Land off
Tattenhall Road, Tattenhall

TRAVEL PLAN

Report prepared for
Gladman Developments Ltd

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Travel Plan

Land off Tattenhall Road, Tattenhall

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Travel Plan

Land off Tattenhall Road, Tattenhall

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1 Introduction

1.1 Ashley Helme Associates Limited (AHA) are appointed by **Gladman Developments Ltd** (GDL) to prepare a **Travel Plan** (TP) report for proposed residential development on land off Tattenhall Road, Tattenhall, (henceforth referred to as the Site).The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

1.2 Proposed Development

1.2.1 The Site is presently agricultural/ field land. The proposed development comprises a residential development of up to **150 dwellings**. All matters are reserved, except access.

1.3 Overview

1.3.1 The reason that this is a 'Framework' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.3.2 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.3.3 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.3.4 The Site access strategy comprises:

(i) Vehicles: Tattenhall Road,
(ii) Pedestrians: Tattenhall Road,
(iii) Cyclists: Tattenhall Road.

1.3.5 The proposed Site access arrangements for vehicles, cyclists and pedestrians on Tattenhall Road, as shown on Drg 1952/01/A (refer TA report).

1.4 Travel Plan Objectives

1.4.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.4.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.4.3 It is imperative that the TP measures are effective and efficient.

1.4.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.4.5 PPG states that Travel Plans are a way of "*mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.*" (Reference ID: 42-002-20155306)

1.5 Scope of Travel Plan

1.5.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The development is for residential use, and hence this TP is an 'origin' TP.

1.5.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.5.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and

individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.5.4 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.6 Comprehensive Strategy

1.6.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

1.6.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

1.6.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

1.6.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.

1.6.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.

2 Policy Context

2.1 National Policy

2.1.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2 National Planning Policy Framework (December 2024)

2.2.1 The Government's commitment to sustainable transport is emphasised in NPPF. Paragraph 109 advises development promoters to consider transport issues from the earliest stages of plan-making and development proposals using a **vision-led** approach, so that:

"a)making transport considerations an important part of early engagement with local communities;

b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;

c) understanding and addressing the potential impacts of development on transport networks;

d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;

*e) **identifying and pursuing opportunities to promote walking, cycling and public transport use**; and*

f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.' (AHA emphasis).

2.2.2 This is expanded in paragraph 110, which states:

*"The planning system should actively manage patterns of growth in support of these objectives. **Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes**. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas,*

and this should be taken into account in both plan-making and decision-making." (AHA emphasis).

The proposed development respects and reflects this NPPF transport sustainability related objective.

2.2.3 NPPF states in paragraph 115 that:

"In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location*;*

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.' (AHA emphasis).

2.2.4 NPPF offers specific transport advice with respect to development proposals. In paragraph 117, NPPF sets out that development should:

*"**a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;***

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations." (AHA emphasis).

2.3 Planning Practice Guidance, March 2014 (Travel Plans, Transport Assessments and Statements)

2.3.1 PPG sets out that Travel Plans:

"…support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable." (Reference ID: 42-00620140306)

2.4 Cheshire West and Chester Local Plan (2015-2030)

2.4.1 The Cheshire West and Chester (CWCC) Local Plan was adopted on 29 January 2015 and forms the statutory development plan for the borough. The purpose of the Plan is to provide the overall vision, strategic objectives, spatial strategy and strategic planning policies for the borough to 2030.

2.4.2 In line with Regulation 10A of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), a review of the CWCC Local Plan was carried out and reported on the 20 January 2020. The inspector appointed to the review concluded that Plan did not need updating. Consequently, the 2015 Local Plan remains valid.

2.4.3 Sustainable Development

2.4.3.1 The Council's position on sustainable development is set out in **STRAT 1**. This states:

"*The Local Plan seeks to enable development that improves and meets the economic, social and environmental objectives of the borough in line with the presumption in favour of sustainable development. Proposals that are in accordance with relevant policies in the Plan and support the following sustainable development principles will be approved without delay, unless material considerations indicate otherwise:*

- *Mitigate and adapt to the effects of climate change, ensuring development makes the best use of opportunities for renewable energy use and generation.*
- *Provide for mixed-use developments which seek to provide access to homes, employment, retail, leisure, sport and other facilities, promoting healthy and inclusive communities whilst reducing the need to travel.*

- ***Locate new housing, with good accessibility to existing or proposed local shops, community facilities and primary schools and with good connections to public transport***
- *Protect, enhance and improve the natural and historic environment whilst enhancing and restoring degraded and despoiled land, seeking opportunities for habitat creation.*
- *Encourage the use and redevelopment of previously developed land and buildings in sustainable locations that are not of high environmental value.*
- *Minimise the loss of greenfield land and high grade agricultural land.*
- *Support regeneration in the most deprived areas of the borough and ensure those reliant on non-car modes of transport can access jobs and services.*
- *Ensure the prudent use of our natural finite resources whilst promoting the re-use, recovery and recycling of materials.* (AHA emphasis).

The Council will always work proactively with applicants where proposals are not in accordance with the Plan to find solutions which mean that proposals can be made sustainable and approved wherever possible. However, proposals that fundamentally conflict with the above principles or policies within the Local Plan will be refused.

Where there are no Local Plan policies relevant to the application or relevant policies are out of date at the time of making the decision, the Council will grant permission unless material considerations indicate otherwise, taking into account whether any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits when assessed against the National Planning Policy Framework, or specific policies in the Framework indicate that development should be refused."

