

Chilmington Green, Ashford

Residential Travel Plan

June 2019

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EXECUTIVE SUMMARY

The Developers 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 Developers have 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.

Vectos has been appointed as Travel Plan Coordinator. This role concerns overseeing the management, implementation, and on-going delivery of these measures in an effective and efficient way and to make progress towards reducing the proportion of car-based journeys at Chilmington Green.

1 INTRODUCTION

Background

- 1.1 Vectos has been appointed by the Developers to produce a Travel Plan for Phase 1 of the residential development at Chilmington Green, Ashford to discharge the Outline Consent 12/00400/AS Planning Condition 22.

Figure 1.1 – 12/00400/AS Planning Condition 22

22 No building shall be occupied unless a Travel Plan which applies to that building has been approved by the Local Planning Authority in writing. Such a Travel Plan need not be specific for that building, but may, for example, be one which applies to a specific type of development or to a particular area of the site. Each Travel Plan submitted for approval shall:

- i) contain details of measures (including a timetable for implementation) designed to achieve and maintain an appropriate target modal split of travel to and from the buildings which the Travel Plan applies;
- ii) contain details of the methodology and timing of surveys at relevant locations to independently assess the actual modal split achieved (timing to be not less than once every two calendar years, for the first ten years of its occupation), and a timetable for the results of said surveys to be provided in writing to the Local Planning Authority ;
- iii) contain the contact details of the individual who will act as Travel Plan Co-ordinator and who will be the contact point for the Local Planning Authority and the manager of the measures set out within the Travel Plan and a timetable for appointment;
- iv) contain a timetable for specified information as to the implementation of the measures set out in the Travel Plan and performance against such measures over the relevant period to be provided to and agreed in writing by the Local Planning Authority (usually bi-annually);
- v) Identify what buildings it applies to;
- vi) Be informed by the relevant "Umbrella Travel Plan", "Residential Travel Plan", "Workplace Travel Plan" and "Framework School Travel Plan" approved by this permission.

The approved Travel Plan shall be implemented in accordance with the relevant timetables (including any on-going measures).

Reason: In order to realise a sustainable pattern of development in the area

- 1.2 This Travel Plan is an evolving document and will be refreshed each year to reflect the position at that time.

Table 1: Travel Plan Reference

Travel Plan Reference	Date	Comments
Travel Plan Version 1	March 2019	Issued to KCC for approval

- 1.3 This document is for the Travel Plan and implementation strategy for Phase 1 of the development. This first phase concerns the initial 1,500 dwellings of the development as well as retail and office land uses in the form of a local centre.
- 1.4 The eventual wider development will consist 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.
- 1.5 The remaining land uses at Chilmington Green will be covered by separate Travel Plans to be submitted. Whilst separate travel plan documents will be produced for each of the phases and 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.
- 1.6 In accordance with item (vi) of Condition 22, as set out in **Figure 1.1**, this Phase 1 Travel Plan complies with the relevant previously submitted Travel Plans. Due to the nature of land uses in Phase 1, this primarily concerns the Residential Travel Plan.

The Benefits 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 Travel Plan 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 Travel Plan it is possible that all of these benefits can be achieved as part of the development of the site.

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 Residential Travel Plan (RTP) has been prepared.

National Policy Guidance

National Planning Policy Framework, 2018

- 2.2 The latest version of the National Planning Policy Framework (NPPF) was adopted in July 2018. It seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner.
- 2.3 The NPPF puts an emphasis on the importance of sustainable development. It favours the promotion of sustainable transport and states that *“transport issues should be considered from the earliest stages of plan-making and development proposals”*.
- 2.4 Travel plans are noted in paragraph 111 of the NPPF, which indicates that *“all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”*.
- 2.5 As encouraged in the NPPF, the proposed development at Chilmington Green has been planned in such a way that offers people a *“genuine choice of transport modes”*. Its density and proximity to local facilities ensures that a variety of sustainable modes can be considered as favourable options for local trips.
- 2.6 Pedestrian and cycle movements will be 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.

Manual for Streets and Manual for Streets 2

- 2.7 The Manual for Streets (MfS) and MfS2 give guidance on the applications of the principles of sustainable development, focussing on inclusive design and a sense of place. These are widely regarded as the best principles in designing residential areas.
- 2.8 The proposed development will adhere to this best practice, to create an environment suitable for users of all modes of travel.
- 2.9 The MfS identifies a Travel Plan as a key output for monitoring travel, as the final stage of the design process for large developments.

Key Local Guidance

Kent County Council Local Transport Plan 4: Delivering Growth Without Gridlock (2016-2031)

- 2.10 Kent's fourth Local Transport Plan (LTP4) has the ambition to *"deliver safe and effective transport, ensuring that all Kent's communities and businesses benefit, the environment is enhanced and economic growth is supported"*.
- 2.11 The document promotes travel by sustainable modes, stating an aim *"to make active travel an attractive and realistic choice for short journeys in Kent"*.
- 2.12 An overview is given of planned sustainable transport schemes. Notably, this includes the Kent Sustainable Interventions Supporting Growth Programme. This scheme benefits from £3m of LGF funding, and concerns the delivery of smaller schemes designed to encourage users to switch to walking, cycling and public transport through the provision of facilities such as crossings, footway improvements, bus priority and cycle lanes, as well as Smarter Choices initiatives such as publicity and Travel Plans.
- 2.13 Furthermore, a scheme for journey planning and smart ticketing for public transport, Kent Connected, is in place. This innovative information hub encourages sustainable travel choices by allowing users to make an informed decision on how to travel.

Guidance on Transport Assessments and Travel Plans, Kent County Council (October 2008)

- 2.14 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.
- 2.15 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.
- 2.16 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.
- 2.17 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).

2.18 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

2.19 This chapter has presented the crucial elements of a national and regional policy framework, which will be supported by the introduction of this Travel Plan at the first phase of development at Chilmington Green.

2.20 National 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.

2.21 The Travel Plan for Chilmington Green Phase 1 directly contributes to the aims of transport planning policy at all levels, and promoting a full range of transport options at the new development. This will actively contribute towards delivering a sustainable community 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, the delivery of sustainable development and travel patterns is an important objective of both national and local planning and transport policy. There is great potential for this to be achieved at Chilmington Green 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.

Travel Plan Aims

- 3.2 The overarching aim for the site as a whole is to reduce single occupancy car travel and to increase travel by sustainable modes.
- 3.3 Furthermore, this Travel Plan aims to present a tool for the provision of appropriate measures to encourage residents and visitors of the first phase 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.

Travel Plan Objectives

- 3.4 The objectives of this Travel Plan 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 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 as part of this Travel Plan 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. Figure TP 1.1 is available to view at **Appendix A**.

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. Figure TP 4.1 is available to view at **Appendix B**.
- 4.4 Key highway links potentially serving the development area have been described further in the Transport Assessment associated with the full proposed development site.

Willingness to Walk

- 4.5 The Institute of Highways and Transportation (IHT) published their 'Guidelines for Providing for Journeys on Foot' in 2000. This guidance suggests that in terms of commuting, walking to school and recreational journeys, walk distances of up to 2,000 metres can be considered. In this context, the desirable and acceptable distances for walking are 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 an average 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 of Ashford. Being rural, there are few formal pedestrian facilities, although the Public Rights of Way (PROW) provide 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.

4.11 A Phase One Access Management Strategy has been prepared by JTP for Chilmington Green, which gives details about the PROWs available around Phase 1. Within the strategy, Figure 5 gives a plan of the existing and proposed PROWs for Phase 1, and Figure 14 shows the

proposed pedestrian and cycle network. Figure 5 and Figure 14 of the Access Management Strategy are available to view in **Appendix C** and **Appendix D** respectively.

- 4.12 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

- 4.13 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. Figure TP 4.2 can be viewed in **Appendix E**.
- 4.14 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. Naturally, 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

- 4.15 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 54% between 2002 and 2017 to 3.5 miles. This figure is above the distance between the centre of the site and Ashford town centre via National Cycle Route 18, this being 3 miles.
- 4.16 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.

- 4.17 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.
- 4.18 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'.

- 4.19 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

- 4.20 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. Figure TP 4.2 is available to view at **Appendix E**.
- 4.21 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.

