share targets, which aim to seek a progressive decrease amongst future end users (i.e. staff and visitors) to travel by SOV for journeys to/from the proposed care home.

5.2 TARGETS

- 5.2.1 Targets are tailored to deliver the objectives of the Travel Plan and must be Specific; Measurable; Achievable; Realistic and Timed (SMART).

- 5.2.2 Two types of targets are considered. 'Action' type targets are physical actions that can be achieved by a set date, for example appointing a TPC, whilst 'Aim' type targets are those which relate to outcomes achieved through the implementation of measures, for example, achieving a change in mode split compared to a baseline. It is proposed to set both 'Action' type targets and 'Aim' type targets.

ACTION TARGET

- 5.2.3 The following Action targets are proposed:

- ⦿ Raise awareness to the staff members about sustainable travel opportunities and their benefits at the first occupation of the building :
- ⦿ How to contact the TPC;
- ⦿ The available bus services;
- ⦿ The rail services which are available;
- ⦿ The range of local facilities and amenities which are within walking distance and the health benefits of travel by foot;
- ⦿ The cycle parking facilities provided for staff members within the site and the health benefits of cycling; and
- ⦿ Provide high-quality cycle parking.

- 5.2.4 Achieving this specific and timed target will be measured by implementing marketing and awareness-raising measures which will be reported to the Local Authority. This target links directly to all three objectives of the Travel Plan.

AIM TARGETS

- 5.2.5 The principal target of the FTP would aim to achieve a 10% modal shift from SOV to the more sustainable modes of car sharing, public transport, walking and cycling over the lifetime of the Travel Plan (5-years).



6 SUSTAINABLE TRAVEL INITIATIVES

6.1 INTRODUCTION

- 6.1.1 This section outlines a number of 'hard' infrastructural and 'soft' information-led measures, which will be implemented, refined, and expanded on throughout the lifetime of the Travel Plan; a five-year period commencing after the care home becomes operational.
- 6.1.2 As far as is possible, the sustainable travel measures / initiatives outlined in this section of the report are designed to be suitable for review and monitoring. However, this list is not exhaustive, and the Travel Plan Coordinator (TPC) will be free to investigate other potential initiatives.
- 6.1.3 Whilst some of the travel initiatives may be implemented from the commencement of occupation of the care home development, others will need to be determined once a review of the initial staff and visitor travel surveys have been completed.

6.2 TRAVEL INFORMATION

- 6.2.1 A Travel Information Pack will be provided to all staff and will provide information on car sharing, public transport services available, the location of bus stops, railway station, bus routes, timetables and fare information as well as a list of useful public transport and journey planning websites. The packs will also include information about the health benefits of active travel in addition to comprehensive details of safe pedestrian and cycle routes to and from the site. Details of the TPC will also be provided within the packs offering a personalised travel planning service for staff.
- 6.2.2 A notice board will be placed in staff areas which will display information relevant to all modes of travel that are available to and from the care home. Information will include details of car sharing, public transport timetables, local pedestrian and cycle routes, in addition to upcoming local or national travel events and contact details for the TPC.

6.3 CAR SHARING

- 6.3.1 Information on the benefits of car sharing, how staff can go about doing so and local car share schemes e.g. liftsahre.com will be made available to all staff. The database is for anyone to sign up to and search for others who share similar or matching journeys to work, thereby aiming to reduce the number of car journeys to and from the proposed care home.
- 6.3.2 The TPC will investigate setting up an internal car share database which will hold details of staff who are interested in car sharing and their journey to work. In this way, staff who live near each other can be introduced. The database will be managed by the TPC.



6.4 WALKING AND CYCLING

- 6.4.1 As part of the proposed care home, staff will be provided with access to shower facilities, thereby providing the opportunity to travel on foot or by cycle.
- 6.4.2 The development will provide a total of 10 cycle parking spaces. The level of utilisation will be monitored by the TPC on a regular basis. In the event that demand exceeds supply, additional cycle parking facilities will be provided.
- 6.4.3 The TPC will liaise with the prospective operator of the care home to consider implementing a 'Cycle to Work' scheme whereby staff would be able to purchase a cycle via salary sacrifice.
- 6.4.4 Staff will be made aware of local cycle maintenance sessions, which cover basic maintenance and offer the opportunity for staff to ensure their cycles are road safe. Staff will also be provided with information on local cycle training sessions and courses.

6.5 PUBLIC TRANSPORT MEASURES

- 6.5.1 Staff will be provided with local timetable and fares information and routes for the bus and rail services via the travel information pack, personalised travel planning sessions and the travel notice board. This will also include information on local journey planning websites.
- 6.5.2 The TPC will liaise with the local public transport operators to explore the potential of obtaining discounted bus tickets on behalf of staff. Furthermore, the TPC will explore the potential to offer interest free loans for bus / rail season tickets.

6.6 PERSONALISED TRAVEL PLANNING

- 6.6.1 All staff will be offered the opportunity to discuss their travel needs with the TPC through Personal Travel Planning sessions. This will help staff to consider all the options available in terms of mode choice and to understand the role of the Travel Plan.

