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Draft Travel Plan

Land at Dalefield Industrial Park, Dalefield Way, Gravesend

CLIENT: Keady Construction Ltd.

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1 INTRODUCTION

1.1 WHAT IS A TRAVEL PLAN?

- 1.1.1 A Travel Plan (TP) is a strategy for managing all 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 thus reduces reliance on single-occupancy car travel.
- 1.1.2 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 intended to be a dynamic process that will grow and develop with time, in accordance with the changing circumstances of a site and the environment in which it operates.

1.2 WHAT ARE THE BENEFITS OF A TRAVEL PLAN?

- 1.2.1 Whilst primarily being of benefit to the environment, TPs can also bring a number of other real 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 possibly improvements to public transport services funded by future investment.
- 1.2.2 By reducing the amount of car travel and the use of vehicles generally, the local environment can benefit from improved air quality, less noise and dirt and a reduction in CO₂ emissions that can contribute to other national and global environmental problems such as global warming.

1.3 POLICY CONTEXT

- 1.3.1 This Draft Travel Plan (TP) has been prepared in accordance with the relevant national and local guidance:-
- National Planning Policy Framework (NPPF, 2023);

- Planning Practice Guidance (PPG) on Travel Plans (2014);
- Department for Transport (DfT) Circular 01/2022 – The Strategic Network and the Delivery of Sustainable Development;
- Kent Local Transport Plan 4 (LTP4): Delivering Growth without Gridlock (2016 – 2031);
- Gravesham Local Plan Core Strategy; and
- Gravesham Local Plan First Review (Saved Policy).

1.4 PURPOSE OF THIS TRAVEL PLAN

- 1.4.1 This Draft TP has been prepared on behalf of Keady Construction Ltd. in support of a planning application for an office development at Dalefield Industrial Park, off Dalefield Way, in Gravesend, Kent.
- 1.4.2 This Draft TP should be read with reference to the Transport Statement (TS) submitted in support of the planning application. The main reasons for implementing this TP are to:-
- Demonstrate to the Local Planning and Highway Authorities a commitment to provide a site with suitable facilities that will encourage employees to travel in a sustainable manner;
 - Set out the necessary monitoring requirements needed to assess the performance of the TP;
 - Reduce employees' dependency on car borne trips;
 - Reduce the need for unnecessary travel to and from the site;
 - Improve the local environment and thus contribute to a better quality of life; and
 - Inform users of the health benefits of sustainable travel.
- 1.4.3 This Draft TP has been produced following pre-application engagement with Kent County Council Highways and Transportation (KCC H&T) and National Highways (NH).

1.5 AIMS AND OBJECTIVES

- 1.5.1 The primary objective of the TP is to encourage the use of sustainable transport by employees, in order to reduce the site's vehicular trip attraction, particularly by single occupancy cars.
- 1.5.2 This process will be completed by:-
- Promoting and encouraging walking and cycling where viable as part of a journey in conjunction with other modes of transport;
 - Promoting and incentivising the use of public transport;
 - Promoting car sharing;
 - Promoting the TP and its specific measures; and
 - Making alternative travel information available.

2 EXISTING TRANSPORT CONDITIONS

2.1 OVERVIEW

- 2.1.1 Dalefield Industrial Park is located to the north of Dalefield Way, approximately 2.1km to the south-east of Gravesend Town Centre. It currently accommodates B&T Plant Hire and O'Halloran & O'Brien. The location of the site in a local context is shown below in Figure 2-1.



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

- 2.1.2 As has been noted, the site is currently operational and accommodates two office buildings, a workshop building and a large storage yard. Vehicular access to the site is achieved via a priority junction with right turn lane to the north of Dalefield Way.
- 2.1.3 The site is bound by agricultural and marsh land to the north, east and west, and to the south by Dalefield Way.