- 4.22 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.
- 4.23 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

- 4.24 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.
- 4.25 The existing bus services that operate in close proximity to the Chilmington Green development site are detailed within **Table 4.3**, with first and last service times and typical frequencies, correct as of February 2019.

Table 4.3: Current Weekday Bus Services near Chilmington Green

No.	Route	First/Last Service	Typical Frequency
2	Rolvenden – Tenterden – Ashford	0708-2116	1 per hour or 2 hours
	Ashford – Tenterden - Rolvenden	0805-2019	1 per 2 hours
113	Ashford – Chartfields – Washford Farm	0953-1818	1 per hour
	Washford Farm – Chartfields - Ashford	0711-1640	1 per hour
518*	Ashford – Bethersden - Tenterden	1627	1 per day
A	Singleton - Ashford	0605-1849	1 per 10 mins
D/AD	Stanhope – Ashford	0509-2323	1 per 15 mins
	Ashford – Stanhope	0613-1857	1 per 15 mins
AS1*	Appledore – Rolvenden – Tenterden – Ashford	0819	1 per day
	Ashford – Tenterden – Rolvenden – Appledore	1551	1 per day
AS2*	Appledore – Tenterden – Ashford	0815	1 per day
	Ashford – Tenterden – Appledore	1552	1 per day
AS3*	Appledore – Wittersham – Tenterden – Ashford	0815	1 per day
	Ashford – Tenterden – Wittersham – Appledore	1554	1 per day
HS2*	Tenterden – Bethersden – Ashford	1455	1 per day
	Ashford – Bethersden - Tenterden	0802	1 per day
HS3*	Singleton – Tenterden	0808	1 per day
	Tenterden – Singleton	1440	1 per day
HS6*	Finberry – Stanhope – Tenterden	0808	1 per day
	Tenterden – Stanhope – Finberry	1440	1 per day
HS6R*	Shadoxhurst – Park Farm – South Ashford – Tenterden	0815	1 per day

	Tenterden – South Ashford – Park Farm – Shadoxhurst	1438	1 per day
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***School Service**

- 4.26 There are several bus routes that run in close proximity to the site. Many are school services, which serve a variety of secondary schools in the Ashford area.
- 4.27 The frequent A service is a ‘Little and Often’ bus, which operates every 10 minutes and links the suburb of Singleton to central Ashford. The D is an equivalent service for Stanhope, running every 15 minutes. Both these suburbs are adjacent to the forthcoming development at Chilmington Green.
- 4.28 The 2 and 113 provide hourly services to a variety of further destinations.

Rail Network

Railway Stations and Services

- 4.29 Ashford International rail 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 multiple car parks. 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 Charing Cross (via Tonbridge)	80
London St Pancras International	36
Hastings	42
Folkestone Central	18
Eastbourne	78

Dover Priory	30
Canterbury West	21
Ramsgate	45

- 4.32 Ashford International is served direct by three main London stations. Journey times to St Pancras International and Charing Cross are 36 and 80 minutes respectively. Direct services are also available to and from London Victoria, at a time of approximately 103 minutes, although connecting services can be used to reduce this journey time to 64 minutes.
- 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 complete route to Ashford International Station. Currently, Bus Service A provides access to Ashford International Station from residential areas 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 12% in the last five years, which suggests a continual increase in demand for travel by train.

Table 4.6: Biennial Passenger Numbers at Ashford International

Year	Passenger Numbers (entry / exit, millions)
2013/14	3.48
2014/15	3.62
2015/16	3.77
2016/17	3.80
2017/18	3.90

Existing Accessibility

- 4.36 The mixed-use nature of the fully built-out 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.

- 4.37 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.
- 4.38 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 9 of the NPPF emphasises the need for planning to accommodate sustainable travel and states that *"applications for development should ... give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas"*.

Pedestrian Accessibility

- 4.39 As shown on Figure TP 4.4, there is currently accessibility to existing facilities in Ashford from the site, although this is somewhat limited. 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 on foot. Figure TP 4.4 is available to view at **Appendix F**.
- 4.40 A small pocket of facilities is accessible in less than 25 minutes, located in Singleton. These include key local destinations, such as schools, convenience retail, a GP and a pharmacy. Aside from these, the 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.
- 4.41 It can therefore be concluded that pedestrians can access essential facilities within a reasonable travel time. However, the current road network is not especially conducive to pedestrian movement, with very limited pedestrian infrastructure. Therefore, on-road routes are not suitable for vulnerable users.
- 4.42 The Chilmington Green site contains a number of public rights of way, as noted in Section 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.

Cycle Accessibility

- 4.43 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. Figure TP 4.5 is available to view at **Appendix G**.
- 4.44 The travel time by cycle to the pocket of facilities in Singleton, as 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.
- 4.45 Travelling to work by bike 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
Brookfield 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

- 4.46 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.
- 4.47 Overall, cycling currently presents an attractive and realistic opportunity for travel to and from Chilmington Green by future site users, including residents.

Public Transport Accessibility

- 4.48 The GIS based software ACCESSION has been used in order to determine the accessibility of destinations from the site using 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 which is available to view at **Appendix H**.

- 4.49 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. Figure TP 4.5 is available at **Appendix G**.
- 4.50 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

- 4.51 The current access to facilities from Chilmington Green via sustainable modes is varied, with good offerings for cyclists and public transport users, and a low level of provision for pedestrians. 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.
- 4.52 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.

4.53 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

Phase 1

- 5.1 This Travel Plan relates to Phase 1 of the wider Chilmington Green development. Phase 1 consists primarily of 1,500 dwellings, alongside a quantum of retail and office land uses which will form a district centre. As the scheme is built out over future phases there will be a significant amount of further complementary land uses that will assist in containing trips within the site. The nature of this mixed use development from the outset provides the opportunity to minimise off site trips (containment) and to provide the opportunity to maximise active travel and public transport use.
- 5.2 Details of the wider development are set out below so that the context of the Phase1 development can be fully understood.

Site-Wide Development Proposal

- 5.3 The full proposals at Chilmington Green are for a large, 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.
- 5.4 The outline application, for which planning permission has been granted, covers 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

5.5 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.

5.6 Schedule 20 of this site's S106 agreement concerns the Provision of Bus Services. In accordance with this document, the following bus-related provisions will be made during the first phase of development:

- Prior to occupation of the 100th dwelling, a temporary bus stop will be provided on site to serve the first 200 dwellings;
- Prior to the occupation of the 100th dwelling, a bus service will be initiated to run at least every 30 minutes, starting and finishing at times which allow connection with the first and last daily trains between Ashford International and St Pancras International stations.
- Prior to the occupation of the 200th dwelling, initial bus infrastructure for Phase 1 will be provided, including the provision of bus clearways, shelters bus borders, flags, and real-time information displays at each bus stop as depicted in drawing 131065/A/23 (annex 5 of the S106 document);
- Prior to the occupation of the 1,222nd dwelling, subsequent bus priority measures and infrastructure will be provided, as indicated in drawing 131065/A/23;
- Prior to the occupation of the 1,222nd dwelling, the bus service frequency will be will be increased to at least every 20 minutes; and

- The first occupiers of each dwelling will be given vouchers with a face value of £450.00 Index Linked per Dwelling for use on the bus service between the Site and town centre.

5.7 The above list sets out the minimum bus provision that will be introduced to Chilmington Green, and covers only Phase 1. Later Phases are committed to seeing appropriate additional infrastructure and an increased bus frequency up to every 10 minutes.

Sustainable Transport Measures

5.8 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

5.9 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.

5.10 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.

- 5.11 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.

6 TRAVEL PLAN PROMOTION AND MEASURES

Introduction

- 6.1 To achieve the established aim and objectives of this Travel Plan in an appropriate way for the opportunities presented by the Chilmington Green neighbourhood, a wide range of different measures will be implemented to meet them. This is expected to have the greatest potential for encouraging the use of sustainable transport modes amongst residents.
- 6.2 This section sets out a number of measures that will be implemented as part of this plan. The measures will assist in promoting sustainable travel at the development site, and are anticipated to be relevant to the scale of Phase 1. Explicit details on each measure to be enacted is set out in the following paragraphs.

