

BRYAN G HALL
CONSULTING CIVIL & TRANSPORTATION PLANNING ENGINEERS



Proposed Masjid and Madrasa Peacock Street, Gravesend

Travel Plan

February 2025

PROPOSED MASJID AND MADRASA
PEACOCK STREET
GRAVESEND

AL-HAQQ ACADEMY

TRAVEL PLAN

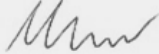
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Ref: 24-436-002.03

February 2025

Report Reference No: 24-436-002.03

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Distribution of Copies

Revision	Electronic	Number of bound copies	Issued to	Date Issued
01 Draft	y	-	Client	23.01.2025
02	y	-	Client	17.02.2025
03	y	-	Client	19.02.2025

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1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Bryan G Hall (BGH) on behalf of Al-Haqq Academy by Bryan G Hall (BGH) to support a change of use application for a proposed Masjid and Madrasa on the site of the existing 'The Peacock' Public House, Peacock Street, Gravesend.

Site Location and Development Proposals

- 1.2 The site is located within the town of Gravesend, approximately 500 metres to the south-east of Gravesend Town Centre. The site is located in a residential area on land at 78 Peacock Street. and the eastern portion of the site currently consists of 'The Peacock' Public House which previously operated on the ground floor and cellar, with a single self-contained residential property on the first and second floor.
- 1.3 The site is bounded to the south by St Andrew's Road, to the east by Peacock Street and to the north and west by existing residential properties. The location of the site in relation to the surrounding area is shown in Figure 1.1.

Figure 1.1: Site Location



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- 1.4 The development proposals seek permission for a change of use from a Class Sui generis pub to Class F1(a) 'Education', F1 (f) 'Public Worship' and F2(b) 'Community Hall' of the F use classes. The proposals include for a 65 worshipper capacity Masjid along with a Madrasa for up to 30 children. A plan showing the indicative internal site layout is attached at **Appendix TP1**. The change of use will not facilitate any changes to the existing highway and access to the proposed building will be provided via entrances from the footways present along St Andrew's Road and Peacock Street.
- 1.5 The applicant is committed to ensuring this TP is prepared and implemented to achieve a real change in travel behaviour, through the measures described in this TP and by providing resources where necessary to ensure they are maintained.
- 1.6 Through developing an effective TP, travel patterns can be analysed, and attendees of the site can be directed to more sustainable modes, thereby reducing carbon emissions, local traffic levels, alleviating parking issues, improving air quality, road safety and consequently the health of others.

Travel Plan Objectives

- 1.7 The following objectives of the TP have been identified and represents the applicants intention to minimise disruption as much as possible on the local community:
- Encouraging and promoting attendees to utilise public transport;
 - Achieving a majority share of attendees travelling by sustainable modes of travel;
 - Supporting the local community by engaging with concerns they have over the parking or traffic generated from the site;
 - Encouraging active travel with gains for health and financial savings; and
 - Providing support through individual travel planning.
- 1.8 A TP is not a static document, it will evolve over time and adapt to ensure it continues to reflect the needs of the Mosque, any national or local guidance, on-site changes and best practice. It will be regularly reviewed and updated with revised targets and additional measures to achieve these targets by the Travel Plan Coordinator (TPC). The TPC will not omit or change the agreed targets without prior consultation and agreement from Kent County Council (KCC).

Report Structure

- 1.9 Following this introduction, the remainder of the TP is set out as follows:

Table 1.1 Travel Plan Report Structure

Section	Title	Description
2.0	Planning Policy	This section will set out the local and national planning and transport policy relevant to the application site.
3.0	Sustainable Transport	This section will describe the existing situation in the vicinity of the site with regards to the opportunities for worshipers and children to travel by alternative modes, such as by walking, cycling and public transport.
4.0	Travel Plan Coordinator	Details the role of the Travel Plan Coordinator.
5.0	Targets and Monitoring	Sets out baseline targets for the TP and how progress against these targets will be monitored.
6.0	Travel Plan Measures	Provides a package of measures to help meet targets for the site.
7.0	Action Plan	Sets out the initial action plan for the site.

2.0 PLANNING POLICY

National Policy

National Planning Policy Framework

2.1 The National Planning Policy Framework (NPPF) was first published in March 2012 and most recently revised in December 2024. It sets out the Government's planning policies for England and how these should be applied.

2.2 Paragraph 11 of the NPPF sets out the 'presumption in favour of sustainable development', this states:

"Plans and decisions should apply a presumption in favour of sustainable development.

...For decision-taking this means:

c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date , granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination."

2.3 Paragraph 116 of the NPPF states that:

"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios."