2.2 LOCAL HIGHWAY NETWORK

- 2.2.1 Dalefield Way takes a general east / west alignment past the site, has a carriageway width of approximately 10.0m and is subject to a 30mph speed restriction. To the east, it provides access to a number of residential dwellings

before terminating at a cul-de-sac. To the west, it provides a connection with Dering Way and a private access road at a four-arm roundabout junction.

- 2.2.2 Dering Way routes north-west from the aforementioned roundabout providing a connection with a number of industrial units. To the south, it provides a connection with Lower Higham Road, the A226 Rochester Road and the B261 Old Road East at a five-arm roundabout junction.
- 2.2.3 To the south-east, the A226 provides a connection with the A289 near Higham and to the north-west, it provides a route towards Gravesend Town Centre. The A289 in turn provides a connection with the M2 at Junction 1 to the south-west.
- 2.2.4 It is therefore evident that the site is well related to the primary and strategic route networks.

2.3 WALKING AND CYCLING INFRASTRUCTURE

- 2.3.1 Footways are currently provided on both sides of Dalefield Way, with the northern footway measuring approximately 2.0m and the southern measuring approximately 3.0m in width and taking the form of a shared footway / cycleway.
- 2.3.2 It is noted that there are crossing points on both sides of the site access, taking the form of dropped kerbs, tactile paving and pedestrian refuge islands.
- 2.3.3 It is further noted that crossing points are provided on the eastern, southern and western arms of the aforementioned roundabout junction to the west of the site.
- 2.3.4 Figure 2-2 overleaf shows the Public Rights of Way (PRoW) network in the vicinity of the site, with purple lines indicating Public Footpaths, blue lines indicating Restricted Byways, yellow lines indicating Promoted Routes and green triangles indicating that the route is subject to vegetation clearance.