Travel Plan Coordinator

- 6.3 Vectos has been appointed as the Travel Plan Coordinator (TPC) for the site. This role concerns ensuring the effective implementation of all aspects of the Travel Plan. The TPC will oversee the day to day running of 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.
- 6.4 The Travel Plan Coordinator will lead the day-to-day delivery of this the Phase 1 Residential Travel Plan. Details of Vectos as the nominated Travel Plan Coordinator will be provided to KCC / ABC prior to occupation of the site. The TPC will be funded by the Developers.

ACTION: TPC to supply contact details to KCC / ABC.

Community Management Company

- 6.5 The development will have its own Community Management Company to be called Chilmington Management Organisation (CMO), which will employ staff situated on site.
- 6.6 The CMO will act in an advisory role to the Developers and the Council, and will meet on a regular basis with representatives from ABC, KCC, parish councils within the site and the Voluntary Sector. It is anticipated that the CMO will be concerned with the implementation of community services and facilities, and therefore the CMO will work with the TPC to deliver

relevant aspects of the Travel Plan. The CMO will be set up prior to the occupation of the first dwelling of the development.

ACTION: The Developers to appoint the CMO.

Travel Plan Steering Group

- 6.7 The Travel Plan Coordinator will seek to set up a Chilmington Green Travel Plan Steering Group. This group would put together representatives from the site's residences, workplaces and schools, alongside key stakeholders from the wider community. KCC and ABC will also be invited to attend.
- 6.8 The purpose of this Steering Group is to help with securing support 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.

ACTION: TPC to liaise with interested parties, including the CMO, regarding the formation of a Travel Plan Steering Group.

Providing Travel Information

- 6.9 A range of methods will be used to distribute information on the variety of transport options for travelling to and from Chilmington Green. This will ensure all residents are fully aware of the choices available to them.
- 6.10 For Phase 1 of the consented development, the following measures will be introduced by the Developers or TPC as specified an appropriate.

Residential Sales Staff Training

- 6.11 All sales staff who are responsible for meeting with prospective residents at the new development will be provided with training, which will focus on ensuring all staff are familiar with the objectives of the Travel Plan and are able to communicate the available sustainable travel opportunities to a prospective buyer. On a regular basis, the TPC will repeat staff training to reflect staff turnover or to keep staff up to date with changes to the Travel Plan.
- 6.12 This will help to promote the sustainable characteristics of the site to prospective buyers, in terms of its location and connectivity to the surrounding area. It will help to ensure that all

new residents of the development are aware of the sustainable travel information that will be available to them, including prior to occupation.

ACTION: TPC to prepare and deliver training to sales staff.

Chilmington Green Sustainable Travel Website

- 6.13 A dedicated website page will be created for Chilmington Green. It will focus on providing up-to-date information on sustainable travel options for accessing the development site. The Developers will be responsible for its creation, and it will likely take the form of a page on the CMO's own website.
- 6.14 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, amenities and facilities, walking and cycle maps and links to online car sharing opportunities.
- 6.15 The webpage will also provide links to other websites such as Liftshare, Traveline and Transport Direct so as to encourage residents to plan journeys using sustainable transport. Residents will be encouraged to give on-line feedback on travel related issues. The Chilmington Green Sustainable Travel Website will be set up prior to occupation of the first dwelling.

ACTION: The Developers / CMO to create a website page for sustainable travel at Chilmington Green and TPC to provide sustainable travel information for the website.

Residents' Sustainable Travel Information Pack

- 6.16 Upon occupation of the development all future residents will be presented with a Sustainable Travel Information Pack, which will provide detailed information on available sustainable travel options at Chilmington Green. This will put residents of the development in a better position to make informed choices about how they choose to travel to and from the development. The contents of the pack will include:
- An overview of the objectives 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;

- The incentives 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 relevant car share databases;
- Pedestrian and cycle route maps for travelling to local facilities within the development and the surrounding area, including access to schools, doctors and bus and rail stations;
- Details of local taxi companies;
- Details of local retail outlets that provide home delivery services;
- 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. Given that the school will not be 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.

6.17 Information packs will be provided to the first occupier of each dwelling.

ACTION: TPC to compile the information to be provided within the information packs and update this annually.

Travel Information Posters/Leaflets

6.18 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.

6.19 These will be distributed throughout the Site to maximise awareness of measures and opportunities to all residents. The erection of any noticeboards will be the responsibility of the Developers and the TPC will liaise with the Developers to deliver these.

ACTION: TPC to compile information for leaflets and update annually. TPC to organise distribution of leaflets / posters.

Promoting Car Sharing

- 6.20 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.
- 6.21 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, whereas formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.
- 6.22 Sustainable Travel Information Packs and notice boards will highlight information about existing local car sharing groups. *Liftshare* is one such group which operates around the Ashford area. This organisation can be joined for free, and helps users match journeys with other people, subsequently helping to reduce the costs of travelling alone by car.
- 6.23 The Travel Plan Coordinator will investigate the potential for a Chilmington Green car share database.

ACTION: TPC to promote car sharing and investigate the potential to set up car sharing database for Chilmington Green residents.

Measures to Promote Walking / Cycling

- 6.24 At Chilmington Green, pedestrian and cycle permeability will be high. Links will be provided within the development site and to the existing residential area, enabling full use of the community facilities for people based at Chilmington Green.

Off-Site Pedestrian and Cycle Links

- 6.25 Through Kent County Council, the Developers will fund the construction and improvement of off-site pedestrian and cycle links. This will include the following:
- Construction of footways either side of Magpie Hall Road to the east of the Site;
 - Promotion of the local National Cycle Network Route 18;

- Improving signage on the footpath / cycleway from the site through Great Chart to the Matalan roundabout;
- Surfacing, widening and fencing Greensands Way;
- Monitoring traffic flow in Bartlets Lane; and
- Surfacing works to byway AW245.

6.26 These improvements are indicatively shown on drawings 131065/A/25 rev B, 131065/A/102, and 131065/A/84 (Annexes 4 and 8 of the Section 106 agreement).

6.27 The wide scope of these improvements will enhance the appeal and character of the pedestrian and cyclist environments in the vicinity of the site, and thus promote these modes of travel for future residents of Chilmington Green.

6.28 Where information is available, residents will be informed of the timings of these improvements through the Sustainable Travel Information Packs, the sustainable travel webpage and the travel information posters / leaflets.

ACTION: The Developers to fund KCC as agreed for off-site pedestrian and cycle links.

ACTION: The TPC to include information about forthcoming off-site pedestrian and cycle links in Sustainable Travel Information packs, on the webpage, and on posters / leaflets.

Site Specific Walking and Cycling Maps

6.29 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.

6.30 These maps will be produced with the development as the central point of focus, with all key local facilities and services clearly illustrated to show average walking and cycling journey times. This will demonstrate the accessibility of these destinations within a given travel time.

ACTION: TPC to produce walking and cycling maps to local facilities, for inclusion in Sustainable Travel Information Packs.

Secure Cycle Parking

6.31 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 can benefit from secure, 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.

ACTION: The Developers to ensure delivery of cycle parking infrastructure at shops and community destinations at Chilmington Green.

Bicycle User Group (BUG)

- 6.32 The TPC will seek to establish a Bicycle User Group (BUG) for the development, comprising residents and other site attendees such as employees. This group will support those who are interested in taking forward initiatives to promote and facilitate on-site.
- 6.33 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. KCC operate a Kent Cycle Training scheme, which offers courses to both adults and children. These sessions aim to give people the skills and confidence to cycle more often for leisure and work. The BUG will look into the delivery of cycle training on-site.
- 6.34 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.

ACTION: TPC to liaise with KCC and parties interested in forming the BUG.

Cycle Discounts

- 6.35 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.

ACTION: TPC to contact local cycle retailers regarding discounts and offers. Any discounts and offers will be set out within the TIP and website.

Promotional Events

- 6.36 Participation in cycling and walking events throughout the year will be facilitated by the TPC. There will be involvement in national activities such as:

- National Bike Week – 8th-16th June 2019
- Walk to School Week – 20th-24th May 2019

6.37 Households will receive publicity of these events via email, the website or notice boards/posters to actively encourage their participation.

