

Chilmington Green, Ashford

Residential Travel Plan

Hodson Developments, Malcolm Jarvis
Homes, Pentland Homes & Ward Homes

January 2013

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EXECUTIVE SUMMARY

Hodson Developments, Malcolm Jarvis Homes, Pentland Homes & Ward Homes (The Consortium) are committed to delivering a sustainable community at Chilmington Green and this Residential Travel Plan will support this objective by promoting a wide range of low carbon travel and transport options to residents and their visitors.

This plan will help deliver travel benefits for all residents, the local area and also the environment.

This Travel Plan will be actively promoted to all new residents at Chilmington Green. Within the plan The Consortium has demonstrated commitment to the management and delivery of a wide range of measures to inform residents of travel opportunities, and to actively promote their use as an alternative to single-occupancy car travel.

A site wide Travel Plan Coordinator will be appointed to oversee and manage the implementation of and on-going delivery of these measures in an effective and efficient way and to make progress towards reducing car-based journeys at Chilmington Green.

1 INTRODUCTION

BACKGROUND

- 1.1 Vectos has been commissioned by Hodson Developments, Malcolm Jarvis Homes, Pentland Homes & Ward Homes (The Consortium) to produce a Transport Assessment (TA) and associated Travel Plans to support an application for the development of up to 5,750 dwellings, four primary schools, one secondary school and retail and employment land uses at the Chilmington Green site to the south-west of Ashford in Kent.
- 1.2 This Residential Travel Plan (RTP) has been prepared to complement the proposals set out within the accompanying Transport Assessment report in the interests of promoting sustainable development and reducing the reliance on private car-based forms of transport for residents and their visitors.
- 1.3 The employment and educational uses at Chilmington Green are covered by separate Travel Plans to be submitted to KCC. Whilst separate travel plan documents have been produced for each of the land uses, each of the travel plans seeks towards a common objective for the site as a whole; to reduce single occupancy car travel and to increase travel by sustainable modes. Review and monitoring events will be coordinated by an overarching site-wide Travel Plan Coordinator to ensure that data is collated in a timely and comparable manner which will be invaluable to establishing the successes of the travel plans.
- 1.4 The figures referred to in this Travel Plan are contained within the Umbrella Travel Plan document.

THE SITE

- 1.5 The Chilmington Green development site is located to the south west of Ashford as shown on Figure TP 1.1. The site has been identified by Ashford Borough Council (ABC) as a proposed Growth Area, offering the potential for an urban extension of 5,000-7,000 dwellings, supporting land uses and community infrastructure.
- 1.6 The site is bounded to the west by the A28, providing access to Ashford, Canterbury and the M20 to the north of the site, Tenterden and Hastings to the south, and Royal Tunbridge Wells to the west. The development area can also be accessed from the north via two local roads from Chart Road.

THE BENEFIT OF RESIDENTIAL TRAVEL PLANS

- 1.7 A Travel Plan can provide a number of key benefits which can be extended to residents and visitors of a new community development, as well as to the wider local community. Some of the benefits that can be achieved will be key drivers of this RTP and are set out below:
- **Improved quality of life for residents** - through adopting healthier lifestyles e.g. replacing shorter car journeys with walking and cycling and avoiding the stresses of trying to find parking spaces at their end destination;
 - **Improved local air quality** - through reduced traffic congestion in the local community, as a result of the use of alternative modes to the private car for many local journeys;
 - **Less vehicle congestion on local roads** - as a result of fewer cars attempting to depart and access the development; and
 - **Cost savings for car sharers** - by sharing journeys with neighbours or friends, residents can benefit from sharing the financial and time cost of making these journeys.
- 1.8 Through identifying an appropriate package of measures and ensuring a joined up approach to the delivery of the RTP it is possible that all of these benefits can be achieved as part of the development of the site.

SITE-WIDE TRAVEL PLAN OPPORTUNITIES

- 1.9 This RTP has also been developed to incorporate a site-wide approach to promoting sustainable travel patterns.
- 1.10 In addition to this RTP, a Workplace Travel Plan has also been prepared to promote sustainable and low carbon travel patterns to employees based at various proposed workplaces at Chilmington Green, and who are also covered by umbrella initiatives. Additionally, a framework School Travel Plan has been prepared containing initiatives to be considered for inclusion in the individual school travel plans proposed for the site.
- 1.11 This presents the opportunity to ensure a joined up approach to travel planning at the new community, to work towards common goals, and so that each of the different land uses can benefit from a management structure that encompasses all aspects of the site. There will

also be site wide measures that will be implemented which will be of benefit in supporting and promoting sustainable travel for each of the land uses. For example, a network of connected, convenient and well signposted walking and cycling routes.

- 1.12 This Travel Plan recognises the potential benefits from a mixed use development in being able to support a reduction in the overall need to travel outside of Chilmington Green to access employment opportunities and local services. The Travel Plan measures outlined in each of the Travel Plans acknowledges this opportunity.

2 POLICY AND GUIDANCE REVIEW

INTRODUCTION

- 2.1 The sustainability of new development has become of paramount importance and a significant amount of guidance has been produced on promoting lower carbon transport options such as walking, cycling and public transport, whilst advocating a reduction of the use of the private car. This section outlines the national and local policy context and best practice guidance under which this RTP has been prepared.

NATIONAL POLICY GUIDANCE

CREATING GROWTH, CUTTING CARBON: MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN (DFT WHITE PAPER, 2011)

- 2.2 The Government's Transport White Paper entitled '*Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen*' sets out the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions.
- 2.3 The Transport White Paper states that action taken locally is best placed to support economic growth and deliver near term reduction in transport-related carbon emissions. This can be achieved by providing people with options to choose sustainable modes for everyday local transport choices to, for example, help boost economic growth by facilitating access to local jobs.
- 2.4 Travel Plans are noted as being a key means for promoting travel choices to a wide audience and encouraging a change in travel behaviour towards greater use of sustainable modes of travel.

DELIVERING A SUSTAINABLE TRANSPORT SYSTEM (DFT, 2008)

- 2.5 This publication outlines Government's five goals for transport, focusing on the challenge of delivering strong economic growth while at the same time reducing greenhouse gas emissions.
- 2.6 These five overarching goals are:
- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks

- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change.
- To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

2.7 RTPs provide an opportunity to support these goals by highlighting and promoting the availability of low carbon transport options to residents and visitors, thereby reducing carbon emissions associated with low journeys.

NATIONAL PLANNING POLICY FRAMEWORK, DCLG, (2012)

2.8 Adopted on 27 March 2012, the National Planning Policy Framework (NPPF) seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner.

2.9 This Travel Plan shows how the proposed development accords with Paragraph 29 of the NPPF which details transport as having:

"... an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives."

2.10 Travel Plans are noted in Paragraph 36 of NPPF as an important mechanism to facilitate measures to increase sustainability.

2.11 As encouraged in the NPPF, the proposed development at Chilmington Green has been planned in such a way that gives people a "real choice" regarding their mode of travel. Its density and proximity to local facilities ensures that sustainable modes can be considered a favourable option for local trips.

2.12 Pedestrian and cycle movements are afforded priority on the internal network of the proposed development, which also limits the opportunity for conflict between non-

motorised users and vehicles, ensuring safety and accessibility is afforded in line with the NPPF.

- 2.13 Paragraph 29 of the NPPF notes that more efficient use of technology can contribute to a reduction in the requirement to travel. As suggested in paragraph 42 of the NPPF, communications and broadband technologies can enhance the provision for communities. This Travel Plan suggests measures which utilise technology to encourage smarter travel choices.

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING SYSTEM – DEPARTMENT FOR TRANSPORT (2009)

- 2.14 This document defines a travel plan as:
- A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed
- 2.15 The purpose of reviewing the document is to ensure that it remains relevant and effective.
- 2.16 Travel Plans are important for new developments in order to:
- Promote sustainable travel and help to reduce single occupancy car use;
 - Encourage effective use of current transport networks;
 - Support increased choice of travel modes;
 - Promote and achieve access by sustainable modes;
 - Respond to growing concern about the environment, congestion, pollution and poverty of access; and
 - Promote a partnership between the authority and the developer in creating and shaping 'place'.

MAKING SMARTER CHOICES WORK – DEPARTMENT FOR TRANSPORT (2005)

- 2.17 Published subsequent to the Transport White Paper, the Department for Transport (DfT) report 'Making Smarter Choices Work' signals continued government support for a range of measures aimed at raising awareness of alternative modes of travel to private car use, and actively encouraging the use of a wider range of travel modes amongst individuals.

- 2.18 These measures include Travel Plans, travel awareness campaigns, car sharing initiatives, and individualised travel marketing. Contemporary transport policy now recognises the impact that such measures can have in encouraging a shift in modal choice, particularly when accompanied by demand management restraints on single- occupancy car use.

KEY LOCAL GUIDANCE

LOCAL TRANSPORT PLAN FOR KENT 2011 – 2016 LTP3

- 2.19 Through Kent's third Local Transport Plan (LTP3), KCC actively promotes alternatives to car based travel as part of its work to improve the safety, sustainability and efficiency of the highway network. In particular, this includes working with the county's school, businesses and developers to develop travel plans.
- 2.20 The implementation plan for A Safer and Healthier County specifically looks to the delivery of school travel plans in helping to deliver its Sustainable Travel to School Strategy. KCC is working with health colleagues to ensure that all schools are engaged in the Governments Healthy Schools campaign.
- 2.21 Also of relevance to development at Chilmington Green is the implementation plan for Tackling a Changing Climate. In particular, the following themes:
- New Development – to ensure that associated transport infrastructure embraces sustainability. Locating development near existing transport hubs and providing facilities for walking, cycling and public transport.
 - Smarter Travel – KCC is exploring ways of encouraging journeys by more efficient modes of transport and reducing the distance travelled. Through the promotion of car sharing and encouraging the use of public transport, walking and cycling, capacity can be released on the transport network which will allow more people to reach their destination on time.
 - Walking – increasing the number of people choosing to walk instead of drive, is one of the key outcomes needed if the UK is to achieve the carbon reduction target required by the Climate Change Act 2008. Walking networks must be inclusive, considering the quality of the walking environment, its suitability for all types of pedestrians, personal safety and security, signage and information, and the directness of the route. It is important to ensure that the principles of inclusive

design are enshrined in the planning and delivery of all new developments, which should be fully accessible to all.