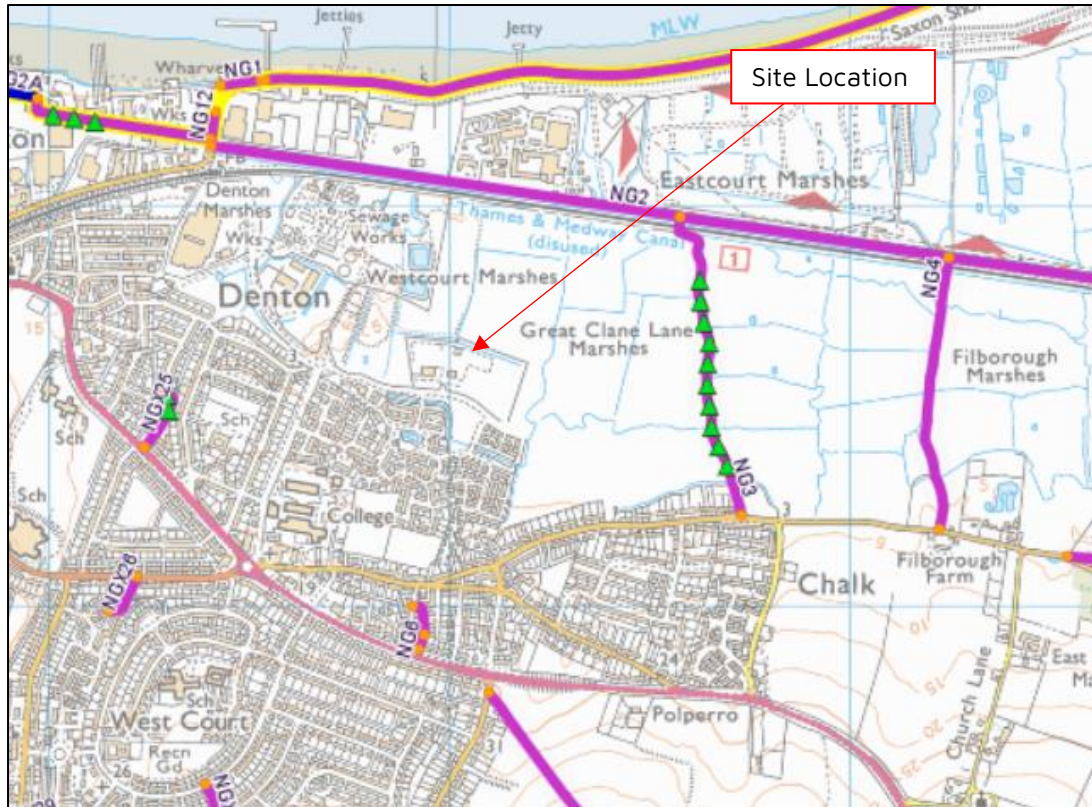


FIGURE 2-2: LOCAL PROWL NETWORK (COURTESY OF KENT COUNTY COUNCIL)

- 2.3.5 With respect to cycle infrastructure, it is reiterated that a shared footway / cycleway is provided on the southern side of Dalefield Way and it is noted that National Cycle Route 1 can be accessed to the north-west of the site, as shown in Figure 2-3 overleaf.

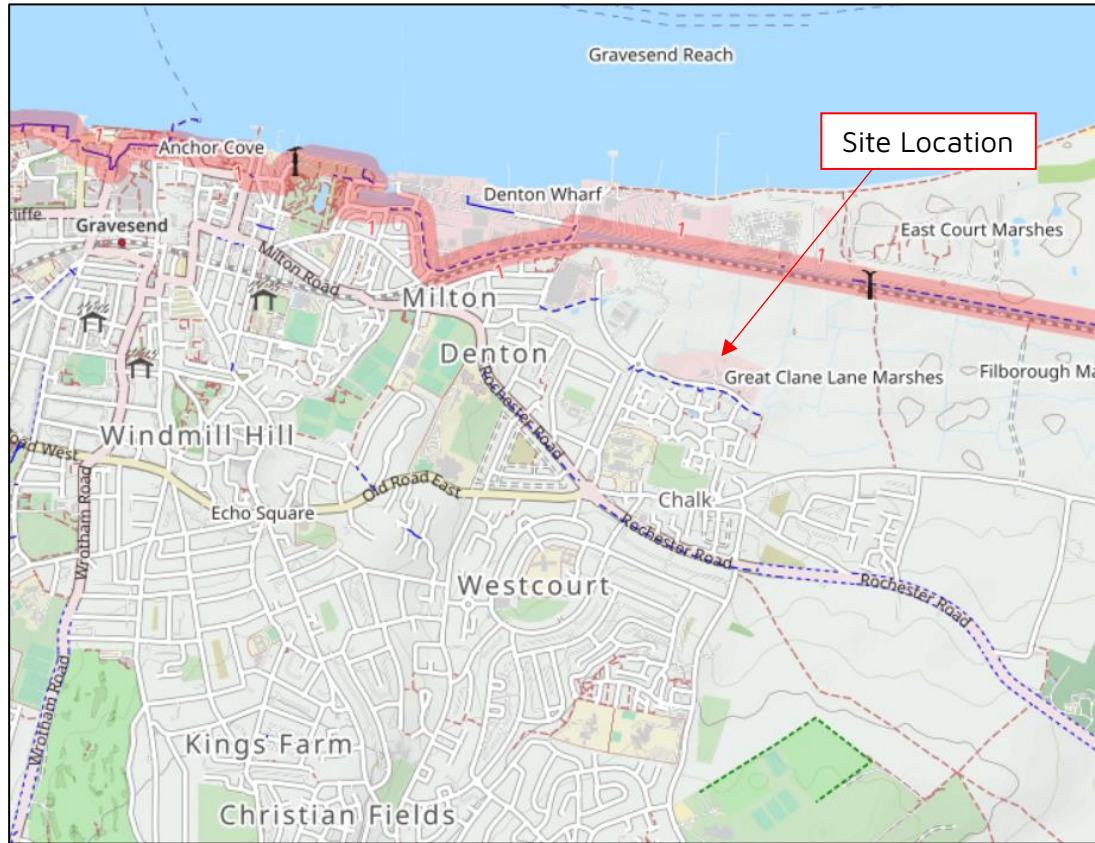


FIGURE 2-3: LOCAL CYCLE NETWORK (COURTESY OF OPENCYCLEMAP.ORG)

- 2.3.6 National Cycle Route 1 provides a route between Gravesend to the north-west and the Medway Towns to the south-east.
- 2.3.7 It is further noted that much of the local highway network within the vicinity of the site is suitable for on-carriageway cycling by competent individuals.