2.4.4 Transport and Accessibility

2.4.4.1 Policy **STRAT 10** of the local plan sets out the general transport and accessibility requirements for new developments, and states:

"In accordance with the key priorities for transport set out in the Local Transport Plan, development and associated transport infrastructure should:

- *Provide and develop reliable and efficient transport networks that support sustainable economic growth in the borough and the surrounding area*
- *Reduce carbon emissions from transport and take steps to adapt our transport networks to the effects of climate change*
- *Contribute to safer and secure transport and promote forms of transport that are beneficial to health Improve accessibility to jobs and key services which help support greater equality of opportunity*
- *Ensure that transport helps improve quality of life and enhances the local environment*

In order to minimise the need for travel, proposals for new development should be located so as they are accessible to local services and facilities by a range of transport modes. New development will be required to demonstrate that:

- *Additional traffic can be accommodated safely and satisfactorily within the existing, or proposed, highway network*
- *Satisfactory arrangements can be made to accommodate the additional traffic before the development is brought into use*
- *Appropriate provision is made for access to public transport and other alternative means of transport to the car*
- *Measures have been incorporated to improve physical accessibility and remove barriers to mobility, especially for disabled and older people. The safety of all road users should be taken into account in the design and layout of new developments. Opportunities to improve public transport facilities will be taken wherever possible, through improved services, interchange facilities and parking at railway stations.*

Developments that would generate significant amounts of movement should be accompanied by a ***Transport Assessment*** *and* ***Travel Plan****, in accordance with Council guidance*

New developments will be expected to provide adequate levels of car and cycle parking in accordance with the Council's parking standards, taking account of:

- *The accessibility of the development*
- *The type, mix and use of the development*
- *The availability of, and opportunities for, public transport*
- *Local car ownership levels*

Parking provision should support the viability of town centres whilst minimising traffic congestion.

Proposals should seek to maximise use of sustainable (low carbon) modes of transport, by incorporating high quality facilities for pedestrians, cyclists and public transport and where appropriate charging points for electric vehicles.

Opportunities will be sought to extend and improve access to local footpath and cycle networks, including greenways, canal towpaths and the Public Rights of Way networks." (AHA emphasis).

2.4.4.2 In addition to the above, several policies from the Chester Local Plan are saved as part of the emerging CWC Local Plan.

2.4.5 Parking

2.4.5.1 The CWCC parking requirements for residential developments are set out in the Supplementary Planning Document (SPD): Parking Standards (February 2022). This sets out standards for general and cycle parking together with electric charging points. These are design elements that will be determined through a subsequent reserved matters application.

2.5 Cheshire West and Chester Local Transport Plan (2011-2026)

2.5.1 The Local Transport Plan (LTP) sets out Cheshire West and Chester Council's plans and proposals for improving local transport over the fifteen-year period up to 2026. It consists of a longer-term Integrated Transport Strategy for the period 2011 to 2026. This includes:

"• *Ensuring that our roads and bridges are well maintained and tackling the current maintenance backlog;*

- *Dealing with increased levels of traffic congestion;*
- *Improving local bus services and providing a more joined up approach to how buses operate;*
- *Improving transport links to jobs and services, especially for those without access to a car;*
- *Encouraging the use of greener and more sustainable types of transport;*
- *Championing more healthy and active types of transport such as cycling and walking;*
- *Improving air quality and the environment;*
- *Improving safety and reducing the number of casualties on our roads;*
- *Assessing how transport can support economic growth, regeneration and new development;*
- *Improving commuter links to neighbouring areas, particularly Merseyside, Manchester, North East Wales and Warrington; and*
- *Responding to the mobility needs of older and disabled people."*

2.5.2 The underlying theme of the LTP is to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.

3 Existing Conditions: Key Information from TA

3.1 Site Location

3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

3.2 Accessibility by Walk

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 National Travel Survey (2023)

3.2.2.1 The National Travel Survey of 2023 (NTS 2023) The NTS 2023 is the latest available data. NTS 2023 confirms that 29% of **all** trips are undertaken on foot. However, for trips less up to 1 mile (1.6km), 81% of journeys are carried out on foot.

3.2.2.2 The NTS also sets out that, on average, people:

(i) undertake 263 walk trips per year,
(ii) walk a total of 225 miles per year.

3.2.2.3 Based on the total walk distance of 225 miles and 263 trips per year, this means that the average walk trip is about 0.86 miles (circa 1.37km).

3.2.2.4 The NTS establishes that:

(i) 81% of all trips under 1 mile (1.6km) are made by foot,
(ii) Nearly all walks recorded in the NTS were under 5 miles (99.8%),
(iii) Walking accounts for 29% of all trips and 4% of distance travelled,
(iv) Most trips to/from school for a trip length of under 1 mile were made by walking (80% for children aged 5-10 and 89% for children aged 11-16).

3.2.3 National Planning Policy Framework (NPPF)

3.2.3.1 NPPF defines sustainable transport modes as:

*"Any efficient, safe and accessible means of transport with overall low impact on the environment, including **walking** and cycling, ultra low and zero emission vehicles, car sharing and public transport."* (AHA emphasis).

3.2.4 The National Design Guide

3.2.4.1 The National Design Guide sets out in paragraph 82 that:

*"Priority is given to **pedestrian** and cycle movements, subject to location and the potential to create connections. **Prioritising pedestrians** and cyclists mean creating routes that are **safe, direct, convenient and accessible for people of all abilities**. These are designed as part of attractive spaces with good sightlines, and well chosen junctions and crossings, so that people want to use them. Public rights of way are protected, enhanced and well-linked into the wider network of pedestrian and cycle routes."* (AHA emphasis).

3.2.4.2 This expanded further in paragraph 83, which states:

*"In well-designed places, people should not need to rely on the car for everyday journeys, including getting to workplaces, shops, schools and other facilities, open spaces or the natural environment. Safe and direct routes with visible destinations or clear signposting encourage **people to walk** and cycle."* (AHA emphasis).

3.2.5 Manual for Streets

3.2.5.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is **not an upper limit** and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km."* (MfS para 4.4.1, AHA emphasis).