6.7 RECRUITMENT

- 6.7.1 Where possible, the future operator will be encouraged to adopt a local employment policy, by advertising various roles / positions in local newspapers / job centres etc. Staff that reside within a short walk / cycle distance of the site are more likely to adopt sustainable travel behaviour and patterns, than those live-in further away who would be more car dependent.



7 MANAGEMENT, MONITORING AND REVIEW

7.1 TRAVEL PLAN CO-ORDINATOR

7.1.1 To ensure the effectiveness of the FTP in achieving set aims / objectives and mode share targets, the future operator of the proposed care home would appoint a Travel Plan Co-ordinator (TPC) to manage the implementation of the RTP. Once appointed, the contact details of the TPC would be issued to KCC's Travel Plan Officer.

7.1.2 It is envisaged that the TPC would dedicate circa 2-days per month to undertake the role, although this will be reviewed on a regular basis and remain flexible. The future operator would liaise with KCC's Travel Plan Officer to inform them of any changes to personnel / contact details of the TPC.

7.1.3 The TPC would be responsible for the implementation, communication, monitoring and management of the defined aims and objectives. The responsibilities of the TPC are to:

- ⦿ Oversee the development and implementation of the FTP;
- ⦿ Set-up, administer and service the FTP steering group / committee and provide effective communication at all levels;
- ⦿ Raise awareness of the FTP through the implementation and promotion of effective marketing campaigns through a range of media including a community website and regular newsletters / leaflet drops etc.;
- ⦿ Act as the point of contact for all residents on a day-to-day basis;
- ⦿ Organise the necessary surveys or other data collection exercises required to develop / review the Travel Plan.
- ⦿ Act as the point of liaison with external organisations such as KCC and public transport operators;
- ⦿ Coordinate the monitoring programme for the Travel Plan;
- ⦿ Ensure survey results and monitoring are submitted to KCC Travel Plan Advisor in Years 1, 3 and 5 for approval; and
- ⦿ Control the budget for the development of the FTP to ensure its efficient and effective use.

7.2 COMMUNICATION

7.2.1 The success of the Travel Plan will rely on the support of staff of the future operator. The TPC will need to ensure that the principles and initiatives within the Travel Plan are fully understood and will act as the first point of contact for any Travel Plan related issues or queries. Continual monitoring of the Travel Plan will need to be a progressive and staged process.



- 7.2.2 Promotional material will also be used periodically to highlight the TP initiatives. The promotional material will include advice on the appropriate channels for raising specific transport-related matters, encouraging staff to contact the nominated TPC who in turn will liaise with the appropriate authorities. Promotional material, both in paper and digital formats, will be used to highlight the Travel Plan initiatives. Future staff will also be made aware of any changes to TP initiatives through various media outlets including flyers.

7.3 MONITORING

- 7.3.1 A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan can be evaluated. Monitoring and review will be the responsibility of the TPC for reporting purposes. Information gathered through the monitoring process will be recorded for input to the review process.
- 7.3.2 The monitoring of the FTP to be undertaken annually in the form of staff and visitor travel surveys / questionnaires. Multi-modal counts will be undertaken by a 3rd party on a biennial basis at the cost of the applicant. Approximately 6 months post-occupation (i.e. prior to the first review of the FTP), a comprehensive travel survey will be undertaken, using standardised methodology.
- 7.3.3 Travel surveys will be regularly issued and structured to provide a robust level of information from which comparative assessments of travel demand can be made but also to encourage recipients to detail any ideas or comments they may have on the success or otherwise of the Travel Plan.
- 7.3.4 As part of the monitoring process the following measures incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence. The format of the survey will comply with the KCC's standards and will seek to establish the following:
- ⦿ The number of trips made per day (by day of week) and mode of travel by journey purpose;
 - ⦿ Opportunities for linked trips by journey purpose;
 - ⦿ Particular needs for the use of a private car for work or other purposes (as applicable – likely to focus on needs of disabled staff and visitors);
 - ⦿ Special needs requirements;
 - ⦿ Monitor issues surrounding access and car parking;
 - ⦿ Attitudes towards other travel arrangements that could be considered and ways in which they could be encouraged to do so; and
 - ⦿ Liaise with local public transport operators and other relevant local bodies to establish the level of demand for local services and to provide services that meet the need of staff and visitors.
- 7.3.5 Information gathered through the monitoring process will be recorded for input to the review process.
- 7.3.6 Monitoring schedules which adhere to KCC's guidance would be followed, as set out below:
- ⦿ Trigger points for conducting the first review;
 - ⦿ Multi-modal counts conducted annually after the initial FTP trigger point has been reached;
 - ⦿ Biannual monitoring reports thereafter for the initial 5 years after the care home becomes operational; and
 - ⦿ A requirement after 5 years to outline how future monitoring will be undertaken if all the key targets have not been met.