- Cycling – cycle routes should be continuous and direct. Therefore, priority will be given to providing a comprehensive network that enables people to cycle continuously to schools, work places, shops and leisure opportunities.
- Buses – continued partnership working to deliver modal shift from car to bus and reducing overall emissions.

GUIDANCE ON TRANSPORT ASSESSMENTS AND TRAVEL PLANS, KENT COUNTY COUNCIL (OCTOBER 2008)

- 2.22 The purpose of this document is to assist both Officers and intending Developers by clarifying when a transport assessment and or travel plan will need to be submitted alongside a Planning Application in Kent and how this will be evaluated, monitored and enforced.
- 2.23 The Travel Plan will take the form of a package of sustainable transport and demand management measures tailored to the needs of an individual site. The Travel Plan is aimed at promoting sustainable transport options to the site and reducing car dependence and single car occupancy. A Travel Plan will grow and develop in time in accordance with changing circumstances.
- 2.24 A Travel Plan will need to include:
- A clear statement of targets and objectives;
 - An assessment of existing transport infrastructure and facilities at the site;
 - An assessment of the travel needs that are – or will be – generated by the site;
 - A programme of appropriate measures which will improve accessibility and promote sustainable travel options;
 - A programme for implementation of the plan, giving details of the dates by which the various measures will be put in place, of who will be responsible for the various actions and of how funding will be provided;
 - A firm commitment to implement the measures identified in the Travel Plan, to monitor its success and to modify or develop the Plan in the future if this is necessary to achieve its targets; and

- A commitment to support the Planning Authority in seeking further district wide improvements in sustainability in the future.

2.25 The Travel Plan measures proposed in the document may include:

- Provision of on-site infrastructure and facilities (for example, convenient cycle parking, bus stops and a carshare scheme);
- Commitment to sustainable policies and working patterns (such as parking restraint, local recruitment, public transport - friendly shift patterns and sustainable fleet management); and
- Assistance with or contributions to off-site infrastructure and services (such as pedestrian crossing points, cycle routes, supported bus services).

2.26 They must always include:

- The appointment of an individual to act as Travel Plan Co-ordinator, who must have the full support of management and will be responsible for the implementation of the Travel Plan;
- A firm commitment to achieving the targets of the Travel Plan; and
- Clear proposals for monitoring and reviewing the Travel Plan over time.

SUMMARY

2.27 This chapter has presented the key elements of a national and local policy framework that will be supported by the introduction of an RTP at Chilmington Green.

2.28 National, regional and local policies emphasise the need to reduce the amount of trips undertaken by private car. These policies encourage developments to provide the opportunity for residents to travel by public transport, cycle or walk for everyday trips. Residents living in an area with these alternative travel options will have less need to own and use a private car.

2.29 The RTP for Chilmington Green will directly contribute to both national and local planning and transport policy objectives for promoting a full range of transport options at new developments. This will actively contribute towards delivering sustainable communities and improving people's accessibility to local services and amenities by non-car forms of transport.

3 TRAVEL PLAN AIMS & OBJECTIVES

INTRODUCTION

- 3.1 As has been shown in the policy review, delivering sustainable development and travel patterns is an important objective of both national and local planning and transport policy. This can be achieved by introducing positive measures to encourage modal shift from cars to more low carbon travel options, such as walking, cycling, local bus services and car sharing.

SITE-WIDE AIM

- 3.2 The aim for the site as a whole; is to reduce single occupancy car travel and to increase travel by sustainable modes.

RESIDENTIAL TRAVEL PLAN AIM

- 3.3 The aim of this Travel Plan is to provide a tool for the provision of appropriate measures to encourage residents and visitors of the Chilmington Green development to switch to lower carbon transport options. This will contribute to a greener, more sustainable development, providing added benefits to the wider community.

RESIDENTIAL TRAVEL PLAN OBJECTIVES

- 3.4 The objectives of this RTP are:
1. To support the development of Chilmington Green as a sustainable community;
 2. To facilitate and encourage the use of lower carbon transport options in preference to the use of the private car, particularly for local journeys and for journeys to work;
 3. To promote awareness of the site-wide Travel Plan aim;
 4. To promote a lifestyle to residents, which includes healthy, sustainable living;
 5. To encourage a greater use of sustainable transport initiatives and encourage sustainable travel behaviour, including walking and cycling; and

6. Continually develop, implement, monitor, evaluate and review the progress of the Travel Plan towards achieving the targets.
- 3.5 The above objectives will be achieved by introducing a package of measures that focus on promoting travel to and from the site by sustainable transport as an alternative to the private car. This will encourage residents and visitors to consider lower carbon travel alternatives in everyday trips.
- 3.6 The following chapters describe the existing opportunities for encouraging sustainable travel.

4 EXISTING SITE ASSESSMENT

- 4.1 The proposed Chilmington Green site is located to the south west of Ashford as shown in Figure TP 1.1. It is bounded by the A28 to the north-west and existing residential areas of Ashford to the north east. To the south are the settlements of Stubbs Cross and Shadoxhurst while the rest of the site is surrounded by farmland.

HIGHWAY NETWORK

- 4.2 Ashford is connected to other major towns and cities via the motorway and trunk-road network beyond which a network of local primary 'A' and 'B' class roads accommodate the bulk of local traffic.
- 4.3 A network of 'C' and 'unclassified' rural roads dissect the site as shown in Figure TP 4.1. These roads provide access to farms, hamlets and individual dwellings together with access from the rural villages into Ashford.
- 4.4 Key highway links potentially serving the development area are described further in the Transport Assessment.

WILLINGNESS TO WALK

- 4.5 Guidance given by the Institute of Highways and Transportation (IHT) in their publication 'Guidelines for Providing for Journeys on Foot, 2000' suggests that in terms of commuting, walking to school and recreational journeys, walk distances of up to 2,000 metres can be considered, with the desirable and acceptable distances being 500 metres and 1,000 metres respectively.
- 4.6 For non-commuter journeys, the guidance suggests that walk distances of up to 1,200 metres can be considered, with the desirable and acceptable distances being 400 metres and 800 metres respectively.
- 4.7 Assuming a 'typical' walking speed of 400m in 5 minutes, Table 4.1 summarises the broad walk journey times that can be 'considered'; are 'acceptable'; and those that are 'desirable':

Table 4.1: Walk Journey Times

IHT Standard	Distance		Walk Time	
	Commuting, Walking to School and Recreational	Other Non- Commuter Journeys	Commuting, Walking to School and Recreational	Other Non- Commuter Journeys
‘Desirable’	500m	400m	6.25 mins	5 mins
‘Acceptable’	1,000m	800m	12.5 mins	10 mins
‘Considered’	2,000m	1,200m	25 mins	15 mins

Source: IHT Guidelines for Providing for Journeys on Foot, 2000.

4.8 It is important to remember that people’s willingness to walk also includes a number of factors associated with the footway forming part of the highway and the environment within which it passes. In different environments the following factors will positively increase a willingness to walk:

- Provision of shelter during inclement weather;
- Active streets with good surveillance during hours of darkness;
- Increased separation from fast or heavy traffic;
- Increased footway width in places with high pedestrian activity; and
- High quality streets which provide strong design features that assist navigation in unfamiliar environments.

4.9 A person’s willingness to walk can also be influenced by changes in level, as walking up or in some cases down long or steep gradients or steps exerts more effort. Generally, gradient of less than 1:20 have a negligible impact on people’s willingness to walk.

PUBLIC RIGHTS OF WAY

4.10 The development area is located on the outskirts on Ashford. Being rural, there are few formal pedestrian facilities although the Public Rights of Way (PROW) provides a network of routes for pedestrian, cycle and equestrian movements. Several PROWs connect to the southern residential areas of Ashford, providing direct access to the proposed development area and can be seen on Figure TP 4.2 which displays the pedestrian and cycle facilities subsequently discussed in this TA.

- 4.11 National Cycle Route 18 (Canterbury to Royal Tunbridge Wells and onward to link with route 21) runs through the site. Its route is broadly north to south. There are numerous traffic free cycle routes and other on-road recommended cycle routes throughout Ashford.

CYCLE NETWORK

- 4.12 There are a number of designated walking and cycling routes in the vicinity of the development site as shown on Figure TP 4.2, many of which have been constructed in recent years and represent a marked improvement in infrastructure.
- 4.13 It is generally accepted that cycling has the potential to substitute for short car trips of 5km or less. It can also form part of a longer multi-modal journey involving public transport. The willingness to cycle reduces as distances increase where a series of factors affect mode choice. Assuming a typical cycling distance of 1,200m every five minutes the accessibility of facilities 5km from the site can be considered to be a 20 minute cycle ride.