3.2.6 CIHT Planning for Walking

3.2.6.1 The CIHT document 'Planning for Walking' (2015) sets out the following key points:

"• *Patterns of land use and, in particular, residential densities and mixed uses are the primary determinants of how much people walk. As towns and cities spread out, people make*

fewer short journeys. The current trend to higher density for new residential developments should encourage walking, if linked to provision of local destinations.

- *Most short journeys are still made wholly on foot.*
- *Walking is also part of longer journeys. Very few trips by car or public transport are completed without some walking.*
- *Pedestrian "footfall" determines the viability of shops."*

3.2.6.2 The document also stresses:

"• Walking contributes to physical and mental health.

- *All streets in urban areas need to be designed to accommodate people who walk wherever they wish to go*
- *People travelling on foot want routes that are direct, as level as possible, enjoyable and have destinations in sight. Safe road crossings are an essential element of routes.*
- *"Walking" is best thought of as a nonvehicle movement including all forms of assistance, such as sticks, wheelchairs, baby buggies and pavement vehicles. Good provision for users requiring such forms of assistance helps everybody.*
- *Walking and cycling are often regarded as compatible. In reality, they are very different modes that will often require separate provision. Both benefit from reduced traffic speeds and reduced motor vehicle traffic flow.*
- The issue of pedestrians and pedal cyclists sharing space is contentious. There are perceived risks associated with cyclists sharing space with pedestrians, and it is not always realised that cyclists seriously injure several hundred pedestrians each year.
- Planners and traffic managers should appreciate that to encourage walking, motor vehicle traffic rather than pedestrians should, as far as possible, be required to avoid conflicts by diverting from direct routes and by changing elevation. Pedestrians wish to follow direct routes on a constant level."

3.2.7 CIHT Providing for Journeys on Foot

3.2.7.1 The CIHT document 'Providing for Journeys on Foot (2000) does not provide a definitive view of distances, but does suggest a preferred maximum distance of 800m for journeys to town centres and 2000m for walk commuting trips.

3.2.8 Walk Isochrones and Local Amenities

3.2.8.1 A 400m distance corresponds to a walk time of 5 minutes, based upon a typical normal walking speed. **Figure 3.1** presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, (ie reflecting 5, 10, 15, 20 and 25-minute walk journeys), and taking account of the pedestrian infrastructure.

3.2.8.2 The walk isochrones presented in Figure 3.1 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.

3.2.8.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by footway. The walk isochrones presented in Figure 3.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.8.4 There are amenities near to the Site. The amenities, together with the approximate walk distances from the Site, are:

(i)	Castlefields Playground:	660m,
(ii)	Tattenhall Park Primary School:	840m,
(iii)	Tattenhall News:	980m,
(iv)	Tattenhall Turkish Barber:	990m,
(v)	The Letters Inn:	1005m,
(vi)	Fish and Chips @ No3:	1015m,
(vii)	Tattenhall Library:	1015m,
(viii)	ATM and Spar Convenience Store:	1030m,
(ix)	Sportsmans Arms:	1040m,
(x)	Sandy Bears Nursey:	1050m,
(xi)	Pharmacy:	1080m,
(xii)	Tattenhall Dental:	1100m,
(xiii)	Alison's Coffee Shop:	1105m,

(xiv) Tattenhall Sports Club: 1190m,
(xv) Village Surgery Tattenhall: 1190m,
(xvi) Hair and Beauty Room: 1120m,
(xvii) Tattenhall Spice: 1135m,
(xviii) Iconic Barbers: 1145m,
(xix) St Alban's Church: 1130m,
(xx) Barbour Institute Community Centre: 1255m.

3.2.8.5 Figure 3.1 demonstrates that almost all of the village facilities are within a 1200m (ie 15 minutes) walk of the Site.

3.2.8.6 It is demonstrated that there is a good range of amenities within walking distance of the proposed development.

3.2.9 Public Rights of Way (PROWs)

3.2.9.1 Figure 3.2 presents the existing Public Rights of Way (PROW) near to the site. Figure 3.2 shows that there is a network of public footpaths near to the Site. The footpaths that are likely to be used regularly by residents of the proposed development are:

(i) 291/FP31/1: Park Avenue – Rean Meadow - Burwardsley Road,
(ii) 291/FP6/1: Chester Road – Covert Rise – Frog Lane,
(iii) 291/FP1/1: Field Lane – High Street

Much of these PROWs form part of the Millennium Mile, which is circular walking route through Tattenhall.

3.2.10 Walk Routes to Local Amenities

3.2.10.1 There are a range of routes available to walk to local amenities. The routes most likely to be used are:

(i) Tattenhall Road – Chester Road – High Street,
(ii) Tattenhall Road – Keysbrook – Footpath 291/FP31/1 – Buwardsley Road.

3.2.11 Pedestrian Access to the Site

3.2.11.1 Pedestrian access to the Site is available from Tattenhall Road.

3.2.12 Walk Routes to Schools

3.2.12.1 The nearest primary school to the Site is **Tattenhall Park Primary School** on Chester Road. The walk distance from the centre of the development to the school is about 840m.

3.2.12.2 The NTS sets out that, for journeys of under 1 mile (1.6km), 80% of 5-11 years olds walk to school. As the distance between the Site and Tattenhall Park Primary School is well below the 1.6km figure quoted in NTS then it is reasonable to assume that most trips between the Site and Tattenhall Park Primary School will be on foot.

3.2.12.3 The route most likely to be used between the Site and Tattenhall Park Primary School is along Tattenhall Road. The route offers continuous sealed surface footways and street lighting. The route is fronted by residential properties which offer neighbourhood surveillance. All of the walk route along Tattenhall Road is subject to a 20/30mph speed limit which provides an environment conducive to walking.

3.2.13 Proposed Walk Measures

3.2.13.1 Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.

3.3 Accessibility by Cycle

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.

3.3.2 National Travel Survey (2023)

3.3.2.1 The NTS 2023 sets out that, on average, people:

(i) undertake 15 cycle trips per year,
(ii) cycle a total of 47 miles per year.