2.4 PUBLIC TRANSPORT INFRASTRUCTURE

- 2.4.1 A pair of bus stops are located to the south-west of the site on the A226 Rochester Road, approximately 1.1km (or a 14-minute walk) away. Both stops are provided with sheltered waiting facilities. Table 2-1 overleaf summarises the bus services that are available from these stops (excluding school services).

ROUTE NUMBER	ROUTE	FREQUENCY OF SERVICE
		WEEKDAY
190	Gravesend – Chatham	2-3 per hour
416	Gravesend – Meopham	4 per day
417	Gravesend – Cliffe	3 per day
480A	Gravesend – Riverview Park	2-3 per hour
489	New Ash Green – Gravesend	1 per day
490A	Gravesend – Valley Drive	2-3 per hour

TABLE 2-1: LOCAL BUS SERVICES

- 2.4.2 The closest railway station to the site is Gravesend, which is located approximately 2.7km to the north-west (representing a 12-minute cycle time). This station provides access to frequent train services to London, the Medway Towns, Faversham and East Kent coastal destinations throughout the week. The station is provided with step-free access to platforms and a total of 280 cycle parking spaces.

2.5 DEVELOPMENT PROPOSALS

- 2.5.1 The proposals comprise the development of a new office building (1,170sqm) and storage unit (234sqm) on land which is currently used as an external storage area at the Dalefield Industrial Park.
- 2.5.2 Vehicular and pedestrian access to the site will continue to be achieved via Dalefield Way, as per the existing arrangement, which has operated safely and suitably to date.
- 2.5.3 The proposed development includes the provision of 41 additional parking spaces, 10 Electric Vehicle (EV) charging points and 12 cycle parking spaces.

3 MODE SHARE TARGETS

- 3.1.1 The following sections of the Draft TP give consideration to these potential targets. These will be refined and amended as necessary once the baseline mode share of employees is established.

3.2 MODE SPLIT DATA

- 3.2.1 The likely mode share of employees has been estimated using information provided within the 2011 Census 'Journey to Work' dataset under the category 'Business Destination' for existing employees within the Middle-layer Super Output Area (MSOA) 'Gravesham 003'. The results are shown below in Table 3-1. Please note that any inaccuracies are the result of rounding in MS Excel.

TRAVEL MODE	PERCENTAGE
Underground, metro, light rail or tram	0%
Train	4%
Bus, minibus or coach	4%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	71%
Passenger in a car or van	5%
Bicycle	3%
On foot	12%
Other method of travel to work	0%

TABLE 3-1: FORECAST EMPLOYEE MODE SPLIT

3.3 TRAVEL PLAN OBJECTIVES AND TARGETS

- 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 with the overall aim to reduce private vehicle use and encourage a shift towards sustainable transport modes by employees of the development.

- 3.3.2 The overarching objectives of this Draft TP are to overcome the challenges and optimise the opportunities at the development site by:-
- Providing the required information and incentives to users to encourage travel to the site via sustainable methods of transport;
 - Reducing the transport-related environmental impacts associated with employees, patrons and servicing at the site; and
 - Where possible, designing measures which could be incorporated into a wider TP network.
- 3.3.3 It is important that realistic targets are set so that the TP can be monitored and reviewed to show whether its objectives have been met.
- 3.3.4 Best practice guidance places an emphasis on targets which are 'SMART': that is Specific, Measurable, Achievable, Realistic and Time-bound. Based on the objectives set out above, an initial target has been set below. This will be reviewed and amended if appropriate:
- A minimum **5 per cent** reduction in private vehicle trips by employees, split between other sustainable modes of travel, to be achieved within five years of first occupation.
- 3.3.5 The above target has been proposed to achieve a meaningful yet realistic mode shift to sustainable travel at the site.