WILLINGNESS TO CYCLE

- 4.14 Many people will cycle considerable distances depending on, inter alia, weather, time of day, level of fitness and real or perceived safety/convenience. National Travel Survey research indicates that the average cycle trip in the UK increased by approximately 27% between 2002 and 2010 to 2.8 miles. This figure is slightly below the distance between the centre of the site and Ashford town centre via National Cycle Route 18, this being 3 miles.
- 4.15 The most common response for unwillingness to cycle reflects varying levels of road safety concerns. For example, most parents are anxious of road safety risks thus young cyclists are less confident cycling on carriageway. This position is normally influential in the nature of constructed cycle infrastructure, unless the vast majority of cyclists on a route are more mature. The IHT's 'Guidelines cyclists on a route are more mature. The IHT's 'Guidelines for Cycle Audit and Cycle Review' present potential cycle infrastructure options based on the relationship between vehicle speed and flow. It is considerations such as these which will be incorporated into the design of cycle facilities at Chilmington Green.
- 4.16 Like car ownership, the capital cost of owning a vehicle contributes to use. Around 80% of children and nearly half of all adults own a bicycle and therefore adequate space for cycle parking is influential in design of new homes. Facilities at destinations are also significant

factors in willingness to cycle, notably shower, changing facilities, lockers and safe secure parking.

- 4.17 Cycle parking both at home and at travel destinations is a key part to complementing the willingness to cycle. Table 4.2 shows that the nature of a journey purpose will influence willingness to park further from the end destination, although other factors such as security will influence choice.

Table 4.2: Cycle Parking – Distance and Location

Cycle Parking		Cycle Parking – Location Preference	
Journey Purpose	Median Distance (m)	Influencing Factor	%
Commuting	40	Close to destination	86%
Business	50	Security	16%
Education	38	Only place available	9%
Shopping	125	Space available	7%
Leisure	20	Location conspicuous / busy	6%

Source: TRL 278: 'Cycle Parking and Demand'.

- 4.18 Factors such as those highlighted in Table 4.2 have been considered in the location of cycle parking at Chilmington Green. The amount of parking, and its accessibility and security are recognised as important contributors to the amount of cycle trips which will be made by people at the development in future.

LOCAL CYCLE INFRASTRUCTURE

- 4.19 National Cycle Route 18 runs south west from Canterbury, via Ashford and Tenterden, to join up with Route 21 just west of Tunbridge Wells. The existing route runs through the development site to the east of Chilmington Green hamlet. Beyond Singleton, to the north of the site, the cycle route becomes traffic free, providing a direct connection to Ashford International station and Ashford town centre, including the Stour Centre for leisure facilities. This route can be seen on Figure TP 4.2.
- 4.20 Greensand Way Leisure route also provides access through the development. This route links Kingsnorth to the south and Great Chart to the north of the A28. While this link does not provide access into Ashford directly, use of this route alongside National Cycle Route 18 would enable access to destinations surrounding the site.

- 4.21 While the above two routes provide the important linkages between Ashford and the local areas and the new development, there are a number of minor routes that pass through the site. There are routes that provide access from the National Cycle Route through the ancient woodland to the southern section of Stanhope from which access into the town via residential streets can be made.
- 4.22 Ashford has a comprehensive network of cycle routes including many miles of traffic free cycle paths, which when combined with the signalised crossing facilities present in many strategic locations in the town, ensure that many journeys can be made by cycle without the need for direct interaction with vehicular traffic.

BUS NETWORK

- 4.23 Bus services in the southern part of Ashford are provided through a combination of:
- Regular services along the main arteries from the south and south west of Ashford from nearby local towns; and
 - More frequent local shuttles from existing residential areas north of the proposed development area to the town centre.
- 4.24 The existing bus services that operate in close proximity to the Chilmington Green development site are shown on Figure TP 4.3 and are detailed within Table 4.3.

Table 4.3: Current Bus Services near Chilmington Green

Service No.	Route	Weekday Frequency	
		AM Peak	PM Peak
2A	Tenterden – Kingsnorth – Ashford Town Centre	1	1
113	Singleton – Stanhope – Ashford Town Centre	1	None (Last service from South is approximately 16:55)
A	Stanhope – Bridewell – Ashford Town Centre – Singleton	6	6
11/ 11A/11B	Lydd – New Romney – Appledore – Newchurch	1	None (no service between 17:00 – 18:00 in the area closest to the Site)
B1 / B2	Park Farm – South Ashford – Ashford Town Centre – Willesborough	1	1
514	Towers School – Ashford Town Centre – Kennington	1	0
518	Singleton – Park Farm – Ashford Town Centre	1	0
925	Godinton Park – Ashford Town Centre – Chartham - Thannington	1	0

Routes 514, 518 and 925 are school day only services. A single 'return' service is run for each route during the afternoon.

4.25 The operators of these services are as shown in Table 4.4.

Table 4.4: Bus Service Operators in the Vicinity of Chilmington Green

Route Number	Operator
2A	Stagecoach in East Kent
113	Kent Coach Tours
A	Stagecoach in East Kent
11/11A/11B	Stagecoach in East Kent
B1/B2	Stagecoach in East Kent
514	Stagecoach in East Kent
515	Stagecoach in East Kent
518	Stagecoach in East Kent
925	Stagecoach in East Kent

4.26 There are several bus routes that run in proximity to the site, although the majority of these run only within the existing urbanised area of Ashford.

4.27 Collectively, services 113 and service A provide up to seven peak hour services during the day.

- 4.28 Service B1/B2 provides a frequent service between Park Farm and the town centre while also providing access to the rail station. Service 2 operates along the A28 to the west of the development site. This is a less frequent service that operates hourly between Rolvenden and Ashford town centre, including Ashford International Station.

RAIL NETWORK

RAILWAY STATIONS & SERVICES

- 4.29 Ashford International Station is approximately 4km north of the site and offers a range of frequent rail services to local and strategic destinations, including Europe via Eurostar services.
- 4.30 The station is staffed 24 hours per day, seven days per week. In addition to sheltered cycle storage, the station has parking provision for 619 cars. These parking spaces include allowance for disabled users. Ashford International provides full wheelchair access in addition to ticket machine which are wheelchair accessible.
- 4.31 The range of services available from Ashford International provides onward travel for employment and leisure purposes. Table 4.5 sets out a summary of the destinations that are served.

Table 4.5: Rail Services from Ashford International

Destination	Approx. Journey Time (mins)
Tonbridge	36
Maidstone East	23
London Waterloo East (via Tonbridge)	75
London Victoria (via Maidstone East)	61
London St Pancras International	35
Hastings	41
Folkestone Central	18
Dover Priory	26
Canterbury West	16
Ramsgate	35

Source: National Rail Enquiries

- 4.32 Ashford International is served direct by three main London stations. These are Waterloo East, Victoria and Kings Cross / St. Pancras. The journey times to these stations are 75 minutes, 61 minutes and 35 minutes respectively.

- 4.33 The centre of the Chilmington Green site is approximately 5.5 km from the international rail station via road. National Cycle route 18 runs through the site and provides a route to Ashford International Station. Currently Bus Service A provides access to Ashford International Station and routes within close proximity of the proposed site.
- 4.34 The Network Rail London and South East Route Utilisation Strategy (2011) identifies that with only committed rail improvement schemes included, by 2031 the High Speed 1 route could be up to 500 seats short of demand in the morning peak hour. Recommendations for avoiding this situation include additional rolling stock and an increase in platform capacity at Ashford International.
- 4.35 Table 4.6 highlights that passenger numbers at Ashford International Railway Station have grown by 20.5% in the last five years, although demand has remained stable in recent years due to economic conditions.

Table 4.6: Biennial Passenger Numbers at Ashford International

Year	Passenger Numbers (entry / exit, millions)
2004/05	2.29
2005/06	2.41
2006/07	2.61
2007/08	2.82
2008/09	2.76
2009/10	2.76
2010/11	3.12
2011/12	3.31

RAIL PASSENGER TRENDS

- 4.36 The Channel Tunnel Rail Link (CTRL) had a dramatic impact on passenger numbers in the area, but local demand has been more modest.
- 4.37 Current forecasts¹ suggest rail passenger growth will continue around 2% per annum to 2016, thereafter falling to around 0.8% per annum. The Route Plans for the Kent area highlight that much of this growth is expected to occur due to station improvements in London, enhancing the potential for 10-12 car trains on the regional corridors.

¹ Southern Regional Planning Assessment for the Railway, DfT, 2007

EXISTING ACCESSIBILITY

- 4.38 The mixed use nature of the proposed development will provide many of the facilities which the residents of Chilmington Green will require on a daily basis. This convenience and locality of facilities will ensure that many journeys can be made via sustainable modes and thus remain within the development boundary.
- 4.39 This section will review the current accessibility of the site to facilities in Ashford and beyond via sustainable modes, and when read in conjunction with Section 5 offers a comparison of the 'before' and 'after' impact of the Chilmington Green site.
- 4.40 It is generally understood that walking and cycling are of high importance at the local trip level, offering the greatest potential to replace short car trips where they are under 2 kilometres for walking and 5 kilometres for cycling. Section 4 of the NPPF, emphasises the need for land use and transport planning to be integrated in a manner which promotes sustainable development with good access to local facilities.

METHODOLOGY

- 4.41 In order to provide the most accurate assessment of current pedestrian accessibility, a GIS based methodology has been utilised. To facilitate comparison with the proposed development, three centroids have been taken, which are the locations of the future district centre and the two local centres.
- 4.42 Close to the northern boundary of the site, there is a perceivable gradient change. This has been incorporated into the assessment, constraining the distance which can be travelled on foot or by cycle from Chilmington Green in any period.

PEDESTRIAN ACCESSIBILITY

- 4.43 As shown on Figure TP 4.4, there is currently limited accessibility to existing facilities in Ashford from the site. Some of the facilities located in the south of Ashford, a short distance from the northern border of the development, are reachable within 30 minutes.
- 4.44 A small pocket of facilities is accessible in less than 25 minutes, located in Singleton. These include schools, convenience retail, a GP and a pharmacy. Other than these, the only other facilities within reasonable walking distance are a nursery on the northern fringe of Shadoxhurst and Ashford Friars Prep School, located in Great Chart. Both of these facilities

can be reached in less than 20 minutes. The Post Office in Stubbs Cross can be reached in less than 20 minutes' walk.