3.3.2.2 Based on the total cycle distance of 47 miles and 15 trips per year, this means that the average cycle trip is 3.1 miles, which is just over 5km.

3.3.3 National Planning Policy Framework (NPPF)

3.3.3.1 NPPF defines sustainable transport modes as:

*"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and **cycling**, ultra low and zero emission vehicles, car sharing and public transport."* (AHA emphasis).

3.3.4 The National Design Guide

3.3.4.1 The National Design Guide sets out in paragraph 82 that:

*"Priority is given to pedestrian and **cycle movements**, subject to location and the potential to create connections. **Prioritising** pedestrians and **cyclists** mean creating routes that are **safe, direct, convenient and accessible for people of all abilities**. These are designed as part of attractive spaces with good sightlines, and well chosen junctions and crossings, so that people want to use them. Public rights of way are protected, enhanced and well-linked into the wider network of pedestrian and **cycle routes**."* (AHA emphasis).

3.3.4.2 This expanded further in paragraph 83, which states:

*"In well-designed places, people should not need to rely on the car for everyday journeys, including getting to workplaces, shops, schools and other facilities, open spaces or the natural environment. Safe and direct routes with visible destinations or clear signposting encourage **people to** walk and **cycle**."* (AHA emphasis).

3.3.5 Gear Change, A Bold Vision for Cycling and Walking (DfT, 2020)

3.3.5.1 Gear Change, A Bold Vision for Cycling and Walking states:

"58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking." (Page 11).

3.3.6 Cycle Isochrones and Local Amenities

3.3.6.1 The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The cycle isochrones presented in Figure 3.3 discounts footpaths which do not permit cyclists.

3.3.6.2 Figure 3.3 presents the 2km and 5km cycle isochrones for the Site, representing approximately 10-minute and 25-minute journey times. Review of Figure 3.3 highlights that Hargrave, Huxley, Burwardsley, Milton Green and Gatesheath are all within a 5km cycle ride of the Site.

3.3.7 Cycle Access to the Site

3.3.7.1 Cycle access to the Site is available from Tattenhall Road.

3.3.8 Cycling: Tattenhall Road

3.3.8.1 Traffic counts confirm that the recorded AM & PM peak hour traffic flows (2-way) along Tattenhall Road, being:

(i) AM peak hour (0730-0830): 196 vehicles, and
(ii) PM peak hour (1630-1730): 181 vehicles.

3.3.8.2 This confirms that there are low levels of vehicular traffic using Tattenhall Road, being around 3 vehicles per minute on average.

3.3.9 Proposed Cycle Measures

3.3.9.1 Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

3.4 Bus

3.4.1 Existing Bus Stops

3.4.1.1 Figure 3.1 identifies the location of the existing nearest bus stop in the vicinity of the Site. The nearest bus stops to the Site are located on Tattenhall Road near to the junction with Greenlands. The walk distance is about 300m from the centre of the Site. The bus stops comprise:

(i) Northbound: Flag and pole,
Timetable board,
Low floor kerb access,

(ii) Southbound: Brick shelter,
Seating,
Timetable board,
Low floor kerb access.

3.4.2 Bus Services & Frequencies

3.4.2.1 The **No 41 bus service** is routed though Tattenhall. The service operates between Chester and Whitchurch. Services run from Tattenhall (Greenlands) to Chester between 0655 hours and 2005 hours, with return journeys from Chester up until 1850 hours. Trips in the direction from Tattenhall to Whitchurch can be made between 0803 hours and 1833 hours. The latest return journey from Whitchurch to Tattenhall is at 1915 hours.

3.4.2.2 For travel in both directions, buses operate at about a **30-minute frequency** to/from Chester and at an **hourly frequency** to/from Whitchurch. The frequency and time range within which the service operates would allow Site residents, that work in Chester or Whitchurch, to commute by bus.

3.4.2.3 The No 41 journey times are:

(i) Chester (bus station): typically, 39 minutes,
(ii) Whitchurch: typically, 54 minutes.

3.4.3 School Bus Services

3.4.3.1 The **No 41 bus service** offers travel to/from **Bishop Heber High School**, which is based in Malpas. Outbound and return services coincide with start and finish times, departing from the Tattenhall at 0803 hours, and returning back at 1539 hours.

3.4.4 Community Bus Services

3.4.4.1 ECT provide the **PlusBus** service in Tattenhall. The PlusBus service is available for those who find public transport difficult to use. This could be due to age, a mobility difficulty or disability. A journey can be booked between 48 hours and one week in advance, with travel available between 9am and 11pm from Monday to Saturday, and between 9am and 5pm on Sundays (subject to availability).

3.4.5 Proposed Public Transport Measures

3.4.5.1 Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Section 7.3, Chapter 7.

4 Objectives & Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.5.1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

5 Targets & Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible,
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 Benchmarking: Census Data

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4 Census Data

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/District is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:

- Cheshire West & Chester (District),
- Cheshire West & Chester 046 (MSOA).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- The Site is located within Cheshire West & Chester District.
- The Site is located in Cheshire West & Chester 046 MSOA.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 5.1.