4 INITIATIVES

4.1 OVERVIEW

- 4.1.1 This TP does not set out to impose unrealistic, anti-car targets, but instead aims to encourage employees to switch modes where possible. This section of the Plan sets out the initiatives that will be introduced to seek to achieve this objective.

4.2 WALKING AND CYCLING

- 4.2.1 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 are sometimes 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:-

- Promote the health benefits of walking and cycling via notice boards in communal areas; for example *"walking one mile in 15 minutes burns a similar number of calories as running one mile in 9 minutes"* and *"cycling 4 to 5 miles only takes around 20 minutes"*;
- Provide a Travel Information Pack to new employees, which will contain information regarding local pedestrian routes and cycle access, to encourage them to utilise this infrastructure;
- Consider taking part in the 'Bike2Work' scheme, offering employees the opportunity to purchase a bicycle at a reduced price (<https://www.bike2workscheme.co.uk/>); and
- Ensure cycle parking is implemented on the site.

4.3 LIFT SHARING

- 4.3.1 Lift sharing offers a sustainable travel option with a number of advantages, as listed below:-
- Easing the demand on parking facilities;
 - Lessening traffic congestion around the workplace;
 - Reducing the environmental impact from personnel getting to and from work;

- Saving money on fuel; and
- Providing the opportunity to socialise.

4.3.2 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 <https://liftshare.com> 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;
- The provision of practical advice on car sharing, including publicising the benefits via noticeboards, leaflets and Travel Information Packs for all new employees;
- The creation of an in-house database for employees, to co-ordinate lift sharing opportunities; and
- Engagement with a local taxi firm to provide an emergency lift home service, for employees who have car shared.

4.4 PUBLIC TRANSPORT

4.4.1 Raising awareness of public transport is an important measure that the TP must 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.

4.4.2 Measures to promote the encouragement of public transport use to employees and visitors will include the following: -

- Information with regard to local public transport services will be presented to all users of the site. Information will be displayed on notice boards located in communal areas, with easy-to-read timetables and plans indicating where services can be accessed;
- Employee Travel Information Packs will be produced, detailing local public transport services; and
- All users will be made aware of online information and journey planners, including https://www.connectedkentandmedway.org/ssp/kentv3/landing_page.jsp and <https://www.traveline.info/>.

4.5 PROVISION FOR ELECTRIC VEHICLES

- 4.5.1 'Active' electric vehicle charging points will be provided throughout the site in line with the standards set out within the Building Regulations Part S for commercial uses.

4.6 ECO DRIVER TRAINING AND DRIVER AIDS

- 4.6.1 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.
- 4.6.2 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 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.
- 4.6.3 Further information about efficient driving can be found at:-
- <https://www.advanced-driving.co.uk/eco-driver-training/>
- 4.6.4 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>

4.7 VISITOR TRAVEL

- 4.7.1 Information will be provided to visitors regarding travel options to the site, which can be publicised on the company website.

5 TRAVEL PLAN STRATEGY

5.1 OVERVIEW

- 5.1.1 A TP strategy sets out the stages by which the Plan will be developed and implemented. The TP strategy for the proposed development is contained within this section of the report.

5.2 MANAGING THE PLAN

- 5.2.1 The occupier of the proposed office will appoint a Travel Plan Coordinator (TPC), who will take a leading role in overseeing the implementation of the Plan. The TPC will also oversee the various measures outlined in the TP.