- 4.45 It can therefore be surmised that a journey on foot is generally not currently a means of accessing anything more than the most basic facilities. The current road network is not conducive to making certain of these journeys though. For instance it is not realistically conceivable that a parent with a small child would walk along Chilmington Green Road in order to reach the nursery in Shadoxhurst.
- 4.46 The Chilmington Green site contains a number of public rights of way (as noted in Section 4.4); these have been incorporated into the assessment of existing conditions. A number of these will form primary routes for non-motorised users at the proposed development.
- 4.47 The current levels of pedestrian activity suggest that walking for leisure would be a more common use of existing pedestrian routes, rather than as a means of accessing facilities.

CYCLE ACCESSIBILITY

- 4.48 As is to be expected, accessibility to Ashford and the wider area via cycle is significantly expanded in comparison to being on foot. This is displayed on Figure TP 4.5. Ashford town centre is accessible in less than 20 minutes, with all except the northernmost and easternmost areas of the town falling within the 30 minute accessibility window.
- 4.49 The travel time by cycle to the pocket of facilities in Singleton referred to in the pedestrian assessment is under 10 minutes. The range of leisure and retail facilities accessible by cycle covers most of those in Ashford, although certain types of journey purpose will not necessarily be conducive to cycling, such as making large purchases.
- 4.50 Travelling to work by cycle is also a realistic option for workers whose place of employment is outside of Ashford Town centre. The cycling time from the site to local employment centres is shown in Table 4.7.

Table 4.7: Accessibility to Employment by Cycle

Employment Location	Travel Time by Cycle (mins)
Ashford town centre	16-20
Cobbs Wood Industrial Estate	11-15
Broofield Industrial Estate	11-15
Kingnorth Industrial Estate	16-20
Eastmead Trading Estate	16-20
Kingfisher Business Park	21-25
Grove Business Park	21-25
Henwood Industrial Estate	21-25

- 4.51 In terms of cycling comprising a stage in a multi-modal journey, Ashford International Station can be reached from the site in less than 20 minutes. To the south east, Ham Street station is within 30 minutes cycle. Both of these stations offer cycle storage.

PUBLIC TRANSPORT ACCESSIBILITY

- 4.52 The GIS based software ACCESSION has been used in order to determine the accessibility of destinations from the site using currently timetabled public transport services. This assessment indicates that the site has some degree of accessibility to other parts of Ashford and nearby settlements in Kent. This is illustrated in Figure TP 4.6.
- 4.53 It is discernible when comparing the cycle accessibility in Figure TP 4.5 that there are some areas of Ashford which are faster to reach by cycle than they are using the current Public Transport services. This is likely to be due to the fact that a cyclist can take a direct route to these destinations. If using a bus service, it is possible a change of service may have to be taken, most likely in the town centre, in order to make an onward journey to the same destination.
- 4.54 In many cases, where a rail travel element is a component in a journey, a significant amount of onward travel from the rail destination is not possible within the cumulative one hour period used for assessment. Table 4.8 presents some of the destinations accessible from the site in a one hour window via public transport.

Table 4.8: Accessibility from Site to Destinations via Public Transport

Destination	Travel Time by Public Transport (mins)
Ashford International Station	21-30
Ashford town centre	31-40
Tenterden	31-40
Wye	41-50
Canterbury	51-60
Folkestone	51-60
Headcorn	51-60

Source: Third-party prepared Accession assessment

SUMMARY

- 4.55 The current access to facilities from Chilmington Green via sustainable modes ranges from poor to acceptable. This is primarily because the area currently has minimal development and therefore does not create a substantial demand for facilities. Therefore the facilities that will be used by existing residents have been established in order to serve other communities such as those in Singleton and Stanhope to the south of Ashford.
- 4.56 Ashford currently has a very well developed provision of pedestrian and cycle routes, and the proposed development will integrate seamlessly with these, ensuring that the new community is able to access existing facilities with ease.
- 4.57 The proposed development will provide a wide range of facilities for retail, education, employment and medical requirements. In the majority of cases, accessing a facility within Chilmington Green will be the most attractive option for residents.

5 DEVELOPMENT PROPOSALS

DEVELOPMENT PROPOSAL

5.1 The proposals at Chilmington Green are for a mixed use development. Residential properties will comprise the focus of the development, however there will be significant supporting infrastructure which will sustain Chilmington Green itself and also complement Ashford's position as a regional growth point.

5.2 The outline application is for a comprehensive Mixed Use Development comprising:

- Up to 5,750 residential units, in a mix of sizes, types and tenures;
- Up to 10,000m² gross floorspace of Class B1 use;
- Up to 9,000m² gross floorspace of Class A1 to A5 uses:
- Education (including a secondary school of up to 8ha, and up to four primary schools of up to 2.1ha each);
- Community uses (class D1) up to 5,000m² gross floorspace;
- Leisure uses (class D2) up to 5,000m² gross floorspace;
- Provision of local recycling facilities;
- Provision of areas of formal and informal open space;
- Installation of appropriate utilities infrastructure as requires to serve the development, including flood attenuation works, SUDS, water supply and wastewater infrastructure, gas supply, electricity supply (including substations), telecommunications infrastructure and renewable energy infrastructure;
- Transport infrastructure, including provision of three accesses on to the A28, an access on to Coulter Road, other connection on to the local road network, a Park and Ride with a maximum of 600 parking spaces and a network of internal roads, footpaths and cycle routes;
- New planting and landscaping, both within the Proposed Development and on its boundaries, and ecological enhancement works; and
- Associated groundworks.

PUBLIC TRANSPORT IMPROVEMENTS

- 5.3 A new high frequency bus service will be introduced at the proposed development and will be available from the first phase, with its coverage expanding as Chilmington Green is built out.
- 5.4 Further details of Chilmington Green's public transport offering and the proposed bus route are contained in the Transport Assessment.

SUSTAINABLE TRANSPORT MEASURES

- 5.5 A number of development proposals, including design features, will aid sustainable travel to and from the site. These are outlined below:
- Permeable pedestrian and cycle network;
 - Green Lanes with limited vehicle movements, encouraging use by pedestrians, cyclists and equestrians;
 - Master Plan design integrating facilities within communities, reducing travel distance;
 - Car parking in accordance with local policy;
 - Convenient cycle parking; and
 - Speed limits throughout the development of 30mph or less, to be detailed in reserved matters.

CAR AND CYCLE PARKING

- 5.6 Car and cycle parking at Chilmington Green will be provided in line with the standards detailed in the Transport Assessment. This parking will be 'designed in' to the scheme and located close to dwellings and distributed efficiently over the site to cater for residential visitors.
- 5.7 Many of the new dwellings will be served with on-plot parking generally located to the side, rear or front of the dwelling. Parking spaces and garages will be sited so that there is sufficient room for users to enter and exit the vehicle. The distance from the car parking space to the home will be kept to a minimum and will be level or gently sloping where practically possible. Disabled parking and cycling parking numbers will be provided in accordance with the appropriate standards at the time of reserved matters submission.

Where appropriate, on-street parking will be provisioned, forming traffic calming and creating spaces away from built form for street trees and other landscaping. By designing the on-street parking locations from the outset, the impact of car parking on the street scene is minimised.

- 5.8 Courtyard parking within the development blocks will be evident, but where this approach will be utilised, parking courts will serve a limited number of dwellings, include landscaping and create private, well defined areas with good surveillance from dwellings, giving the court its own sense of place. Pedestrian connections from the fronts of houses to rear courts should be regular and direct.

PEDESTRIAN AND CYCLE ROUTES

- 5.9 Ashford is well served by pedestrian and cycle routes and infrastructure, and this provision is complemented by the Chilmington Green Master Plan. Existing Public Rights of Way within the site would be complemented by new routes and infrastructure, giving traffic free movement for cyclists to many areas of Chilmington Green.
- 5.10 National Cycle Route 18 will continue to form a key route for non-motorised users, whether to gain access to Chilmington Green or for leisure purposes, and Greensand Way will also form a key corridor for pedestrian and cycle movement.
- 5.11 As a result of the construction of roads to support vehicle movement around Chilmington Green, several existing roads will become 'Green Lanes', rural routes which retain their existing character. These routes will have minimal vehicular traffic and will present a pleasant environment for non-motorised users for trips of all purposes.
- 5.12 These 'Green Lanes' will primarily consist of:
- Chilmington Green Road;
 - Chilmington Green Lane; and
 - Bartlets Lane.
- 5.13 Chilmington Green's proposed primary pedestrian and cycle routes are shown on Figure TP 5.1.

ORCHARD WAY

- 5.14 Orchard Way will be the main vehicular link through Chilmington Green, handling traffic heading to and from the A28 in addition to local traffic circulating in the proposed development. Orchard Way will have a 6.0m carriageway width, with footway and cycleway providing ease of access around Chilmington Green for non-motorised users.
- 5.15 The southern section of Orchard Way will form part of the bus route for the proposed high frequency bus service.

PHASING

- 5.16 Construction of Chilmington Green will take place in four phases, with each phase consisting of dwellings, plus non-residential land uses which directly support either that phase or Chilmington Green as a whole. These include facilities such as the education facilities, which will be required at regular intervals, and retail facilities.