5.5 Residents Travelling From The Output Area/District

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 5.1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 5.1 identifies the following key information:

- Car driver: 70.0% of CW&C 046 MSOA journeys to work, and lower for CW&C as a whole (68.4%),
- Car passenger: 4.4% of CW&C 046 MSOA journeys to work, and higher for CW&C as a whole (5.6%),
- 'Car driver + car passenger': 74.4% of CW&C 046 MSOA journeys to work, and similar for CW&C as a whole (74.0%),
- Cycle: 1.3% of CW&C 046 MSOA journeys to work, and higher for CW&C as a whole (2.7%),
- Walk: lower for CWCC 046 MSOA journeys being

	5.7% and 10.0% of CW&C journeys as a whole.
• Bus:	2.0% of CW&C 046 MSOA journeys and higher for CW&C as a whole (3.5%).
• Train:	1.3% of CW&C 046 MSOA journeys to work, and higher for CW&C as a whole (2.0%),
• Working from Home:	higher in CW&C 046 MSOA (13.4%) than in CW&C as a whole (5.9%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in CW&C 046 MSOA and CW&C, as a whole, highlights that:

- A higher percentage of people living in CW&C 046 MSOA drive to work as people living in CW&C as a whole,
- A lower percentage of people living in CW&C 046 MSOA travel to work as a car passenger as people living in CW&C as a whole,
- Walking is much more popular at district level than MSOA level,
- Bus and cycle are the least popular sustainable modes of travel to work at both MSOA and district level,
- Working from home is much more popular at MSOA level than district level.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 Trip Rates

5.6.1 The **vehicular** trip rates adopted in the TA are:

	ARR	**DEP**	**2-WAY**
AM (0800-0800)	0.139	0.393	0.531
PM (1700-1800)	0.324	0.204	0.529
0700-1900	2.497	2.519	5.016.

5.7 Trip Generation

5.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application of up to 150 dwellings, there is estimated to be 752 vehicle movements (2-way) generated by the development between 0700-1900 hours.

5.8 TP Target Methodology

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of trips between 0700-1900 hours (usually taken to be the working day)'.

5.8.3 The approach/philosophy adopted for the TP target setting is to:

- Set the Framework TP target in terms of the 'Number of vehicle trips' between 0700-1900 hours,

- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP Residential Target

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 150 dwellings.

5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 150 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of trips derived on an assumption of the maximum 150 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 150, then the Framework TP target may not be sufficiently challenging.

5.9.3 The approach agreed within the Framework TP is to set the TP target in terms of '0700-1900 hours vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.

5.9.4 Furthermore, a practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.9.5 The residential TP target is set as **maximum 0700-1900 2-way vehicle trip rate of 4.515 vehicles/dwelling.**

5.9.6 The explanation of how this is derived is as follows:

- 2-way 0700-1900 hours vehicle trip rate is 5.016 vehicles/dwelling: this represents the 'business as usual' situation,

- Apply reduction factor of 10% to the 2-way trip rate of 5.016, ie 0.9 x 5.016 = 4.515; the Framework TP target 2-way 0700-1900 hours vehicle trip rate.

5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum trip rate of 4.515 vehicles/dwelling.

5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 150 dwellings:

- TP target for residential 4.515 x 150 dwellings = 677 vehicles (total 2-way) between 0700-1900 hours,
- The estimates of 0700-1900 hours traffic (total 2-way) generated by the proposed 150 dwellings 752 vehicles,
- Hence, the TP target represents a reduction of 75 vehicles between 0700-1900 hours.

5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a significant reduction.

5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

5.10 Timescale

5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

5.11 Indicators

5.11.1 TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

6 Management Strategy

6.1 Over-Arching Strategy

6.1.1 For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 Pre-Occupation

6.2.1 PPG highlights that:

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation." (Reference ID: 42-003-20140306)

6.3 Travel Plan Co-Ordinator (TPC)

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,
- Email contact details,
- Date of taking up post.

6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.7 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority and other key stakeholders.

6.3.8 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus and rail travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Managing TP social media,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 Financial Arrangements

6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).

6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.5 Community Interaction

6.5.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

7 Measures to Encourage Sustainable Travel

7.1 Walk

7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.

7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.

7.1.3 All pedestrian routes within the Site have good natural surveillance, with proposed dwellings overlooking all pedestrian footways and on-site pedestrian routes.

7.1.4 All residents walking to/from the proposed development must use Tattenhall Road. A speed survey of Tattenhall Road shows that average vehicle speeds are about 3-4mph higher than the current 30mph speed limit, in the vicinity of the Site. The applicant proposes a package of measures to reduce vehicle speeds along Tattenhall Road, which will help to create a better walking environment. It is proposed that the current 30mph speed limit is extended northwards. This is to be complemented by a package of speed reduction measures along Tattenhall Road including vehicle activated signage. The measures are shown on Drg No 1952/01/A.

7.1.5 Although the final residential layout is to be determined through a reserved matters application, the layout will include a comprehensive network of sealed surface footways with lighting. The network will be designed with impaired mobility users in mind. Signage will be introduced to direct pedestrians.

7.1.6 On-site signage will be provided during the construction phase to advise residents of suitable and safe walking routes. The signage will be complemented by travel information notice boards during construction.

7.1.7 Promotional events and literature will be arranged through the Travel Plan, to encourage walking, and emphasising the health benefits.

7.1.8 Residents will be provided with maps showing safe local walking routes.

7.2 Cycle

7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.

7.2.2 All residents cycling to/from the proposed development must use Tattenhall Road. Site residents will emerge into a section of Tattenhall Road subject to a 30mph speed limit. However, a speed survey of Tattenhall Road shows that average vehicle speeds are about 3-4mph higher than the current 30mph speed limit. The applicant proposes a package of measures to reduce vehicle speeds along Tattenhall Road, which, together with low vehicle flows, will help to create a better cycling environment. It is proposed that the current 30mph speed limit is extended northwards. This is to be complemented by a package of speed reduction measures along Tattenhall Road including vehicle activated signage. The measures are shown on Drg No 1952/01/A.

7.2.3 Although the subject of a reserved matters application, it is anticipated that cycle parking will be provided within the development that meets council standards.

7.2.4 Residents of the development will have the opportunity to receive:

(i) Adult cycle training,
(ii) Contribution to cycle safety equipment, eg helmet, high visibility clothing, etc, and
(iii) Cycle puncture repair kit.

7.2.5 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents through the Travel Plan.

7.2.6 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling.

7.2.7 Promotional events and literature will be arranged by the TPC, to encourage cycling and emphasise the health benefits.