2.4 Paragraph 117 of the NPPF goes on to state:

“Within this context, applications for development should:

- a) Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) Allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”*

- 2.5 Paragraph 118 of the NPPF states that all developments that will generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed. A Transport Statement has been prepared to support the development proposals in line with this requirement. This TP ensures that the proposed development provides good opportunities to travel by sustainable modes of transport which will continue to be promoted throughout the course of the TP implementation period. This approach is in line with NPPF guidance.

Planning Practice Guidance

- 2.6 This Planning Practice Guidance (PPG) was released in 2014 by the Department for Transport and most recently revised in February 2024. The PPG was prepared to bring together planning practice guidance for England in an accessible and usable way.
- 2.7 Paragraph 2 of the ‘Travel Plans, Transport Assessments and Statements’ section of PPG states that:-

“...Travel Plans; Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements”.

2.8 In terms of the key principles, paragraph 7 of the 'Travel Plans, Transport Assessments and Transport Statements' section of PPG states that:-

'...Travel Plans, Transport Assessments and Statements should be:-

- proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- established at the earliest practicable possible stage of a development proposal;*
- be tailored to particular local circumstances (other locally determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally)...*

2.9 It is considered that the production of this TP is aligned to the requirements of the PPG.

Local Policy

2.10 This TP has also been prepared in line with local guidance as set out by Gravesham Borough Council (GBC).

Gravesham Local Plan Core Strategy (2014)

2.11 The Gravesham Local Plan was adopted in 2014 and sets out the Council's planning policies for securing growth, investment, sustainable development and improving the environment in the district. The policies seek to improve economic, social and environmental wellbeing, delivering successful places, businesses and people.

2.12 Policy CS01 is titled 'Sustainable Development' and is similar to Paragraph 11 of the NPPF, it states:

"When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework and in this Core Strategy. It will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area."

- 2.13 Policy CS11 is titled 'Transport' and sets out the requirements for new development in relation to accessibility and states:

"New developments should mitigate their impact on the highway and public transport networks as required. As appropriate, transport assessments and travel plans should be provided and implemented to ensure the delivery of travel choice and sustainable opportunities for travel. Transport assessment work is required to be undertaken in accordance with national and local policy guidance, and to identify detailed highway and public transport network requirements and management arising from the development."

- 2.14 This TP and the associated TS have been prepared in accordance with both national and local policy documentation and will demonstrate that the impacts of the proposed development are not considered to have a severe impact on the existing highway network.

3.0 SUSTAINABLE TRANSPORT

- 3.1 National and local transport policies seek to reduce the need to travel and to promote travel by means other than the private car. A review of the accessibility of the site by walking, cycling and using public transport has therefore been undertaken as follows.

Walking

- 3.2 With regard to pedestrian provision at new developments, guidance is set out within the CIHT document 'Planning for Walking' (March 2015) and describes how approximately 80% of all journeys, shorter than 1 mile (1.6 kilometres), are made wholly on foot. If destinations are within a convenient walking distance, people are more likely to walk if it is safe, comfortable, and the surrounding environment is attractive. Walking is also regarded as an essential part of public transport travel, as bus stops are usually accessed on foot.
- 3.3 Further guidance within the earlier CIHT Publication 'Guidelines for Providing for Journeys on Foot' (2000) sets out the suggested acceptable walking distances for pedestrians without any mobility impairment. The recommended desirable, acceptable and preferred maximum walking distances for commuting/school and other journeys, such as retail/shopping, are shown in Table 3.1.

Table 3.1: Recommended Walking Distances

	Trip Purpose	
	Commuting/School	Other Journeys (Retail/Shopping)
Desirable	500 metres	400 metres
Acceptable	1,000 metres	800 metres
Preferred Maximum	2,000 metres	1,200 metres

- 3.4 Table 4.1 shows that the preferred maximum walking distance for 'commuting/school' journeys is 2,000 metres and the preferred maximum walking distance for other journeys is 1,200 metres.
- 3.5 Within a maximum walking distance of 2,000 metres, a significant residential area within the southern, eastern and western extents of Gravesend is accessible. Worshippers, staff and pupils of the site living within these areas will be able to

realistically choose to walk to the site. Gravesend Town Centre is also located just 500 metres to the north-west of the site.

- 3.6 Pedestrian access to the site will be provided from the footways located to the west of Peacock Street and north of St Andrew's Road, where footways of widths between 1.5 metres and 1.8 metres are present. The residential area in which the site is located is supported by a network of footways that border the lightly trafficked streets. The traffic calming features along Peacock Street and St Andrew's Road also provide numerous opportunities for pedestrians to cross the carriageway, avoiding the need for crossing to occur between parked cars.