PEDESTRIAN ACCESSIBILITY

- 5.17 The primary pedestrian routes introduced by the proposed development have been included in the third party prepared GIS assessment, which shows the effect of these links on pedestrian accessibility inside and outside of the development. Figure TP 5.2 shows the pedestrian accessibility at full build-out of Chilmington Green.
- 5.18 A comparison between the future pedestrian accessibility and the existing accessibility shown in Figure TP 4.4 shows that there is an increase in the distance which can be travelled on foot within a 30 minute period, but it does not offer significantly improve access to any existing facilities.
- 5.19 What Figure TP 5.2 does show is the excellent accessibility within the site to facilities. In addition to displaying the locations of the district and local centres as centroids, the education facilities have been shown, as has the supermarket located at the district centre.
- 5.20 From any point within the development, the walking time to one of the centres is less than 15 minutes, and in the majority of the residential areas it is under 10 minutes. The locations of the centres around the development ensure that this travel time is kept low. The employment, convenience retail and commercial facilities at each of the centres will be within easy reach on foot of all residents, visitors and employees.

- 5.21 A comparison with the development density in Figure TP 4.7 shows that the district and local centres are surrounded by high density development, with the density gradually decreasing at further distances. This means that a greater number of people are located within a shorter walking distance to the centres than are located further away.
- 5.22 Three of Chilmington Green's primary schools are within five minutes' walk of one of the centres, with the fourth primary school and the secondary school situated less than 10 minutes' walk from a centre. As a result, it can be said that all residential development will be within 15 minutes' walk of a primary school and a good proportion within 5 minutes' walk. Chilmington Green's secondary school will be within the 2km guideline for walking offered by the Chartered Institution of Highways and Transportation in the publication "Guidelines for Providing for Journeys on Foot", 2000.

CYCLE ACCESSIBILITY

- 5.23 The proposed cycle infrastructure at Chilmington Green offers some degree of improvement in accessing the wider Ashford area as a result of the provision of the proposed development's internal cycle routes. Figure TP 5.3 shows the level of cycle accessibility from Chilmington Green's district and local centres.
- 5.24 In particular, a greater proportion of Ashford north of the M20 and areas in the far east of the town become accessible in less than 30 minutes cycle time. Access time to Ashford town centre remains under 20 minutes by cycle.
- 5.25 Based on the results of this assessment, Chilmington Green can be deemed as a 'cycle neighbourhood'. The proposed infrastructure provides an environment where any of the three centres within the proposed development can be reached conveniently by cycle. The majority of the development is able to reach either the district centre or one of the local centres in under 5 minutes, with only those at the very fringes of the site needing up to 10 minutes to get to a centre.
- 5.26 With Chilmington Green's schools located in close proximity to the centres, these will all be accessible in a short time by cycle too, with the secondary school within an excellent distance by cycle.

PUBLIC TRANSPORT ACCESSIBILITY

- 5.27 As with the assessment of existing conditions, the public transport assessment for the future scenario has been carried out by a third party using **ACCESSION**. This incorporates the proposed high frequency bus service from Chilmington Green. The assumptions associated with the service (detailed in Section 11 of the Transport Assessment) are:
- 10 minute frequency;
 - Real-time smart bus stops located as shown in Figure TP 5.4; and
 - A journey time of approximately 15 minutes to Ashford International Station from the district centre.
- 5.28 The assessment includes the time taken to walk from the centroid (in this case either the district or local centre) to the nearest bus stop, there is also an assumed wait time. Where there is a change of mode from bus to rail, another small delay is introduced replicating the wait for a train for example. Where there are no further onward connections, the distance that can be reached in a 60 minute period is shown. The future public transport accessibility from Chilmington Green is shown in Figure TP 5.5. A wider view of public transport accessibility from Chilmington Green to the rest of Kent can be seen on Figure TP 5.6.
- 5.29 In comparison to the existing accessibility by public transport as displayed on Figure TP 4.6, there is a noticeable difference in the destinations which can be reached, and the time in which they can be accessed.
- 5.30 Table 5.1 shows a list of local destinations and offers a comparison in the time calculated to reach them from Chilmington Green currently, and with the proposed bus service.

Table 5.1: Accessibility from Chilmington Green to Destinations via Public Transport

Destination	Travel Time by Public Transport (mins)
Ashford International Station	21-30
Ashford town centre	31-40
Tenterden	31-40
Wye	41-50
Canterbury	51-60
Folkestone	51-60
Headcorn	51-60

Source: Third-party prepared Accession assessment.

- 5.31 As Table 5.1 shows, Chilmington Green's proposed bus service facilitates access to a wide area, giving excellent links to Ashford International station and to the town centre.
- 5.32 Destinations that cannot currently be reached in less than an hour by public transport are shown by the assessment as being reachable in that time in the future year assessment. For example from commencing a journey at one of the centres at Chilmington Green the assessment anticipates it will be possible to get to central Maidstone in under 50 minutes and to Ebbsfleet International Station in under 60 minutes.
- 5.33 The future level of accessibility increases the potential for residents to commute from Chilmington Green to other destinations in Kent. And with London St Pancras station a further 18 minutes journey from Ebbsfleet International, central London is feasibly accessible from Chilmington Green in a little over one hour.
- 5.34 The reverse journey can also be made conveniently, with commuters able to access the proposed development using public transport to reach Chilmington Green.
- 5.35 It should be noted that ACCESSION assumes a certain time to reach a public transport stop and for the service to arrive. This can result in journeys involving public transport services with a low frequency providing better results than they may do in reality.

SUMMARY

- 5.36 This section has demonstrated that the proposals at Chilmington Green afford future Site users, including residents, the opportunity to access all the facilities that Chilmington Green has to offer using sustainable modes. Travel to and from the development and to places outside of Ashford is significantly enhanced by the proposed high frequency bus service.

6 TRAVEL PLAN PROMOTION AND MEASURES

INTRODUCTION

- 6.1 Having outlined the aim and objectives of the RTP, and examined the opportunities presented by the development site, there are potentially a wide range of different measures that can be implemented to meet them.
- 6.2 This section outlines a range of measures that will be implemented as part of this plan. The measures presented are anticipated to be relevant to the scale of development and have the greatest potential for encouraging the use of sustainable transport modes amongst residents.
- 6.3 Further details of the site-wide and occupier-specific measures are set out in the following paragraphs.

SITE WIDE MEASURES

- 6.4 This section outlines the specific site-wide development measures to be introduced as part of the RTP.

TRAVEL PLAN COORDINATOR

- 6.5 A Travel Plan Coordinator will be appointed by the site management company to ensure the effective implementation of the Travel Plan. They will oversee the day to day running of the Travel Plan activities and administration of the Plan. Prior to occupation the Travel Plan Coordinator will be responsible for establishing contacts within the local community i.e. bus operators and cycle shop owners, and ensuring the timely implementation of identified measures.
- 6.6 The Travel Plan Coordinator will lead the day-to-day delivery of the RTP and oversee the implementation of the other travel plans (WTP and STP).
- 6.7 Details of the nominated Travel Plan Coordinator will be established prior to occupation of the site and provided to KCC / ABC.

TRAVEL PLAN STEERING GROUP

- 6.8 The Travel Plan Coordinator will seek to set up a Chilmington Green Travel Plan Steering Group. This will be made up of resident representatives and other stakeholders including those related to the workplace and school travel plans (more details of these roles are provided within the respective travel plan documents). Other key stakeholders from the wider community, such as Travel Plan Coordinators from other developments plus KCC and ABC will also be invited to attend.
- 6.9 The purpose of this Steering Group is to help with securing buy-in from all aspects of the new community. This will help the Travel Plan Coordinator to successfully implement new measures and undertake monitoring phases. The Group will also be useful for information sharing and feedback.

PROVIDING TRAVEL INFORMATION

- 6.10 The provision of information on a wide variety of transport options for travelling to and from Chilmington Green will ensure all residents are fully aware of the choices available to them.
- 6.11 The dissemination of information can best be achieved through a range of methods, including via the internet, information notice boards and direct contact with households. Therefore, the following measures will be introduced by The Consortium (or appointed site management company) at a site-wide level.

RESIDENTIAL SALES STAFF TRAINING

- 6.12 Training will be provided to all sales staff that will be responsible for meeting with prospective residents at the new development. The training will focus on ensuring all staff are familiar with the objectives of the RTP and are able to communicate to a prospective buyer the sustainable travel opportunities available. Staff training will be repeated by the Travel Plan Coordinator to reflect staff turnover or to keep staff up to date with any changes to the Travel Plan.
- 6.13 This will help to promote the sustainable characteristics of the site to prospective buyers and help to ensure that all new residents of the development are aware that sustainable travel information will be available to them, including prior to occupation.

- 6.14 Sales and marketing literature aimed at prospective buyers of homes will highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area.

CHILMINGTON GREEN SUSTAINABLE TRAVEL WEBSITE

- 6.15 The Consortium will be responsible for the creation of a dedicated sustainable travel website for Chilmington Green that will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.
- 6.16 The website will serve as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for other Site attendees. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities.
- 6.17 The website will also provide links to other websites such as Kent Journey share, Traveline and Transport Direct so as to encourage residents to plan their journeys using sustainable transport.
- 6.18 Residents will also be encouraged to provide on-line feedback on travel and travel plan related issues.

RESIDENTS' SUSTAINABLE TRAVEL INFORMATION PACK

- 6.19 Upon occupation of the development, residents will receive a 'Sustainable Travel Information Pack'. Through the information provided in the pack, residents of the development will be in a better position to make informed choices about how they choose to travel to and from the development. The pack will include:
- An overview of the objectives and structure of the Chilmington Green Travel Plan, why the scheme is in place, and what advice is available on sustainable travel options;
 - The benefits that having a travel plan brings, to individuals, the community and to the environment;
 - What incentives are being offered to residents to encourage sustainable travel; Contact details of the Travel Plan Coordinator, should they have any transport or travel problems, or ideas they wish to discuss;

- Up to date public bus and rail timetables. If necessary these will be simplified and produced as pocket guides to make them easier to use and to carry in everyday travel;
- How to access and register with the countywide and site-wide car share database;
- Pedestrian and cycle route maps for travelling within the development, as well as to and from the surrounding area, including access to the nearest local facilities (such as schools, doctors and dentist surgeries, the post office etc.), the bus and rail stations;
- Details of local taxi companies;
- Details of local retail outlets that provide home delivery services;
- Details on how to get involved in the Travel Plan Forum;
- Bus and bike discount vouchers application form;
- A personal journey planning advisory leaflet and reply slip;
- Brief summary note about the status of local School Travel Plans, including any noteworthy initiatives that have been implemented. In the event the school is not open prior to occupation of residential properties, the note to residents will include local schools that children can attend for the interim period and details of when the school is expected to open and how to go about registering children for the school.
- Information on which broadband providers are available from the exchange serving the site and their residential unit.