7.3 Public Transport

7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.

7.4 Car Share

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

7.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, Liftshare, a well-established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Tattenhall, and indeed residents at other locations that may share a route for journey to work with residents of the development.

7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.

7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- A car share scheme is to be promoted to residents;
- Information about this scheme is to be included in Induction Packs;
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.5 Electric Vehicles

7.5.1 To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of a 32Amp single phase electrical supply that will allow for the future inclusion of an individual electric car charging point for each property.

7.6 Work at Home

7.6.1 The 2011 Census data records that 13.4% of employed residents in Tattenhall work at home.

7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 Behavioural Strategies

7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.8 Summary

7.8.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

8 Marketing Strategy

8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:

- Raise awareness of sustainable travel options,
- Promote individual measures and initiatives,
- Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.

8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:

- At the residential sales marketing suites,
- Occasional promotional initiatives,
- Residents Induction 'Travel Pack',
- Website/social media.

8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.

8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.

8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:

- TP objectives,
- TPC: description of role and contact details,
- Walk: health benefits of walking,
- Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
- Public Transport: information about bus and rail services,
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,

- Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

8.7 Social Media

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well-established and widely used social media platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc,
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc,
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.

9 Monitoring & Review

9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.

9.2 Key points about the TP monitoring and review regime are that this:

- Is essential to ensure that the TP objectives are being met,
- Assesses the effectiveness of the TP measures and provides opportunity for review,
- Must be done over time, and hence requires action and resources.

9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.

9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.

9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.

9.6 Monitoring of the TP is to employ two types of survey:

- Traffic count surveys: recording the 0700-1900 hours vehicle trip generation of the residential development,
- Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.

9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.

9.8 The initial travel surveys will:

- Be the vehicle traffic counts during 0700-1900 hours,
- Be undertaken at the development access,

- Establish the baseline travel characteristics of the residential development,
- Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).

9.9 Subsequently, vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

9.10 The residential questionnaire travel surveys will be undertaken:

- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
- Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.

9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:

- Residents' work journey distance and/or location,
- Travel mode choice,
- Time taken for journey,
- Number of car owners and cars per household,
- Resident parking habits on Site,
- Any barriers (perceived/real) to particular modes of travel,
- Number of primary school children who walk to school,
- Factors influencing willingness to consider/change of travel mode choices.

9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

9.13 Data collected from all the surveys will comply with the data protection regulations. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.

9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.

9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.

9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:

- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
- A schedule of meetings held throughout the year, and other key contact information,
- A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

10 Action Plan & Budget

10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum 0700-1900 hours 2-way vehicle trip rate of 4.515 vehicles/hour/dwelling.**

10.2 Action Plan

10.2.1 Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus and rail operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC.

Upon occupation and subsequently:

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to resident's cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 50 houses:

- Traffic count survey at the development access to be undertaken and subsequently analysed,

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation 50 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent **traffic count surveys** as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential **questionnaire travel surveys**:

- Biennially until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 Funding/Budget

10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.

10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

10.3.3 In practice, if there is more than a single residential developer, then:

- The '5 years after first occupation of the development' relates to their specific development, and
- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

10.4 Summary

10.4.1 Table 10.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.

11 Conclusions

11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).

11.2 This Framework TP report is prepared to support the current outline planning application for up to 150 dwellings. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.

11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.

11.4 The outcomes approach is adopted for the TP.

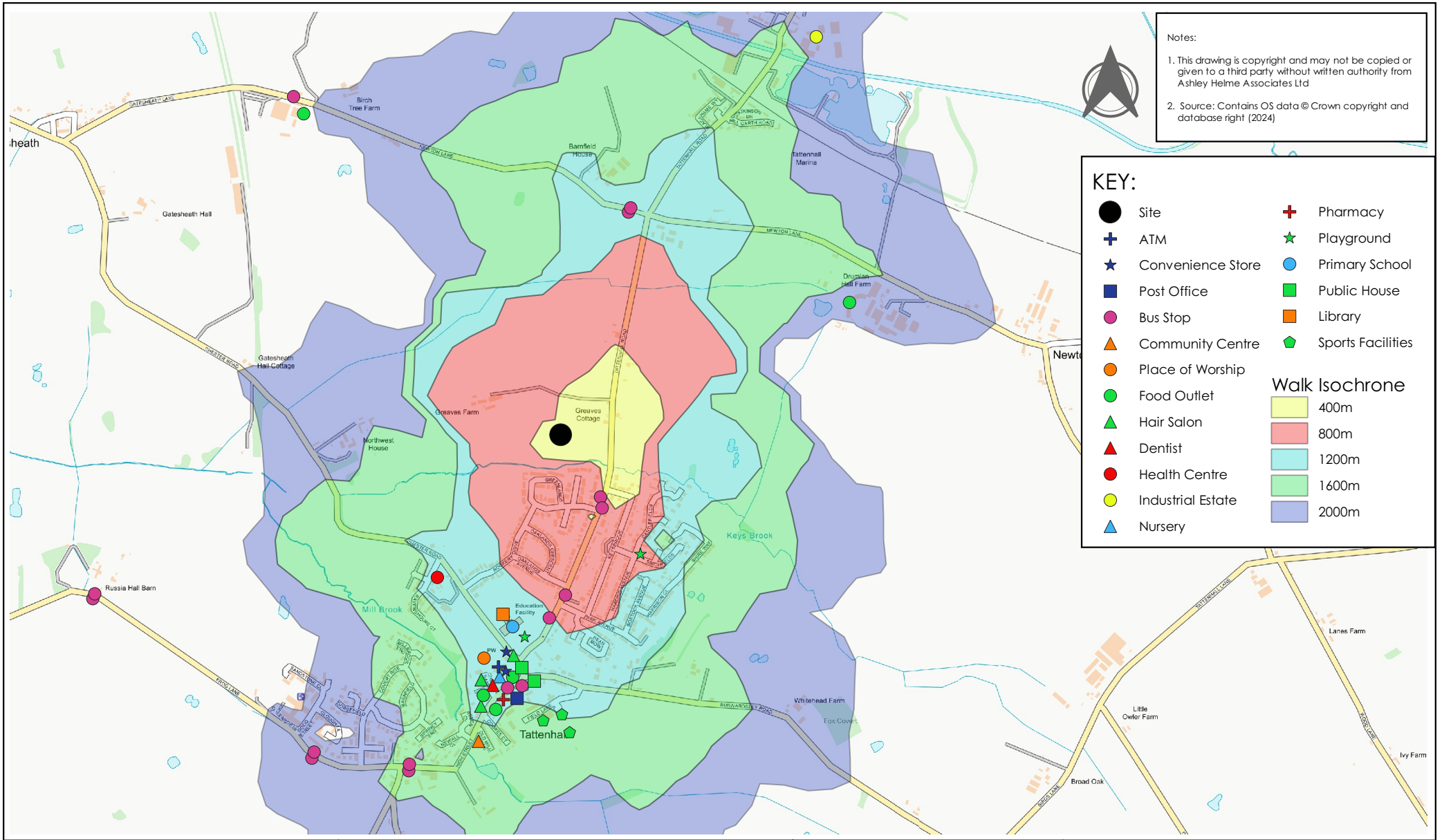
11.5 A residential TP target is set of: **maximum 0700-1900 hours 2-way vehicle trip rate of 4.515 vehicles/dwelling.**