- 3.7 The Parrock Street Public Car Park will provide a convenient parking location for users of the Masjid and Madrasa who wish to drive to the site. This is discussed further in Chapter 5 - however the route for pedestrians between the car park and the proposed site can be undertaken using footways provided adjacent to St Andrew's Road, The Grove and Parrock Street. A zebra crossing is provided across Parrock Street in the vicinity of the southern end of the car park, providing a safe crossing point between the car park and the residential area in which the site is located in.

Cycling

- 3.8 Guidance in the Department for Transport's (DfT) 'Cycling and Walking Investment Strategy' (April 2017) and 'Cycle Infrastructure Design' (LTN 1/20 – July 2020) sets out that two out of every three personal trips are within 5 miles (8 kilometres), which is an achievable distance to cycle for most people. It is also generally accepted that the bike is an ideal mode of transport for journeys under 8 kilometres and that cycling has clear potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport.
- 3.9 Within a 5.0 kilometre cycle ride of the site, the entirety of Gravesend is accessible, providing a significant residential catchment from where future worshippers, staff and pupils could feasibly cycle to and from the site.
- 3.10 Approximately 550 metres cycle distance to the north of the site, a connection can be made onto Route 1 of the National Cycle Network as it follows the alignment of the River Thames.

Public Transport

Bus

- 3.11 With regard to public transport provision at new developments, the CIHT publication "Buses in Urban Developments" (January 2018) refers to a maximum

walking distance to bus stops of 400 metres. This is a historic recommended distance which has been applied for many years. The aforementioned “Planning for Walking” also states that 400 metres has traditionally been regarded as a cut off point for walking distance to bus stops.

- 3.12 “Buses in Urban Developments” also recognises that there are a number of other factors to consider. For example, people will accept longer walks to reach bus services that are fast, direct, frequent and serve a wider range of destinations.
- 3.13 The nearest bus stops to the site are located on Parrock Street, with the southbound bus stop located some 150 metres walking distance to the south-west of the site and the northbound bus stop located some 350 metres walking distance to the south of the site. The northbound bus stop benefits from a flag and timetable information and the southbound bus stop provides a shelter, seating, a flag and timetable information.
- 3.14 These bus stops are served by the 482 bus service operating between Gravesend and Kings Farm. The 482 service operates at a frequency of every 20 minutes, Monday to Saturday, and every 40 minutes on a Sunday. This bus service can be utilised by visitors who chose to walk to and from the Masjid and Madrasa and to a range of local destinations.
- 3.15 Furthermore, Gravesend bus hub located on Barrack Row is some 640 metres walking distance from the site, in Gravesend Town Centre. The hub offers a wide variety of frequent bus services to destinations across Gravesend and neighbouring towns including Ebbsfleet, Dartford and Greenhithe.

Rail

- 3.16 Gravesend Railway Station is located some 600 metres to the north-west of the site, and is accessible within a 10 minute walk or a 4 minute cycle ride. Gravesend provides a range of rail services between London termini and Faversham, Rainham and Ramsgate. Services calling at Gravesend also call at local stations such as Ebbsfleet, Strood, Northfleet and Swanscombe.

Summary

- 3.17 It is clear that the site is located within a well-established existing residential area and in close proximity to both neighbouring residential areas and Gravesend Town Centre. This therefore represents a significant catchment of people who could walk to and from the site. The site is well located to access public transport provision including Gravesend Railway Station, therefore offering the opportunity for combined journeys by walking and public transport.

4.0 TRAVEL PLAN COORDINATOR

- 4.1 It is widely recognised that a TPC plays a key role in the success of any TP. The TPC will be responsible for the overall management and implementation of the TP including the measures contained in this report, future monitoring and review. The TPC will be in place for a minimum of five years and will ensure that the TP targets are being met consistently.
- 4.2 The TPC will be in place before the site is in operation, so that travel information can be prepared and included in promotional literature to prospective attendees. If the TPC changes, KCC will be advised of the relevant changes and contact details.
- 4.3 The TPC will work closely with KCC and the local community to ensure a partnership approach is adopted and the TP accords with the requirements set out by the Council.
- 4.4 A dedicated budget will be made available for the TPC to cover the cost of implementing the measures outlined within this TP. This budget will cover any cost increases associated with delivering the TP and will increase if required to cover costs associated with the provision of travel incentives, free trials, and additional marketing for worshipers and pupils to persuade them to travel sustainably.
- 4.5 The ongoing cost of a TPC will be funded by Al Haqq Academy.