6.20 Information packs will be provided to the first two occupiers of each dwelling. This will be achieved by liaison with residents and local estate agents. The appointed Travel Plan Coordinator is responsible for the compilation and maintenance of the information provided within the information packs.

TRAVEL INFORMATION POSTERS/LEAFLETS

6.21 Posters will be produced to provide information and details of key site-wide initiatives, including the internet site web address and a contact. Leaflets will be produced for visitors to promote suitable modes of transportation to and from the locality.

6.22 These will be distributed throughout the Site to maximise awareness of measures and opportunities to all residents.

PROMOTING CAR SHARING

- 6.23 Residents will be encouraged to car share, where possible. This will help to reduce the overall number of car journeys being made in the first instance, whilst encouraging a pattern of more efficient car use amongst residents and other Site attendees.
- 6.24 Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.
- 6.25 Information about existing local car sharing groups will be disseminated to households through sustainable travel information packs and notice boards. There are two such groups that incorporate the Ashford area; kentjourneyshare.com and Kent Car Share. These organisations can be joined for free, or for a small fee, and help users match journeys with other people, and subsequently help to reduce the costs of travelling alone by car.
- 6.26 The site-wide Travel Plan Coordinator will be responsible for setting up a car sharing database for Chilmington Green which residents and other Site users will be encouraged to sign up to. This is expected to become more popular as the development builds out and more individuals join. A promotional event will be held at Chilmington Green organised by the site-wide Travel Plan Coordinator to boost the uptake of car sharing within the community.

MEASURES TO PROMOTE WALKING/CYCLING WALKING AND CYCLING NETWORK

- 6.27 Pedestrian and cycle permeability will be high, with links provided within the development site and to the existing residential area, enabling full use of the community facilities for people based at Chilmington Green.

SITE SPECIFIC WALKING AND CYCLING MAPS

- 6.28 To demonstrate to residents how local facilities and services can be reached on foot, or by bicycle, site-specific walking and cycling maps will be produced by the Travel Plan Coordinator and distributed along with the travel information packs to all households.

- 6.29 These maps will be produced with the development as the central points of focus, with all key local facilities and services clearly illustrated within time bands showing average walking and cycling journey times. This will demonstrate how accessible these destinations are within a given travel time.

SECURE CYCLE PARKING

- 6.30 All general facilities, shops and community facilities at Chilmington Green will be provided with high quality secure cycle parking facilities close to the main access to the building. This will ensure that Site attendees Chilmington Green will be able to benefit from secure and covered cycle parking for public use. The quantum of cycle parking provided will be in accordance with KCC / ABC guidance and reviewed through the monitoring process to see if additional spaces are required.

BICYCLE USER GROUP (BUG)

- 6.31 A Bicycle User Group (BUG) will be established for the development. This group will comprise residents as well as other site attendees, such as employees and travel planning representatives who are interested in taking forward initiatives to promote and facilitate cycling at Chilmington Green. The BUG will provide a forum for sharing information on cycle routes, cycling best practice, and to address any issues of concern regarding cycling or cycle safety.
- 6.32 The BUG will also enable less experienced cyclists to interact with established cyclists and obtain information, guidance and potentially a 'cycling buddy' to accompany them on their journey to or from the development. Through the BUG, a 'Bike Doctor' can be organised on a regular basis to service residents' bicycles and provide advice on cycle maintenance.

CYCLE DISCOUNTS

- 6.33 Details of local cycle shops will be publicised on the development website and discussions will be held with these shops to endeavour to secure discounts for residents on cycle purchase and repair.

PROMOTIONAL EVENTS

- 6.34 The promotion of cycling and walking throughout the year will be undertaken through involvement in national activities such as 'National Bike Week'.

- 6.35 Households will receive publicity of these events via email, the website or notice boards/posters to actively encourage their participation. The coordination of these events will be facilitated by the TPC.

MEASURES TO PROMOTE PUBLIC TRANSPORT USE ENHANCED PUBLIC TRANSPORT SERVICES

- 6.36 A Public Transport Strategy has been developed to ensure a target of 20% of trips Chilmington Green trips by public transport is met.
- 6.37 To achieve this mode share a high quality, frequent and direct bus service to Ashford Town Centre is required. It is proposed that the bus service is bespoke to Chilmington Green rather than an extension of an existing bus service. The service will operate every 10 minutes and provide a direct and attractive link between Chilmington Green, Ashford Town Centre and Ashford International Rail Station (for high speed rail services to London).
- 6.38 High Quality Smart Bus Shelters are also planned around the Chilmington Green site. It is proposed that these shelters would include Real Time Passenger Information (RTPI) screens which show passengers when the next bus is due.

BUS/RAIL SERVICE INFORMATION

- 6.39 Details of public transport services serving the development area will be publicised to all residents, including route, fares and timetable information. This information will be disseminated directly via a range of media including posters, sustainable travel information packs and via the Chilmington Green website.
- 6.40 As a further measure, the provision of Personal Travel Planning information to households could be introduced if the aforementioned approach is not felt to be sufficient following its implementation. Each household could be offered public transport information for their journey, based on their home postcode location as part of their induction process.

MEASURES TO PROMOTE MORE EFFICIENT CAR USE

- 6.41 Car parking provision at Chilmington Green will be provided in accordance with local standards. This will ensure there is no over provision of car parking. Furthermore, regulating access to the supply of car parking will also help to restrict the demand for single-occupancy car journeys to/from the site.

CAR SHARING

- 6.42 To ensure the most efficient use of cars that do travel to and from the site, residents will be encouraged to car share wherever possible. This will help to reduce the overall number of car journeys being made in the first instance, whilst encouraging a pattern of more efficient car use amongst residents.
- 6.43 Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.
- 6.44 Information about existing local car sharing groups will be disseminated to residents through letter drops, sustainable travel information packs and notice boards.
- 6.45 There are two such groups that incorporate the Ashford area; kentjourneyshare.com and Kentcarshare. These organisations can be joined for free, or for a small fee, and help users match journeys with people, and subsequently help to reduce the costs of travelling alone by car.
- 6.46 In addition to this a car sharing database will be set up for Chilmington Green which residents will be encouraged to sign up to. This is expected to become more popular as the development builds out and more residents join. A promotional event will be held at Chilmington Green organised by the Travel Plan Coordinator to boost the uptake of car sharing within the community.

CAR CLUB

- 6.47 The Travel Plan Coordinator will undertake a feasibility study prior to first occupation of the site to determine the suitability for a dedicated car club. A car club offers members the use of a car, for a yearly membership fee, so that members have access to the use of a car without any of the cost and hassle of owning it themselves.
- 6.48 An existing car club operator, such as City Car Club, will be approached to manage the scheme. If it is deemed that this site provides the right characteristics to support a car club, the developer will provide the first year's membership to the club free of charge (one membership per dwelling). The Travel Plan Coordinator will also undertake an assessment to

determine the viability of this scheme on an area wide basis i.e. to incorporate other residential developments nearby as developments progress.

ELECTRIC VEHICLE CHARGING POINTS

- 6.49 The technology behind electric vehicles is at a point where they now provide a much better range and level of performance than early incarnations. From being produced by specialist companies they have now moved to mass production by the world's major manufacturers, with fully electric cars having been released by Nissan, Peugeot, and Renault in 2011 and other companies are expected to follow in the next few years.
- 6.50 By providing a number of secure charging points located at various points around the development, those who feel that they need a vehicle may be encouraged to choose an electric car. This offers a social benefit of zero harmful emissions from the vehicle. There are personal benefits for the owner of the vehicle as it will be exempt from road tax and the London Congestion Charge.
- 6.51 With the installation of charging points, Chilmington Green would be at the forefront of the promotion of zero emission vehicle use.
- 6.52 Once benefits and location have been reviewed, The Consortium will install an appropriate number of charging points prior to occupation. At this point, additional locations will also be reserved for further future installations should the demand arise. Initial charging points will be monitored to assess demand.

SUMMARY

- 6.53 This chapter has outlined a number of measures that will actively encourage sustainable travel behaviour amongst residents and reduce the number of single- occupancy car journeys associated with development at Chilmington Green.
- 6.54 It is expected that, where practical, these measures will be encompassed by Chilmington Green residents to reduce the need to travel or choose sustainable travel modes for commuting, leisure, retail and other journeys.

7 TRAVEL PLAN MANAGEMENT

TRAVEL PLAN MANAGEMENT STRUCTURE

- 7.1 The Consortium will retain overall responsibility for ensuring the implementation of the Chilmington Green Travel Plan and will ensure that it is reviewed and amended as necessary.