11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures

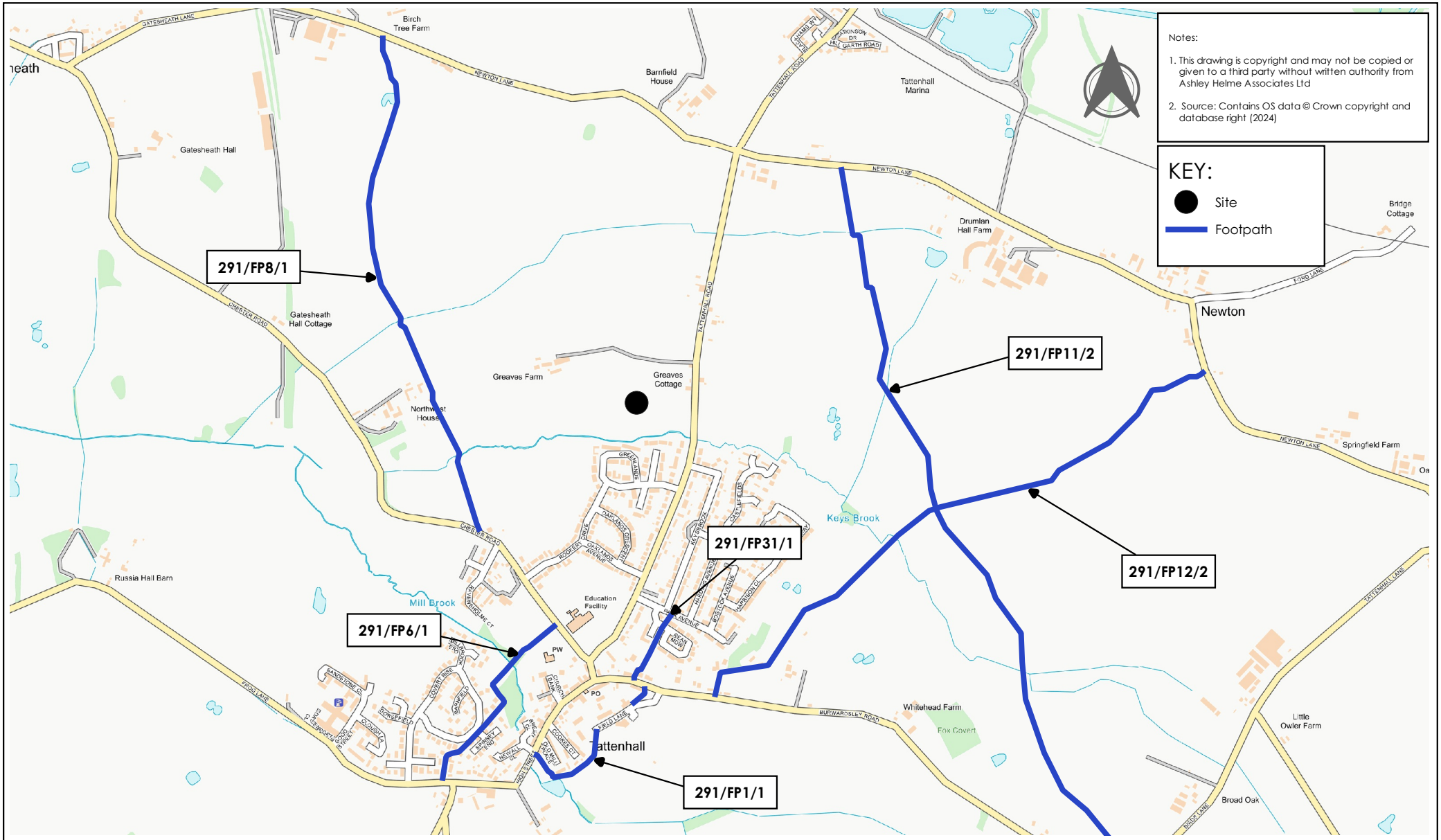


Project: LAND WEST OF TATTENHALL ROAD, TATTENHALL	Title: LOCATION PLAN	FIGURE 1.1	ASHLEY HELME ASSOCIATES
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2024 / Scale: NTS	