Contact Details of the TPC

- 4.6 At this stage, BGH will be the interim contact for the role of TPC. Contact details are as follows:

Travel Plan Coordinator
Peacock Street Masjid and Madrasa (24-436)
c/o Bryan G Hall
Suite E15 Josephs Well
Hanover Walk
Leeds
LS3 1AB

tpc@bryanghall.co.uk

0113 246 1555

5.0 TARGETS AND MONITORING

- 5.1 One of the indicators by which the success of the TP will be measured is through the modal shift towards sustainable modes of travel. Baseline modal split proportions will first need to be identified before realistic targets can be set and used to measure any shift in travel patterns.
- 5.2 The baseline modal split proportions will be identified following the first travel survey. Separate surveys will be undertaken for attendees of the Masjid and those at the Madrasa within three months of site opening and then annually for a period of 5 years.
- 5.3 Modal split targets will be established within one month of survey completion and agreed with KCC via a monitoring report. It is standard practice to aim for a 10% reduction in the proportion of attendees travelling to the site through single occupancy vehicle journeys over a 5-year period, with a subsequent increase in the use of sustainable modes.
- 5.4 When annual surveys are undertaken, progress towards modal shift targets will be measured and an increase in using sustainable modes of travel will be reviewed and compared to the baseline modal split data. The TPC will aim to achieve at least a 50% response rate, with the survey period ending once KCC have approved the response rate. Feedback from attendees can also be captured by their awareness, understanding and engagement with the TP.
- 5.5 If the targets are not met, the TPC will request that additional budget is allocated to provide further incentives to encourage sustainable travel. This budget will be reflective of the costs to implement measures which have been effective amongst attendees and those that reflect the findings of the surveys (i.e. what modes attendees could be encouraged to use etc.).

Monitoring

- 5.6 The scope and details of the annual survey will be agreed between the TPC and KCC. This survey will be repeated annually throughout the TP implementation period with the results included within the annual monitoring report submitted to KCC.

Objectives

- 5.7 In addition to the modal split targets, the objectives of this TP will be actively pursued as the TP is implemented, as detailed below:

- To reduce the impact of the site on local congestion and localised parking issues (should they arise);
- To reduce the environmental impact of site-related travel, and promote the Mosques commitment to environmental values;
- To reduce the need for unnecessary car travel through the promotion of suitable and reliable alternatives to the private car; and
- To raise awareness amongst attendees of the detrimental impacts of car use in order to encourage the use of alternatives.

5.8 This TP will initially seek to achieve these targets through measures described in Section 6.0. The main indicator of progress towards the targets will be the results of the travel surveys, along with other indicators such as participation in travel events promoted by the TPC. The targets will be agreed with KCC following the baseline surveys and adjusted accordingly.

6.0 TRAVEL PLAN MEASURES

- 6.1 It is important that the TP can establish a pattern of travel behaviour favouring sustainable modes of travel from the inception of the Mosque.
- 6.2 The following measures have been selected to make existing sustainable modes of travel to the site more attractive. By introducing a variety of measures attendees of the Mosque can pick and choose the most appropriate ones that suit their needs. It is unlikely that a single measure will ever address all transport needs, therefore having a range of measures enables users to choose the most appropriate to them and provides flexibility to choose different measures at different times.
- 6.3 This TP is not a static document. It will be further developed once approved and baseline surveys have been collected. The measures outlined below are not exhaustive and as the TP evolves, they will include emerging best practice and measures to respond to local changes, as and when appropriate.

Measure 1

Site Specific Travel Information Board

A site-specific travel information board will be prepared and placed within a prominent location on-site. Providing this information in a readily accessible area for attendees can assist in site wide recognition and cooperation with the plan and aspirations for travel. The guide will include maps showing walking routes and facilities, locations and routes to bus stops, cycle routes and other places of interest in the local areas. The maps will be annotated to show distances and average walk/cycle times.

Measure 2

Site Specific Travel Guide and Newsletter

A site-specific travel guide will be produced, providing details of walking and cycling routes along with details of bus and rail services and stops closest to the site. This will be issued to all attendees as part of the launch of the travel plan. Information will also be included as posters to be displayed in communal areas of the Mosque for view by attendees.

Providing information on sustainable modes available can act as motivation for people to consider a different mode of travel. A lack of information or understanding can act as a barrier for people, and by ensuring that information is up to date, accessible and easy to understand, this can help address this issue.

A bi-annual newsletter will inform attendees of upcoming initiatives within the local area and public transport discounts.