ACTION: TPC to promote national walking / cycling events via email, the sustainable travel website, or on-site posters / noticeboards.

Measures to Promote Public Transport Use

Enhanced Public Transport Services

6.38 A Public Transport Strategy has been developed to meet a target of 20% of Chilmington Green trips by public transport. 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 20 minutes by the completion of Phase 1, and every 10 minutes once the full site is built out. It will provide a direct and attractive link between Chilmington Green, Ashford Town Centre and Ashford International Rail Station (for high speed rail services to London).

6.39 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. Drawing 131065/A/23, which can be found at Annex 5 of this site's S106 agreement, depicts the agreed locations of the bus stops to be provided at Chilmington Green. This drawing also demonstrates the bus route to be taken within the development site.

ACTION: The Developers to ensure delivery of 'smart' bus shelters on-site.

ACTION: TPC to contact local bus operators prior to site occupation regarding a bespoke bus service for Chilmington Green.

Bus Travel Vouchers

6.40 To encourage residents to form sustainable travel habits, vouchers for use on the bus service between the Site and the town centre will be provided to all first occupiers prior to their

occupation of the development. These vouchers will have a face value of £450 Index Linked per Dwelling.

ACTION: The Developers to provide bus travel vouchers to residents prior to occupation.

Bus / Rail Service Information

- 6.41 Details of public transport services in the development area will be publicised to all residents, including route, fares and timetables. This will be disseminated directly via a range of media including posters, Sustainable Travel Information Packs and via the website.
- 6.42 As a further measure, the provision of Personal Travel Planning (PTP) information will be introduced to households, to ensure that residents are able to plan journeys to suit their individual needs. Each household could be offered public transport information for their journey, based on their home postcode location as part of their induction process.

ACTION: TPC to produce and distribute public transport information in Sustainable Travel Information Packs, on-site posters / leaflets and via the webpage.

ACTION: TPC to offer a PTP service to new residents at Chilmington Green.

Measures to Promote More Efficient Car Use

Car Parking Provision

- 6.43 Chilmington Green will provide car parking spaces in accordance with local standards. This will ensure there is no over provision of car parking. Regulating access to the supply of car parking will also help restrict the demand for single-occupancy car journeys to/from the site.

ACTION: The Developers to include an appropriate level of car parking on-site.

Car Sharing

- 6.44 As discussed above, car sharing will be encouraged amongst residents to ensure the most efficient use of cars that do travel to and from the site. It will be the responsibility of the TPC to set up a database for car sharing on site, and seek to hold a promotional event.

Car Club

- 6.45 A car club offers members the use of a car, for a monthly or yearly membership fee, without the cost and hassle of owning it themselves. The TPC will liaise with car club operators and to encourage their introduction into the site.
- 6.46 An existing car club operator, such as Enterprise 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.

ACTION: TPC to examine the feasibility of a car club. TPC to contact existing car club operators about a scheme on-site, and investigate possible discounts to households.

Electric Vehicle Charging Infrastructure

- 6.47 Electric Vehicle technology has evolved rapidly in recent years. Currently, such vehicles offer a high level of performance which will only increase in the future.
- 6.48 The developers have agreed to provide a duct and cover plate only for the future provision of car charging units, with a requirement to duct back to the consumer unit, from the front wall or other location, depending on the orientation of the property. This should however only be considered for properties with garages or car ports or properties with a drive abutting the side elevation of the dwelling.
- 6.49 This would enable a future occupier to utilise one of the retro fitted products available with minimum disruption. These are readily available on the market and are a proven product at a reasonable cost.

ACTION: The Developers to provide duct and cover plate for future provision of car charging units, for appropriate properties.

Summary

- 6.50 This chapter has outlined a number of measures to be actioned by the appropriate parties. These will actively encourage sustainable travel behaviour amongst residents and reduce single-occupancy car journeys associated with development at Chilmington Green.
- 6.51 It is anticipated 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 Developers 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 Vectos has appointed into the role of Travel Plan Coordinator by the site management company. The appointment during site development and prior to sales/occupation ensures the effective preparation of materials and implementation of the Travel Plan.
- 7.3 The TPC will oversee the day to day running of Travel Plan activities and the 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 this Travel Plan, which concerns only Phase 1, but their remit will extend site-wide to provide guidance, support and advice to the additional 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;
 - Liaising with interested parties regarding the Travel Plan Steering Group;
 - Ensuring that all travel information and data disseminated is accurate and in 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 Contact details for Vectos, the nominated Travel Plan Coordinator, are provided:
- Address:** Vectos (South) Ltd, Broad Quay House, Bristol, BS1 4DJ
- Email:** bristol@vectos.co.uk

8 IMPLEMENTATION ACTION PLAN

- 8.1 The successful appointment of Vectos as TPC prior to first occupation at Chilmington Green allows the Travel Plan measures to be developed and prepared in advance of implementation, and for preparatory steps to be undertaken. In turn, this will help to actively encourage sustainable travel patterns amongst residents and visitors from the outset.
- 8.2 An Action Plan for the implementation and review of Travel Plan measures has been developed to ensure successful delivery of specific schemes at Chilmington Green's first phase. **Table 8.1** outlines this action plan, including 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 Developers
	Appoint a TPC	The Developers
	Train residential sales / marketing staff	TPC
	Prepare Sustainable Travel Information Packs	TPC
	Launch sustainable travel information website	The Developers / CMO
	Contact local cycle shops to organise cycle vouchers and discounts	TPC
	Contact local car club operators	TPC
	Contact local bus companies	TPC
	Secure cycle parking	The Developers
	Provide bus vouchers to first occupiers	The Developers
Following first occupation	Seek to establish Travel Plan Steering Group	TPC
	Set up a BUG involving residents	TPC
	Undertake residential surveys at the earlier of: one year after first occupation, or following 35% occupation of Phase 1	TPC
	Analyse residential travel surveys, update Travel Plan as required, submit to KCC / ABC for approval	TPC
	Distribute sustainable travel leaflets / posters	TPC
	Organise promotional event for car sharing	TPC
	Organise participation in national walking / cycling events.	TPC
	Promote Personalised Travel Planning service to residents	TPC
Prior to occupation of 201st dwelling	Provide initial bus-related infrastructure on-site	The Developers
Prior to occupation of 1001st dwelling	Begin payments to KCC for off-site pedestrian and cyclist improvements	The Developers
Yearly as development progresses	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
	Annually update Sustainable Travel Information Packs, leaflets and posters	TPC
	Regularly update sustainable travel website	TPC
Five years post-completion	Discuss and agree the way forward for monitoring and with KCC / ABC.	TPC

9 TARGETS AND MONITORING

Travel Plan Targets

- 9.1 A number of specific targets have been identified and adopted to help guide the progress of the Travel Plan towards its aim and objectives. The targets will be reviewed by Vectos as Travel Plan Coordinator on a biennial basis, following the undertaking of each repeat monitoring survey.
- 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 Developers remain 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 being undertaken from the development by car.

Output Targets

- 9.3 Table 9.1 details the output targets that will be adopted for this Travel Plan.

Table 9.1 End of Phase 1 Output Targets

Output Target	Responsibility	Timescale
Appoint and fund a Travel Plan Coordinator	The Developers / Site Management Company	Following appointment of the Site Management Company
Training of sales staff for discussions with potential occupants	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
Promote car sharing opportunities to all residents	Travel Plan Coordinator	On occupation
Promote national walking / cycling events	Travel Plan Coordinator	On occupation

Outcome Targets

- 9.4 A baseline travel survey will be undertaken to gather base year modal split data for journeys to and from Chilmington Green.
- 9.5 The Framework Travel Plan indicated that monitoring will commence 1 year after the first occupation of the development, or following 35% occupation of the first phase. KCC has requested that monitoring is commenced 1 year after first occupation.
- 9.6 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 2011 Census.
- 9.7 Table WU03EW provides information on the number of people from a given area travelling to work by each mode. The mode split for output area Ashford 012, in which Chilmington Green is situated, has been derived and is given in **Table 9.2**. It should be noted that the table excludes people that indicated they work from home.