7.4 TRAVEL PLAN REVIEW

- 7.4.1 The FTP is a strategy that will evolve over time. Although the objectives of the Plan to ‘educate’ staff and visitors to facilitate travel by sustainable modes will not change, it may be possible over time to define or redefine specific targets.
- 7.4.2 The FTP will therefore be the subject of a regular review process in order to measure its success or otherwise and to identify the potential for improvements to the physical and behavioural travel initiatives being offered.
- 7.4.3 In addition to carrying out the repeat household travel surveys biannually, a full FTP review will be undertaken in Years 1, 3 and 5. This will involve assessing the effectiveness of the initiatives (detailed in **Section 6**) and amending them or adding new measures as appropriate. A summary report will be made available to KCC and other key stakeholders. KCC’s Travel Plan Officer may wish to meet with the TPC to discuss the survey results and the contents of the associated report.



8 ACTION PLAN

8.1.1

To achieve the aims and objectives of the FTP a clear framework of targets and milestones in the form of both short and long-term objectives has been set out in an Action Plan. The Action Plan will be reviewed by the TPC prior to any review to check performance and identify the need for any corrective actions that may need to be put in place for the following period. Details of the Action Plan for the proposed care home development in **Table 8-1**.

Table 8-1: Action Plan

ACTION	TIMESCALE	RESPONSIBILITY
Provide on-site infrastructure to support walking and cycling including covered and secure cycle parking	During construction phase of development	Developer/Contractor
Appoint Travel Plan Co-ordinator	Prior to the proposed care home becoming operational	Future Operator
Provide details of appointed Travel Plan Co-ordinator to KCC's Travel Plan Office	Immediately after appointment of Travel Plan Co-ordinator	Future Operator
Produce / distribute Travel Information Packs containing information on the aim and objectives of the Travel Plan; the site's accessibility by a variety of sustainable travel modes including public transport timetables, walk / cycle maps; travel vouchers; and contact details of the TPC	Prior to the proposed care home becoming operational	Travel Plan Co-ordinator
Liaise with local cycle retailers to organise discounts for staff to purchase cycles and accessories	Prior to the proposed care home becoming operational	Travel Plan Co-ordinator
Promote car share database to staff	Within the first 3-months of the proposed care home becoming operational and the on-going	Travel Plan Co-ordinator
Conduct personal travel planning sessions with staff	Within the first 6-months of the proposed care home becoming operational and then on-going	Travel Plan Co-ordinator
Monitor use of cycle parking	On-going	Travel Plan Co-ordinator
Promote the Travel Plan and sustainable travel initiatives	On-going	Travel Plan Co-ordinator
Conduct baseline staff and visitor travel surveys	Within the first 6-months of the proposed care home becoming operational	Travel Plan Co-ordinator
Conduct staff and visitor travel surveys at Years 1, 3, and 5	Biennially	Travel Plan Co-ordinator
Prepare and submit Travel Plan monitoring reports to KCC's Travel Plan Officer (Years 1, 3 and 5)	Within 3 months of carrying out the surveys	Travel Plan Co-ordinator
Discuss progress of the Travel Plan and the possible implementation of new measures to ensure set mode share targets are achieved	Within 3 months of producing each Monitoring Report	Travel Plan Co-ordinator



8.2 REMEDIAL MEASURES

- 8.2.1 If targets are not met, the TPC will ensure that corrective measures are put in place in consultation with KCC's Travel Plan Officer. A review meeting with KCC's Travel Plan Officer would take place to determine what measures can be taken to further reduce travel-related impacts and achieve a greater take up / reinforcement of the measures and incentives included within the Travel Plan.
- 8.2.2 Under a scenario whereby the mode share targets have not been met within the agreed timeframe, the monitoring process would continue beyond 5-years until they have been achieved. The future operator of the proposed care home would continue to fund the TPC role. To achieve the required modal shift, remedial measures that may be considered include:
- ⦿ Increasing the amount of cycle parking;
 - ⦿ Implementing on-site cycle training;
 - ⦿ Increasing the amount of time that the TPC is available to work on promoting initiatives; and
 - ⦿ Instructing TPC to provide a personalised travel planning service to staff.



9 SUMMARY

- 9.1.1 This FTP has been prepared by Velocity Transport Planning (VTP) on behalf of Building Construction Partnership (BCP) Limited ('the pre-applicant') in support of a development proposal that comprises the demolition of an existing buildings and erection of a 60-bed care home (Use Class C2) together with associated access, parking, amenity areas and landscaping on land at Dene Holm, Northfleet in Gravesend, Kent, DA11 8JY.
- 9.1.2 The FTP sets out an initial strategy through which sustainable travel patterns and behaviour could be promoted amongst future staff and visitors of the proposed care home. It has been designed to be a flexible document, which will evolve over time, thereby ensuring that it remains relevant to all staff and visitors.
- 9.1.3 The strategy proposes provisional mode share targets based on the anticipated multi-modal generation of the care home development together with a range of measures / initiatives, which would be implemented by a TPC, appointed by the future operator.