TRAVEL PLAN COORDINATOR

- 7.2 A Travel Plan Coordinator will be appointed by the site management company while the site is being developed and prior to opening of the sales and marketing suite to ensure the effective preparation of materials and implementation of the Travel Plan. This will allow for sufficient time to determine Electric Vehicle charging locations and supplier and car club feasibility and potential operation.
- 7.3 They will oversee the day to day running of the Travel Plan activities and administration of the Plan. Prior to occupation the Travel Plan Coordinator will be responsible for training sales staff to promote the Travel Plan from the outset, establishing contacts within the local community i.e. bus operators and cycle shop owners, and ensuring the timely implementation of identified measures.
- 7.4 The Travel Plan Coordinator is primarily responsible for the implementation of the RTP, but their remit will extend site-wide to provide guidance, support and advice to the employment and educational components of the site.
- 7.5 The role of this coordinator will include:
- Acting as a point of contact for queries for residents, employers and school representatives;
 - Setting up, managing and facilitating the Travel Plan Steering Group;
 - Ensuring that all travel information and data disseminated is accurate and up to date;
 - The ongoing monitoring of the Travel Plan;
 - Assist in the decision making process with the site management company on which measures will be best to implement – and in association with KCC/ABC; and
 - Updating the Travel Plan document as necessary, and liaising with KCC/ABC.
- 7.6 Details of the nominated Travel Plan Coordinator will be established prior to occupation of the site and provided to Kent County Council and Ashford Borough Council.

8 IMPLEMENTATION ACTION PLAN

- 8.1 The Travel Plan Coordinator will be appointed prior to first occupation of Chilmington Green. This will ensure that preparation for measures to be introduced either prior to, or on first occupation of the site, can be progressed in the meantime to ensure lower carbon travel patterns are actively encouraged amongst residents and visitors from the outset.
- 8.2 To ensure delivery and ownership of specific measures it is necessary to set out an 'Action Plan' for implementation and review. Table 8.1 provides an initial action plan for the implementation of measures at Chilmington Green. This includes the site- wide measures to be implemented on-site and associated timescales or trigger points.

Table 8.1 Chilmington Green RTP – Implementation Action Plan

Trigger / Date	Task / Measure	Delivery
Prior to first occupation	Appoint a site management company	The Consortium
	Appoint a site-wide TPC	Site Management Company
	Train residential sales / marketing staff	TPC
	Prepare ‘sustainable travel information packs’	TPC
	Sustainable travel information website.	The Consortium / Site Management Company / TPC
	Contact local cycle shops to organise cycle vouchers and discounts	TPC
	Electric vehicle charging points	The Consortium / Developers
Following first occupation	Establish Travel Plan Steering Group	TPC
	Set up a BUG involving residents	TPC
	Promote an online forum for residents’ feedback on the Travel Plan	TPC
	Undertake residential surveys at an agreed time following first occupation	TPC
	Analyse residential travel surveys, update RTP as required, submit to KCC / ABC for approval	TPC
	Distribute residents’ travel information pack	TPC
	Organise a Bike Week event.	TPC
	Promote household travel planning service to residents	TPC
Two years following first occupation	Undertake repeat monitoring surveys	TPC
Thereafter and ongoing until five years after final phase completion	Organise and carry out home visit personal journey planning for new households that have not taken part.	TPC
Five years post-completion	Discuss and agree the way forward for monitoring and with KCC / ABC.	TPC.

FUNDING

- 8.3 The initial infrastructure related to the planning application proposals, such as on-site and off-site pedestrian and cycle facilities and delivery of the public transport strategy, will be secured through appropriate mechanisms within the planning process.
- 8.4 This will provide the delivery of facilities and the vehicle for the funding of such measures.
- 8.5 The site developers will collectively provide funding to the site management company to appoint a Travel Plan Coordinator who will take forward the site-wide Action Plan of sustainable travel initiatives and measures.
- 8.6 The Consortium and the site developers will fund the delivery of initiatives including the establishment of the Chilmington Green website, monitoring requirements, and site-wide marketing/promotional activity related to sustainable travel. Table 8.2 indicates the responsibility for delivery of each measure outlined within this RTP.

Table 8.2 Funding Responsibility for Delivery of Measures

Measure	Funding Responsibility
Overall Management	
Travel Plan Coordinator	The Consortium
Monitoring and report	
On-Site Infrastructure Improvements	
Footpaths and cycle ways	The Consortium
Enhanced bus services	
Secure cycle parking	
Electric vehicle charging points	
Travel Plan Marketing and Promotional Measures	
Sales and marketing staff training	The Consortium
Sustainable Travel Website	The Consortium / Management Company
Sustainable Travel Information Packs	The Consortium
Bike Week	Management Company

9 TARGETS AND MONITORING

Travel Plan Targets

- 9.1 To help guide the progress of the RTP a number of targets have been adopted that will be reviewed by the appointed Travel Plan Coordinator on a biennial basis.
- 9.2 These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes.
- Output targets – These targets relate to the implementation of the measures to be introduced as part of the Travel Plan. They will help to ensure that The Consortium remains on course with the delivery of the different measures contained within this Travel Plan.
 - Outcome targets – These targets relate to the effect of implementing the Travel Planning measures, and will include for example reducing the overall proportion of journeys (all journeys) being undertaken from the development by car.

OUTPUT TARGETS

- 9.3 Table 9.1 details the output targets that will be adopted for the RTP.

Table 9.1 Funding Responsibility for Delivery of Measures

Output Target	Responsibility	Timescale
Appoint and fund a site-wide Travel Plan Coordinator	The Consortium / Site Management Company	Following appointment of the Site Management Company and prior to appoint of sales staff
Training of sales staff so that they can discuss with potential occupants	The Consortium / Travel Plan Coordinator	Prior to first occupation
Prepare residents Sustainable Travel Information Pack ready for distribution	Travel Plan Coordinator	Prior to first occupation
Distribute information pack to residents	Travel Plan Coordinator	On occupation
Ensure all travel information is maintained and up to date	Travel Plan Coordinator	On-going
Set up Travel Plan Steering Group	Travel Plan Coordinator	On occupation
Manage and facilitate Steering Group	Travel Plan Coordinator	On-going
Promote car sharing opportunities to all residents	Travel Plan Coordinator	On occupation
Hold Bike Week event	Site Management Company / Travel Plan Coordinator	On occupation

OUTCOME TARGETS

- 9.4 A baseline travel survey will be undertaken 1 year from first occupation of the development to gather base year modal split data for journeys to and from Chilmington Green. This base year information will then be used to establish appropriate fixed end of phase targets for Chilmington Green. The formulation of the end of Phase 4 targets (fixed site-wide modal split target) is detailed in the Transport Assessment.
- 9.5 Until such a travel survey can be undertaken, interim baseline modal split targets for Phases 1, 2 and 3 have been established based on information within the 2001 Census.
- 9.6 The 2001 Census provides information on the current 'journey to work' modal split for the nearby Great Chart and Singleton North Ward, which has been analysed in the Transport Assessment, and shown in Table 9.2 below. Information for this ward is being used, in

agreement with KCC, as the majority of the site falls within this ward. It should be noted that the table excludes people that indicated they work from home.

Table 9.2 Great Chart and Singleton North Ward model split (Journeys to work)

Mode	Percentage
Car Driver	72.10%
Car Passenger	6.44%
Train	6.06%
Underground	0.00%
Bus	3.28%
Taxi	0.38%
Motorcycle	0.76%
Cycle	4.29%
Walk	6.69%
Other	0.00%
Total	100%

RESIDENTIAL USE – OUTCOME TARGET

- 9.7 The census data indicates that 72.1% of the resident population in this ward travel to work as single-occupant car drivers. Therefore, an interim target for this RTP will be to not exceed 72% of all journeys being undertaken by residents of the development as car drivers until such a time as a more accurate baseline level can be established from a survey.

Table: 9.3 End of phase mode share targets

Mode	Phase1	Phase 2	Phase 3	Phase 4	Site-Wide Target
Car (Driver & Passenger)	62%	60%	57%	54%	53%
Bus	20%	20%	20%	20%	20%
Train	6.5%	8%	9%	10%	10%
Walk	7%	7%	8%	10%	11%
Cycle	4%	4%	5%	5%	5%
Other (motorcycle, taxis, etc)	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%
Baseline Survey	End of Year 1	N/A	N/A	N/A	N/A
Monitoring (Years of Phase)	2,4,6	2,4,6	2,4,6	2,4,6	Biennial up to 5 years following completion

TRAVEL PLAN MONITORING

- 9.8 The Travel Plan Coordinator will undertake monitoring of travel patterns associated with the development of Chilmington Green. This is to understand the level of modal shift and use of sustainable modes that is taking place at the development. By monitoring travel patterns it allows for the introduction of remedial measures should the implemented measures not achieve the required modal shift. The Coordinator will be responsible for monitoring the Residential Travel Plan, but will also provide support and assistance to the appointed coordinators of the employment and school travel plans.
- 9.9 Biennial (every two years) monitoring in the form of residents travel surveys and multi-modal traffic surveys will commence one year after first occupation of the first phase of development, or following 35% occupation of the first phase. The first two monitoring phases (identified in Table 9.3) will be used to determine the progress towards achieving end of phase targets.
- 9.10 Monitoring will take place until five years after the final phase is complete, with monitoring reports submitted to KCC / ABC on a biennial basis for this period. No further monitoring or reporting will be undertaken after this time unless the targets outlined in Table 9.3 have not been met.
- 9.11 The monitoring will be undertaken using a combination of household travel surveys and multi-modal travel surveys. Any necessary revisions to this survey will be agreed between the Travel Plan Coordinator and the relevant Kent County Council Travel Plan Auditing Officer prior to the survey being issued. The multimodal travel surveys will be undertaken using permanent vehicular monitoring loops located on each vehicular site access point. The potential locations for these loops are shown in Figure TP 9.1. In addition, it is intended that permanent pedestrian/ cycle loops will be used to monitor trip numbers by these modes, although the exact type and location of these is yet to be determined. Given that the site will have many access points, many of which will be through routes, the best method used to survey vehicle, pedestrian and cycle trips will be investigated by the Travel Plan Coordinator, whether this is through the installation of permanent or temporary loops/ counters, to establish which is the most effective and robust method.