Table 9.2 Ashford 012 model split, Journeys to Work

Mode	Percentage
Car Driver	75.1%

Car Passenger	5.2%
Train	8.9%
Underground	0.3%
Bus	3.4%
Taxi	0.0%
Motorcycle	1.1%
Cycle	2.1%
Walk	3.9%
Other	0.2%
Total	100%

Residential Use – Outcome Target

- 9.8 The census data indicates that 75.1% of the residential population in this ward travel to work as single-occupant car drivers. Therefore, an interim target for this Travel Plan will be to not exceed 75% 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	Baseline	Phase1	Phase 2	Phase 3	Phase 4	Site-Wide Target
Car Driver	75%	72%	70%	68%	66%	65%
Passenger	5%	5%	5%	5%	5%	5%
Bus	3%	5%	6%	7%	8%	9%
Train	9%	9%	9%	9%	9%	9%
Walk	4%	5%	5%	6%	6%	6%
Cycle	2%	3%	4%	4%	5%	5%
Other (motorcycle, taxis, etc)	1%	1%	1%	1%	1%	1%
Total		100%	100%	100%	100%	100%

Travel Plan Monitoring

- 9.9 It is proposed that the Travel Plan Coordinator will undertake monitoring of travel patterns associated with the development of Chilmington Green on a regular basis. This is to understand the level of modal shift and use of sustainable modes that is taking place, and allow for the introduction of remedial measures should the implemented measures not achieve the required modal shift.
- 9.10 The monitoring strategy will be a door-to-door survey, which will identify residents' typical modes of travel for work, education and leisure. It will also aim to distinguish individual attitudes and any barriers to sustainable travel.

- 9.11 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.
- 9.12 The Framework Travel Plan indicated that monitoring will commence 1 year after the first occupation of the development, or following 35% occupation of the first phase. A survey at 35% occupation would be when the 525th dwelling is occupied. KCC has requested that the TP monitoring is progressed 1 year after first occupation. Subsequently, annual monitoring surveys will be undertaken with monitoring reports submitted to KCC / ABC on an annual basis. Further monitoring or reporting will be contingent on future Travel Plans associated with later phases of development.
- 9.13 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.
- 9.14 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.
- 9.15 The objective of the monitoring process is to measure the progress of this Travel Plan against the modal split target for Phase 1. If progress against the target is not being demonstrated, the introduction of additional recovery measures may be undertaken to help meet the target.

Reporting Responsibility

- 9.16 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 this Travel Plan in light of any travel and transport issues that may have arisen.
- 9.17 The monitoring and review process will be managed by the TPC. The Travel Plan support provided by KCC, including the inclusion of survey data in iTRACE will be included in the pre-application fee.

Recovery Measures – Action Plan

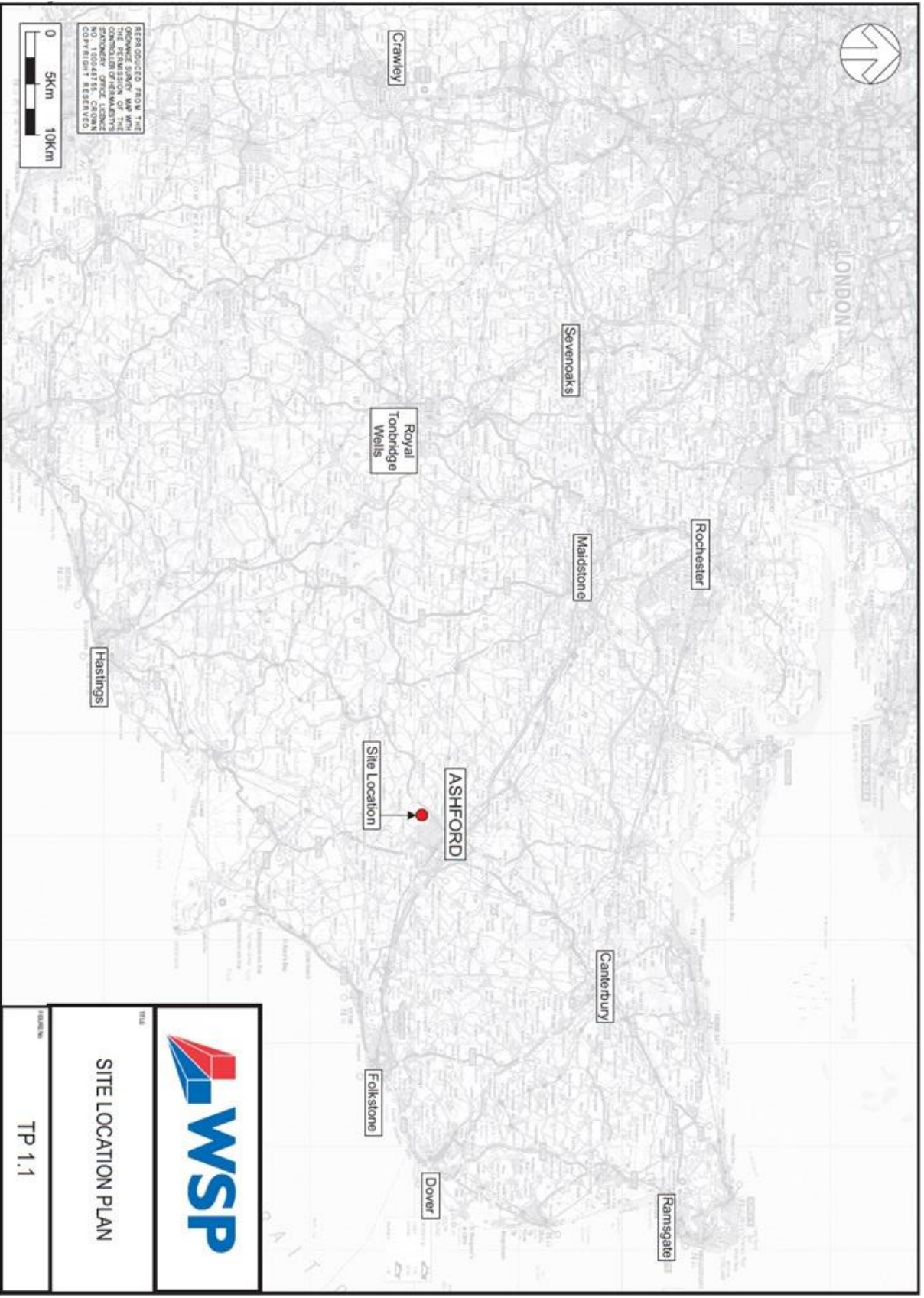
- 9.18 **Table 9.3** presents the draft end of phase mode split targets for each phase of development. These will be subject to change following the baseline residents travel survey to be undertaken following occupation of Chilmington Green, in order to ensure that they remain realistic.
- 9.19 However, despite potential changes to the target itself, it is important to illustrate a course of remedial action should the target not be achieved. **Table 9.4** summarises a step-by-step approach to introducing a series of recovery measures designed to bring this Travel Plan back on course should the initial Implementation Action Plan fail to achieve the associated targets.
- 9.20 The recovery measures would commence with notification to KCC / ABC of failure to reach the target mode share. This process would be funded by the site management company, however, the funding of any remedial measure would be voluntary.

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 Travel 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.

- 9.21 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.