The newsletter could include, but not be limited to the following:

- Latest government advice regarding walking, cycling and use of public transport;
- Walking and cycle routes within the vicinity of the site;
- Details of local cycling initiatives; such as free bike services or cycle training;
- Associated health, wellbeing and financial benefits of adopting active modes of travel;
- Bus timetables (which will be reviewed regularly to ensure that they are up to date); and
- Links to websites and apps which allow users to get regular travel updates in real time.

Measure 3 ***Sustainable Travel Meeting***

The TPC will organise a travel meeting for attendees, at least once a year as a minimum.

This will provide a forum where people can talk about travel to the Mosque and any concerns they have with the TPC.

Measure 4 ***Public Transport Taster Tickets***

The TPC will explore the possibility of obtaining free public transport taster tickets by holding discussions with KCC and local bus operators.

Should free public transport taster tickets be obtained, these will be distributed to attendees with the view of increasing public transport use.

Measure 5 ***Measures To Encourage Car Sharing***

Car sharing is often considered to be a relatively convenient form of sustainable travel with the associated convenience of car travel. Consideration will be given to setting up a site-specific car share scheme, whereby attendees of the Mosque can share their details, with journey matches facilitated by the TPC.

Measure 6
Personalised Travel Planning

Personalised travel planning with the TPC will be offered to all attendees, this could be face to face, on the telephone or via email.

It is anticipated that one month post occupation, attendees will have had time to deal with any issues associated with travelling to the Mosque and may be in a position to consider their travel options and travel initiatives in more detail.

The process of personalised travel planning can help guide people through their potential travel options and alleviate some of the pressure regarding journey planning, for example identifying where the closest bus services travel to and local walking and cycling options.

Measure 6
Communication Strategy With The Local Community

The TPC, along with the Mosque senior management, will investigate utilising existing social media accounts for the site to promote sustainable travel options, the survey, the incentives available, and the leaflets and newsletters.

The applicant is committed to building a strong relationship both with its attendees and the local community. This will involve engagement with the local residents to help alleviate any concerns they may have regarding the impact of the Mosque on the local highway network and parking.

Measure 7
Car and Cycle Parking

The TPC will look to manage and mitigate any parking issues during periods of peak demand for the Mosque. Volunteers will be utilised to assist and direct those requiring parking to designated parking areas which will minimise disruption on local residents.

The TPC will co-ordinate with the LHA so that both parties are fully aligned with the traffic management strategy that will be implemented.

The applicant is committed to providing cycle parking within the curtilage of the building in the form of bicycle racks.

7.0 ACTION PLAN

- 7.1 An Action Plan has been prepared to assist in the implementation of this TP which will be reviewed annually following the travel survey. The Action Plan for the measures identified clearly sets out the tasks involved, person responsible and a date by which this will be achieved.
- 7.2 It will be the responsibility of the TPC to manage the implementation of this TP between annual reviews to ensure that the tasks are being carried out in accordance with the TP. The TPC will be in place for a minimum of five years. Following each travel survey, the TP will be reviewed in conjunction with KCC and the annual Action Plan will be updated, agreeing where measures, monitoring and initiatives can be amended, added and removed as necessary.
- 7.3 The initial Action Plan is set out in Table 7.1. Following the analysis of the first travel surveys, the TP and Action Plan will be reviewed and refined in response to this data.

Table 7.1: Initial TP Action Plan

Action	Date	Responsibility	Progress to date
Appoint Travel Plan Co-ordinator	At least 3 months prior to occupation	Al Haqq Academy	
Prepare site specific travel guide	On first occupation	Travel Plan Co-ordinator in conjunction with KCC	
Prepare site specific travel board	On first occupation	Travel Plan Co-ordinator in conjunction with KCC	
Sustainable Travel Meeting	Once a year minimum	Travel Plan Co-ordinator in association with senior staff	
Undertake personalised travel planning	Within 1 month of occupation	Travel Plan Co-ordinator	
Prepare periodic travel newsletter	Bi-annually	Travel Plan Co-ordinator	
Provide measures to encourage car sharing	Within 1 month of occupation <i>Promoted through site specific travel guide and individual travel plans</i>	Travel Plan Coordinator	
Offer reduced/free public transport tickets	Annually	Travel Plan Coordinator	
Undertake travel surveys	Within three months of first occupation) and every year thereafter for a period of five years	Travel Plan Co-ordinator	
Review Travel Plan/Action Plan	Annually	Travel Plan Co-ordinator in conjunction with KCC	

Annual Monitoring

7.4

The TPC will submit an annual monitoring report to KCC which includes all the survey data, an update on how the travel plan has been implemented and any proposed revisions to the TP and the annual action plan for the next 12 months.

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