- 9.12 In addition to these surveys it will be important to gather data relating to bus usage to ensure that the target of 20% is achieved and maintained. This data will be provided biennially by the bus operator.
- 9.13 The survey will seek to ascertain information about all users of the site, including (primarily) residents, workers and visitors to Chilmington Green. The survey will gather information on the following main points:
- Travel behaviour – to establish the overall travel patterns associated with the site and to allow the Travel Plan Coordinator to understand the ‘modal split’ for journeys to and from Chilmington Green for ongoing comparison.
 - Attitudes towards travel – to establish site user attitudes towards using different transport options available to access Chilmington Green. This will help identify any issues, or barriers (perceived and actual) that may reduce the desirability of low carbon transport options.
- 9.14 All costs associated with distributing, collecting, analysing and reporting of the survey will be met by the site management company, and all aspects of undertaking the survey will be administered by the Travel Plan Coordinator.
- 9.15 The monitoring which takes place for the RTP will link in with that done for the Workplace Travel Plan. Results and information gathered from each survey may provide an insight which results in positive changes to a Travel Plan which may not have occurred otherwise.
- 9.16 iTRACE is an innovative Travel Plan software package which includes site audit questionnaires and staff travel surveys designed to monitor and report on the performance of workplace travel plans. All new travel plans in Kent are required to use iTRACE and as such, this methodology will be utilised for Chilmington Green, and survey results provided to KCC for inclusion in iTRACE.
- 9.17 The objective of the monitoring process is to measure the progress of the RTP against the respective modal split target. If progress against the target is not being demonstrated, the introduction of additional recovery measures will be undertaken to help meet the target (see Section 9.4).

FUNDING AND REPORTING RESPONSIBILITY

- 9.18 The monitoring and review process will be managed by the TPC and funded by the site management company.
- 9.19 A summary report of Travel Plan progress and findings of the monitoring will be submitted at each biennial review to KCC / ABC. This will ensure that a focus and momentum is maintained and provides opportunities for a review of the RTP in light of any travel and transport issues that may have arisen.
- 9.20 The Travel Plan support provided by KCC, including the inclusion of survey data in iTRACE will be included in the pre-application fee, to be paid for by the Consortium.

RECOVERY MEASURES – ACTION PLAN

- 9.21 Table 9.4 presents the draft end of phase mode split targets for each phase of development.
- 9.22 As previously outlined, it is anticipated that the draft end of phase targets (phase 1, 2 and 3) will be subject to change following the baseline residents travel survey to be undertaken following occupation of Chilmington Green. This will ensure that they remain realistic in striving to meet the site-wise targets. Since the site is very large and that it will be constructed over a number of years (up to 20 years) the baseline survey undertaken in year 1 will not be representative of the whole site.
- 9.23 Initial monitoring during each phase prior to the end of phase monitoring, will help to ensure that the end phase modal split targets (for phases 1, 2, and 3) set in year 1 are realistic in working towards meeting the site-wide model split target.
- 9.24 However, despite potential changes to the target itself, it is important to illustrate a course of remedial action should progress towards the targets not be achieved. Table 9.4 summarises a step-by-step approach to introducing a series of recovery measures designed to bring the RTP back on course should the initial Implementation Action Plan fail to achieve the associated targets.
- 9.25 The recovery measures would commence with notification to KCC / ABC of any failure to reach the target mode share. The recovery measures process would be funded by the site management company.

Table: 9.4 Recovery Measures Action Plan (Interim)

Order of Actions	Action
1	Notification of failure to meet mode share target
2	Meeting of TPC and KCC / ABD to discuss way forward
3	Meeting between TPC, KCC / ABC to agree additional mutually convenient and voluntary measures.
4	Review 'Personal Journey Planning' service to all residents at Chilmington Green, providing individually tailored sustainable travel information specific to their own journey to work, including further incentives to try these modes such as step-up marketing, actively involve user groups, events in schools, etc.
5	TPC to meet KCC / ABC to discuss further potential measures and a possible revision to future RTP target.

- 9.26 As shown by Table 9.4, the recovery measures action plan details an approach to introducing a range of measures that could be called upon to boost sustainable travel patterns at Chilmington Green.
- 9.27 Appropriate funding will be made available to ensure implementation of an appropriate recovery plan. At this stage however, it is difficult to determine exactly what measures would be required and therefore to put a cost to this.

10 SUMMARY

Summary

- 10.1 This RTP has been prepared in support of development proposals at Chilmington Green, Ashford. This plan focuses primarily on how residents and visitors to the site can be encouraged to use sustainable means of transport to and from the site.
- 10.2 The measures proposed within this document will not only bring associated benefits to residents, but will also help to mitigate any transport impacts of the development on the wider local community.
- 10.3 To deliver this effectively, The Consortium will appoint a site management company who will in turn appoint a Travel Plan Coordinator to lead the day-to-day delivery of the plan. Their duties will include preparing travel information materials for dissemination to residents on their immediate occupation of Chilmington Green, providing additional travel advice and incentives where necessary, and actively monitoring progress.
- 10.4 This RTP has also detailed a clearly defined end of phase targets (to align with the phased build-out of the site) relating to the modal split for journeys arising from Chilmington Green, which can be revised more accurately following a baseline travel survey. A fixed end of Phase 4 target, overall site-wide target has been determined and this would not be subject to change. To monitor progress against the target, a detailed resident travel survey will be conducted on a biennial basis by the Residential Travel Plan Coordinator, with the results submitted to KCC / ABC. Information gathered from these surveys will also support the ongoing review of this RTP.

Appendix A

Residential Travel Plan Survey

Appendix A Residential Travel Survey

The following provides an example Residential Travel Survey that may be used at Chilmington Green.

Example Residential Travel Survey

Example Introduction

“As part of the monitoring process for the Residential Travel Plan, we are currently conducting a Travel Survey. We would be grateful if one member of your household could complete this brief survey to help us better understand your travel patterns, needs and how we may be able to assist with your travel requirements.

It will take about 5 minutes to complete and all responses will be treated confidentially.”

Explanation of the Travel Plan: *(TPC to complete)*

Who should participate? *(TPC to complete)*

Who to return completed form to? *(TPC to complete)*

If you have any queries about the survey, or for guidance on how to complete it, please do not hesitate to contact me at the details provided below:

(TPC to complete details)

Travel Plan Coordinator:

Telephone:

E-mail:

SECTION A: ABOUT YOU AND YOUR HOME

1. Are you:

Male

Female

2. Which age range do you fall into?

16 – 25

26 – 35

36 – 45

46 – 55

56 – 65

65+

3. What is your postcode?

4. How long have you lived at your current address?

0 – 6 months

6 months – 1 year

1 – 2 years

2 – 3 years

3 – 4 years

4 – 5 years

Longer than 5 years

5. Do you or any member of your household own a car?

Yes

No

If yes, how many cars in total? _____

SECTION B – ABOUT YOUR TRAVEL TO AND FROM YOUR HOME

6. How do you most frequently travel to and from your home for the following activities?
(Choose the mode of travel that you use most often)

Reasons for travel	Walk	Cycle	Bus	Train	Tram	Car share (as driver or passenger)	Car (alone)	Motorcycle or scooter	Other (please specify)
Work									
Shopping									
Education (if applicable)									

7. How often do you use the following modes of travel for journeys from your home? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them)

TRAVEL MODE	Very often (7 or more in every 10 trips)	Quite Often (between 3 and 6 out of every 10 trips)	Occasionally (less than 2 out of every 10 trips)	Never
Walk				
Cycle				
Bus				
Train				
Tram				
Car share (as driver or passenger)				
Car (alone)				
Motorcycle or Scooter				

8. Have you changed your most common mode of transport since relocating to this development?

Yes

No

If yes, what was the main reason for this change?

.....

SECTION C – ABOUT YOUR FUTURE JOURNEYS

9. Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see?)

Safer, better lit cycle paths	<input type="checkbox"/>
Improve cycle paths on the journey to town centre/rail station	<input type="checkbox"/>
Improve cycle parking at this development	<input type="checkbox"/>
Arrangements to buy a bicycle at discount	<input type="checkbox"/>
Improved crossing facilities	<input type="checkbox"/>
Improved cycle parking at local facilities – where?	<input type="checkbox"/>
None of the above	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (If you already travel to by public transport, which would you most like to see)

More direct bus routes	<input type="checkbox"/>
More frequent bus services	<input type="checkbox"/>
More frequent train services	<input type="checkbox"/>
More frequent train services	<input type="checkbox"/>
Better lighting at bus shelters and on footpaths	<input type="checkbox"/>
More convenient bus drop-off points	<input type="checkbox"/>
Better bus links to work from station	<input type="checkbox"/>
Public transport information	<input type="checkbox"/>
None of the above	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

11. Which of the following changes would most encourage you to walk for journeys in the local area? (If you already walk, which would you most like to see?)

Cleaner, better maintained footpaths	<input type="checkbox"/>
Better lighting on workplace footpaths	<input type="checkbox"/>
More improved pedestrian crossing points	<input type="checkbox"/>
Higher presence of security around the site	<input type="checkbox"/>
Slower speed limits	<input type="checkbox"/>
Better street lighting in the local area	<input type="checkbox"/>
None	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

12. Which of the following changes would most encourage you to car share? (If you already car share, which would you most like to see?)

More help finding car share partners who have similar work patterns

Free taxi home if let down by car

More information regarding car sharing i.e. benefits and cost savings

None

Other (please specify)

13. Did you know this development operated a Travel Plan?

Yes

No

14. If yes, how did you find out about the Travel Plan?

During the sales process

Word of mouth

Development publication/newsletter/notice board/website

Personalised travel planning process

Other (please specify)

15. Would you like to receive more information regarding the Travel Plan?

Yes

No

Thank you for taking part in this survey. Please use the following box to provide any comments you wish to make in relation to travel in the local area.

Thank you for your time.