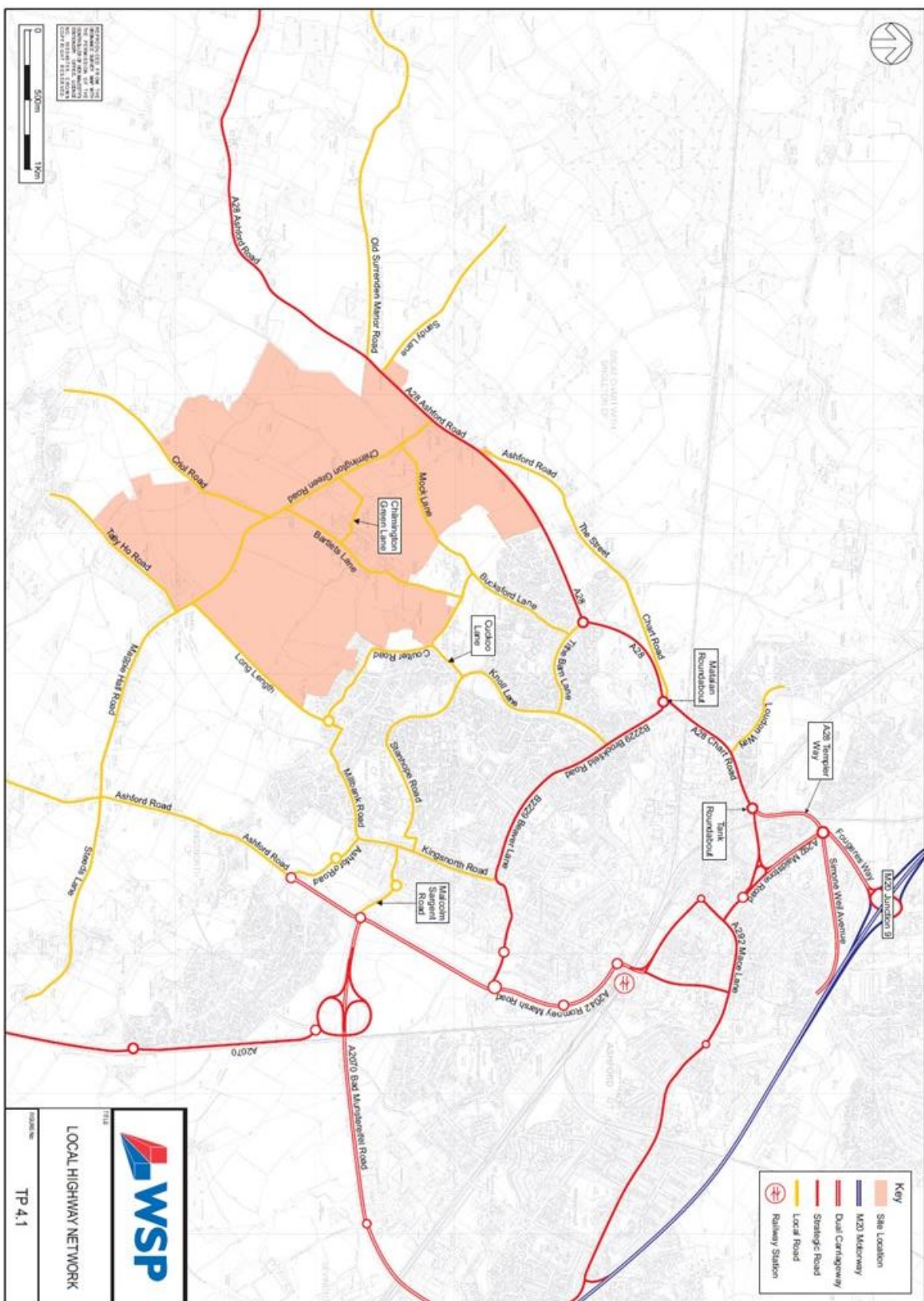
APPENDIX A – SITE LOCATION PLAN



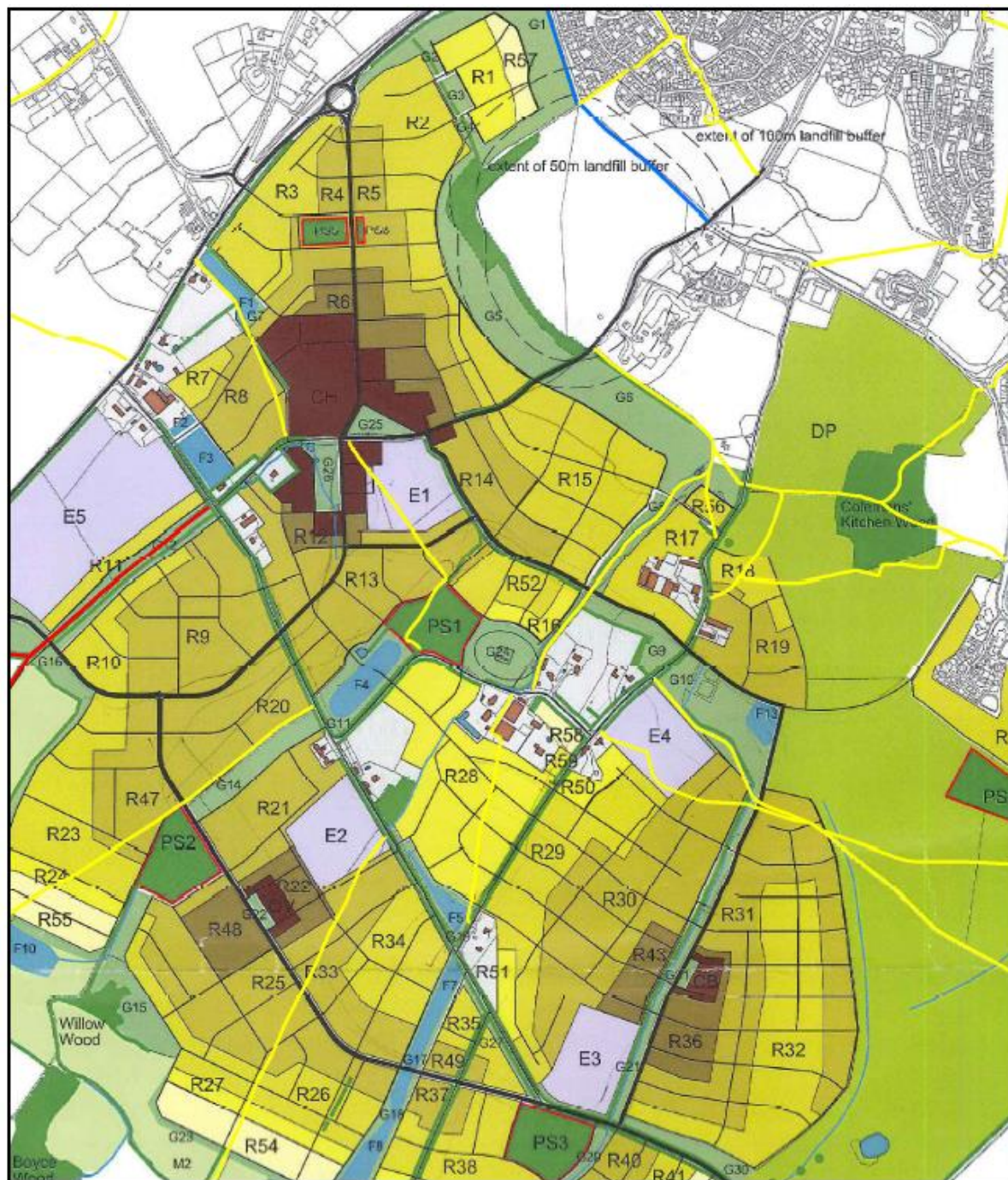
SITE LOCATION PLAN







TP 1.1

APPENDIX B – LOCAL HIGHWAY NETWORK

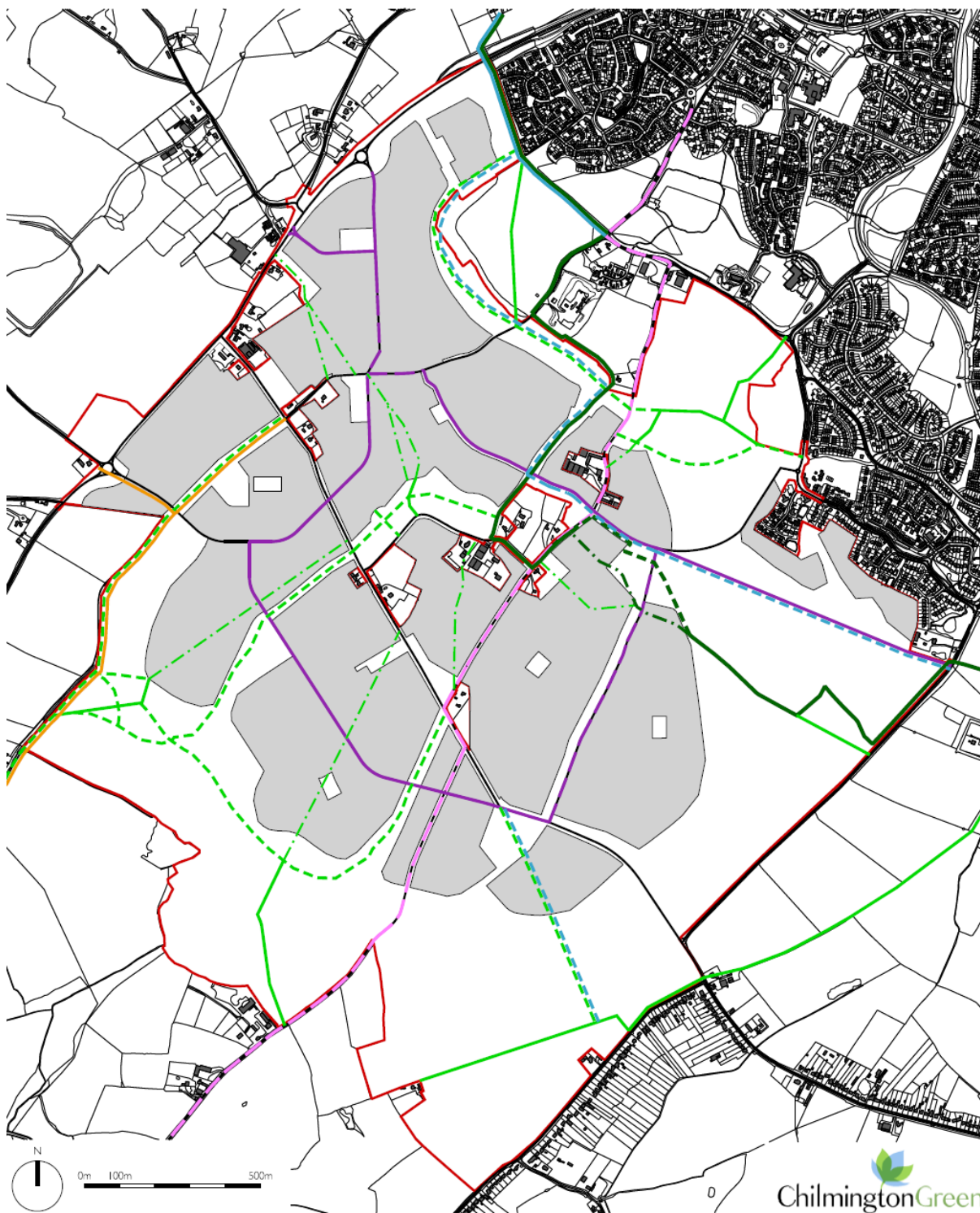


APPENDIX C – EXISTING PROW



Key  Public Footpath  Public Bridleway  Restricted Byway  Byway Open to All Traffic	Chilmingtoncurrent2010 Produced by the KCC Countryside Access Service Please note: this map extract is not a legal record of the alignment or existence of a public right of way. No measurements should be taken from it. © Crown Copyright and database right 2011. Ordnance Survey 100019238	<div> N</div> <div>1:10,000</div>
<div><div><div>0</div><div>Kilometres</div><div>0.5</div><div>1</div></div><div><div>0</div><div>Miles</div><div>0.25</div><div>0.5</div></div></div>	<div>Created by: CF</div> <div>Issue Date: 01/08/2010</div> <div>Checked by: Text</div> <div>Reference: Text</div>	<div></div>

APPENDIX D – PROPOSED PROW IMPROVEMENTS



ChilmingtonGreen

NOTES

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- Site boundary
- Existing national footpath to be retained (Greensands Way)
- Existing national footpath to be realigned (Greensands Way)
- Proposed national footpath diversion (Greensands Way)
- Existing footpath to be retained
- Existing footpath to be realigned
- Proposed footpath
- Existing national cycle route
- Proposed main pedestrian & cycle spine
- Proposed cycleway integrated within carriageway
- Existing byway
- Existing bridleway
- Proposed bridleway
- Residential & mixed used development footprint

Chilmington Green Consortium

23-25 Great Sutton Street, London, EC4V 0DN T: +44 (0)20 7017 1780 F: +44 (0)20 7017 1781 W: www.jtp.co.uk