5.3 TRAVEL PLAN COORDINATOR

- 5.3.1 The TPC will be appointed following the occupation of the development. Their responsibilities will include:-
- (a) Obtaining and maintaining commitment and support from employees;
 - (b) Implementing an effective marketing campaign for the TP and its specific measures;
 - (c) Liaising with parties within the site and outside (e.g. stakeholders, public transport operators) to facilitate coordinated sustainable transport strategies and TP promotion;
 - (d) Providing advice and information on transport-related subjects to employees;
 - (e) Coordinating the necessary data collection exercises and monitoring programme for the TP; and
 - (f) Ensuring that information regarding the TP is made available and routinely updated.
- 5.3.2 The TPC will be appointed for a minimum of five years.

5.4 MARKETING AND PROMOTION

- 5.4.1 A principal marketing task within the first few months of implementation will be the distribution of information to all employees, ensuring that they are fully aware

of the alternative modes of transport available. This information will be provided within a Travel Information Pack, which will contain the following information:-

- (1) Details of the TP measures and its objectives and targets;
- (2) 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;
- (3) Contact details for local bus / train operators and ticket ordering; and
- (4) Contact details for the TPC.

- 5.4.2 The development of the Travel Information Pack is a crucial 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 employees, provision will be made to supply this information at least during the initial five-year period of the TP, which will be organised by the TPC when required.
- 5.4.3 The TPC will need to actively seek feedback from staff and look to act upon it.
- 5.4.4 Helpful websites such as <https://kentconnected.org>, <http://www.traveline.info>, <https://liftshare.com/uk/journeys/to/kent-uk> and www.sustrans.org provide further advice.
- 5.4.5 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.

6 ACTION PLAN

- 6.1.1 An Action Plan has been prepared and is summarised on Table 6-1 overleaf. It is noted that responsibility for administering the Action Plan will fall to the appointed TPC.
- 6.1.2 Although outline targets have been set over a five-year period from the initial occupation of the site, it is intended that results should start to be achieved within the first year. This should reduce the reliance on single occupancy vehicle travel.

ACTION	WHEN BY	RESPONSIBILITY	PRIORITY	MEASURE	OUTCOME
GENERAL REQUIREMENTS					
Appointment of Travel Plan Coordinator (TPC)	Prior to first occupation	Site Occupiers	High	Appointment of TPC	Appointment of TPC
Secure approval for the TP	Through discharge of condition	Site Occupiers	High	Approval of TP	Approval of TP
INITIATIVES					
Ensure all employees have access to a copy of the TP	On occupation / on-going	TPC	Medium	Information visible	Awareness of TP
Produce Travel Information Pack for all new employees	On occupation / on-going	TPC	High	Information visible	Increase in employee awareness of sustainable travel options
Provide public transport timetable information	On occupation / on-going	TPC	High	Information visible	Increase in no. using public transport
Provide cycle parking	Prior to first occupation	Developer	High	Provision of cycle parking areas	Increase in no. cycling to and from the site
Provide adequate electric vehicle (EV) charging points	Prior to first occupation	Developer	High	Provision of EV charging infrastructure in line with Building Regulation standards	Increase in staff and visitors using EVs

FIGURE 6.1: DRAFT TP ACTION PLAN

7 MONITORING, REVIEW AND MITIGATION

7.1 MONITORING AND REVIEW

- 7.1.1 As noted above, upon implementation of the TP, the appointed TPC will be responsible for administering the Plan and the monitoring / reporting process set out below. They will be the main point of contact for employees with queries regarding travel to and from the site. The contact details of the TPC will be provided to the Local Planning and Highway Authorities.
- 7.1.2 Monitoring the TP will help analyse and assess the progress that has been made towards the targets. By reviewing the Plan, it will also be possible to see if initiatives are failing.
- 7.1.3 The success of the TP will be dependent on the commitment of employees, the resources available and the perception and attitudes towards alternative modes of transport. The future employees will need to be supportive of the TP. In order to ensure long-term commitment, they should be kept informed of progress and notified when targets have been achieved.