Project: Chilmington Green, Ashford

JOHN THOMPSON & PARTNERS

Job No: 00122 PLH.CG SM

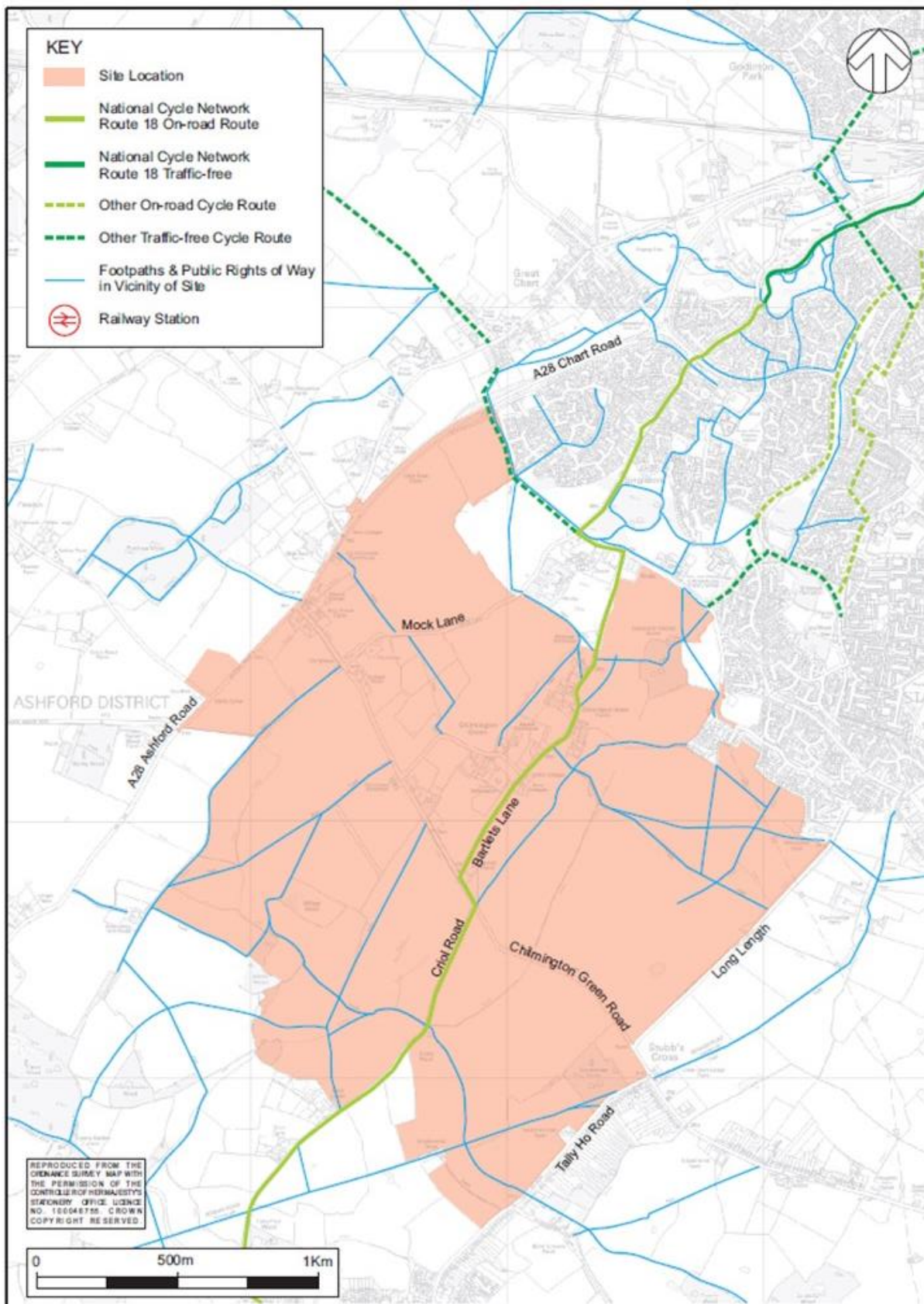
Scale: GA3 1:10,000

09/09/2013

OPA08R: Footpath and Cycle Routes Plan

09/09/2013

APPENDIX E



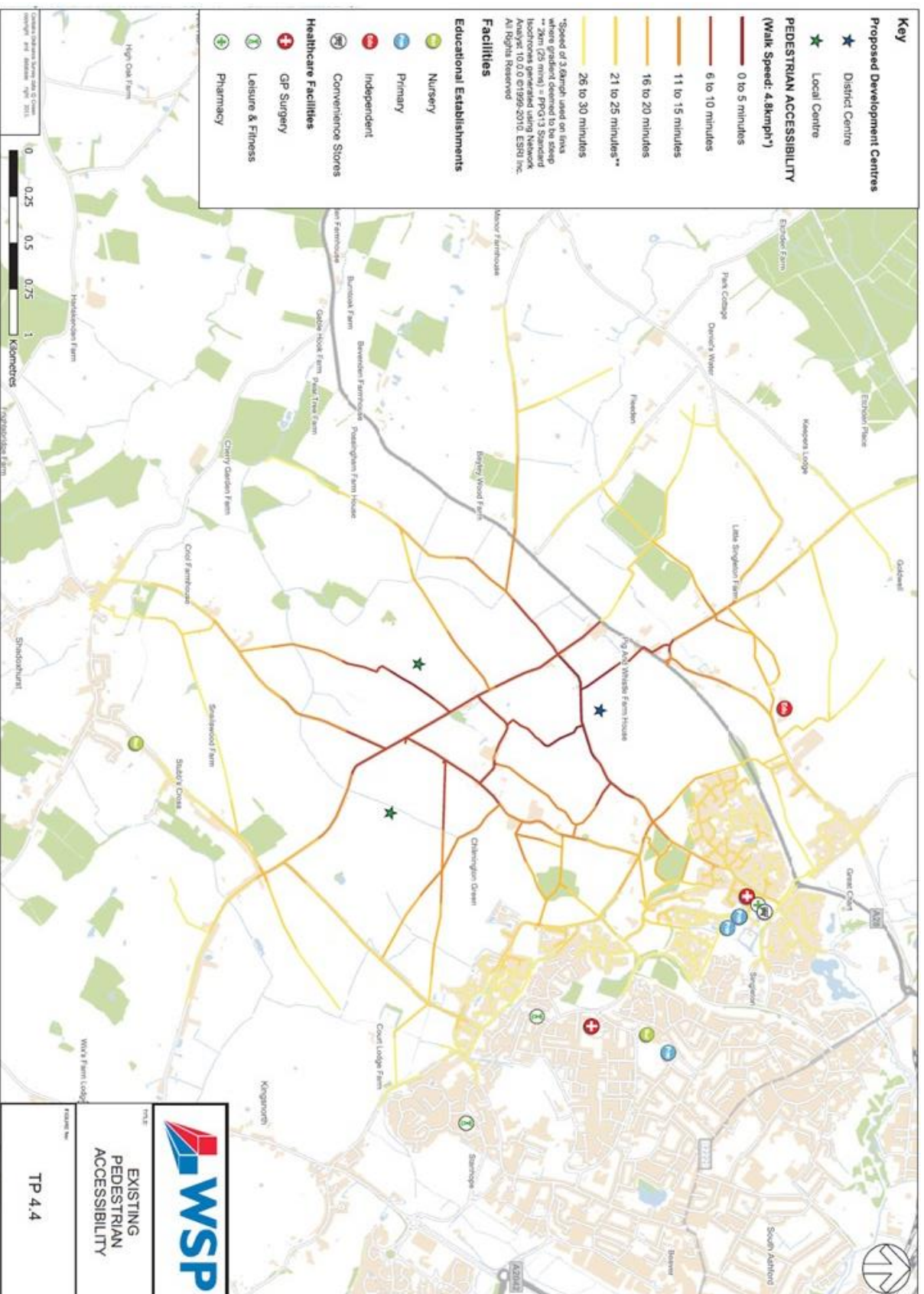
TITLE

PEDESTRIAN & CYCLE
NETWORK

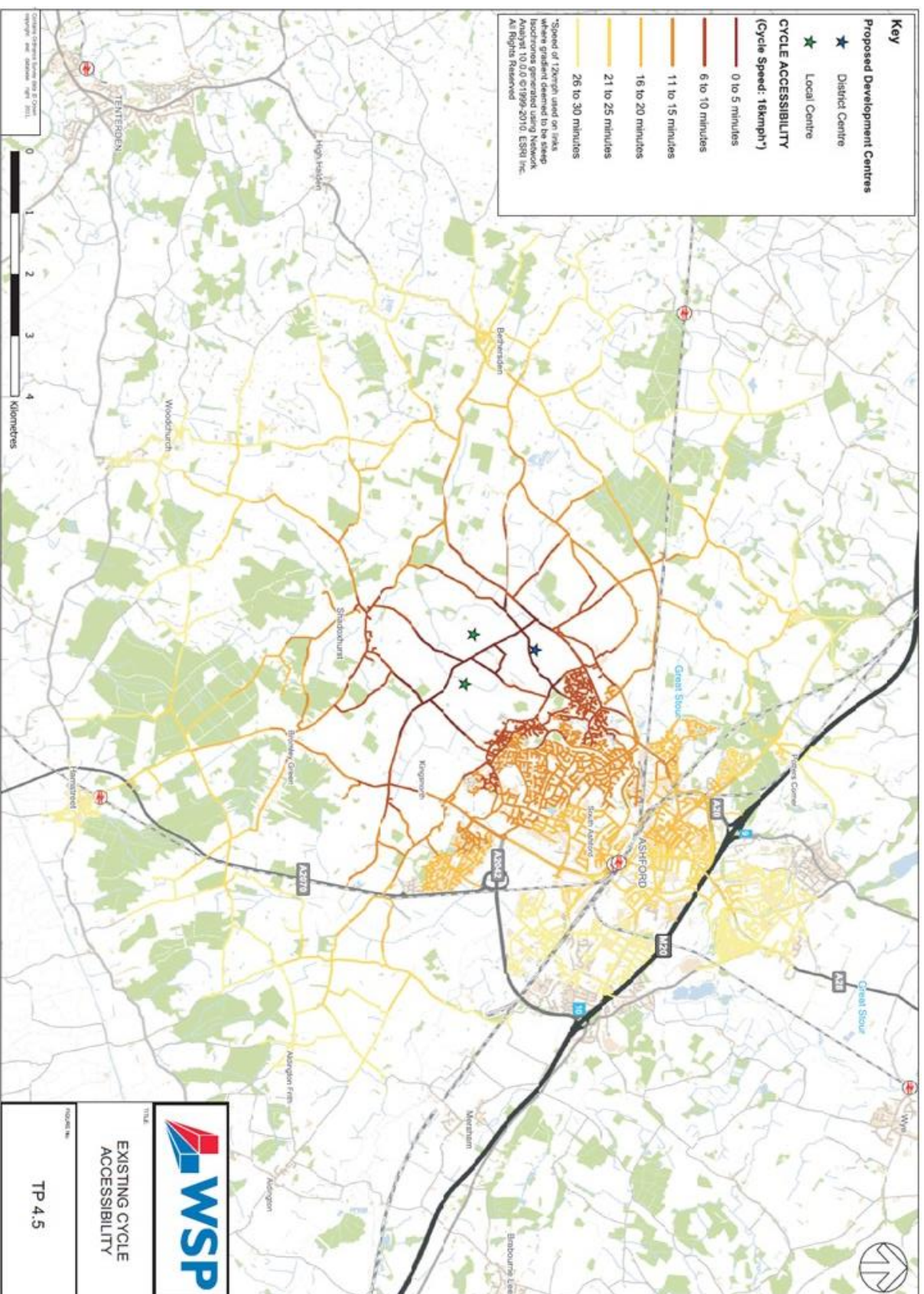
FIGURE No:

TP 4.2

APPENDIX F – 30 MINUTE WALKING ISOCHRONE



APPENDIX G – 30 MINUTE CYCLING ISOCHROME



APPENDIX H – PUBLIC TRANSPORT ISOCHRONE