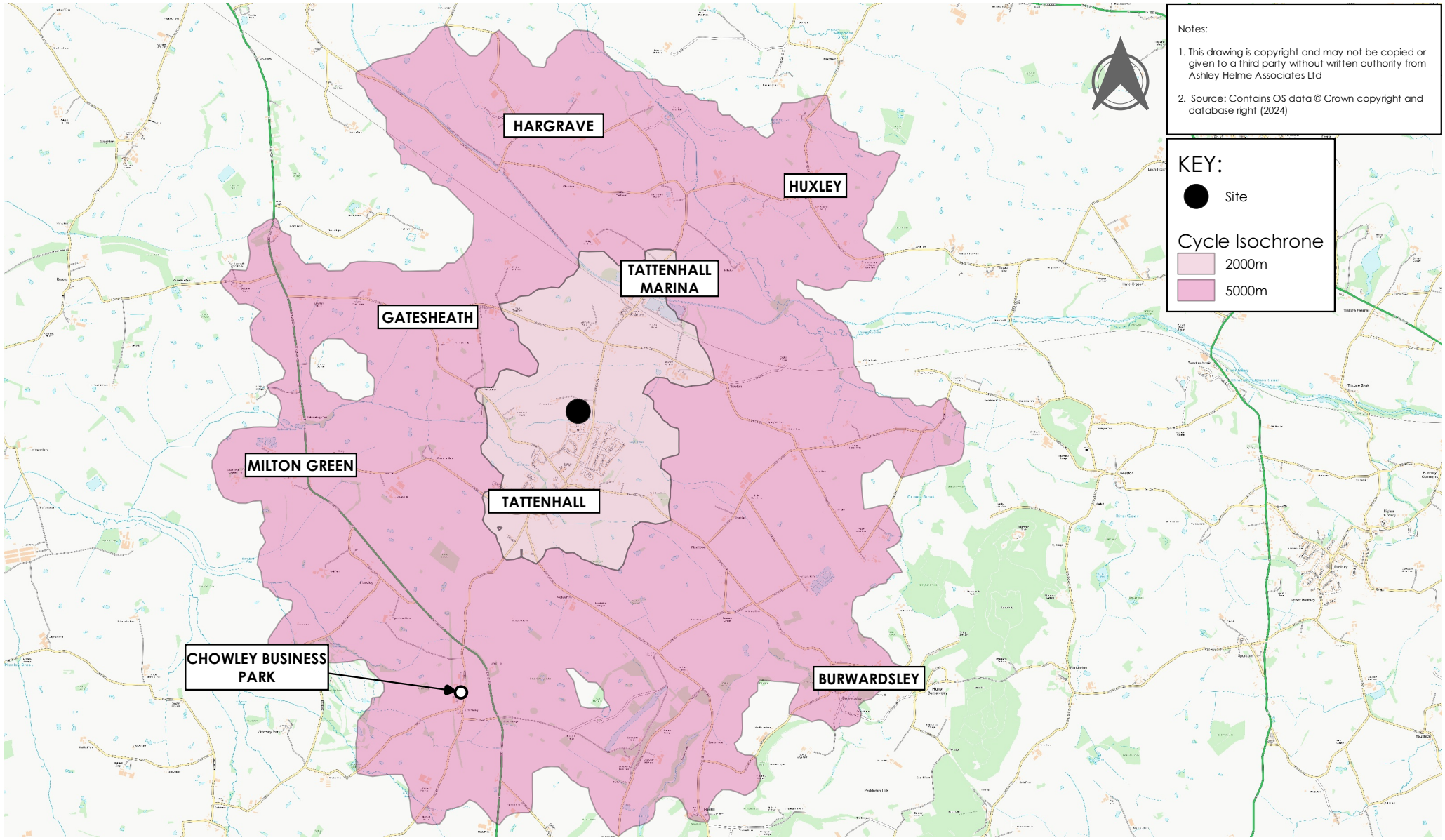


Project: LAND WEST OF TATTENHALL ROAD, TATTENHALL	Title: WALK ISOCHRONES AND AMENITIES	FIGURE 3.1	
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2024	Scale: NTS

ASHLEY HELME ASSOCIATES



Project: LAND WEST OF TATTENHALL ROAD, TATTENHALL	Title: PUBLIC RIGHTS OF WAY (PROW)	FIGURE 3.2	ASHLEY HELME ASSOCIATES
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2024 / Scale: NTS	



Project: LAND WEST OF TATTENHALL ROAD, TATTENHALL	Title: CYCLE ISOCHRONES	FIGURE 3.3	ASHLEY HELME ASSOCIATES
Client: GLADMAN DEVELOPMENTS		Date: OCTOBER 2024 / Scale: NTS	

Tables

MODE OF TRAVEL	DISTRICT		MIDDLE SUPER OUTPUT AREA (MSOA)	
	No.	%	No.	%
	Cheshire West & Chester		Cheshire West & Chester 046	
Work at Home	9,450	5.9	505	13.4
Tram etc	263	0.2	5	0.1
Train	3,262	2.0	47	1.3
Bus	5,566	3.5	74	2.0
Taxi	871	0.5	8	0.2
Motorcycle	1,033	0.6	30	0.8
Car Driver	109,464	68.4	2,628	70.0
Car Passenger	8,947	5.6	166	4.4
Cycle	4,284	2.7	50	1.3
Walk	15,987	10.0	214	5.7
Other	1,011	0.6	28	0.7
TOTAL	**160138**	**100.0%**	**3755**	**100.0%**

Notes:

1. Source: 2011 Census

Table 5.1 Travel to Work (Resident Population) Employed Persons Aged 16-74

MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/ BUDGET
Public Transport			
Provision of bus timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
Walk/ Cycle			
Extend existing footway on west side of Tattenhall Road	Prior to first occupation	Developer	Developer funding
Introduce segregated pedestrian Site access (footbridge) on Tattenhall Road	Prior to first occupation	Developer	Developer funding
Implement speed reduction scheme on Tattenhall Road.	Prior to first occupation	Developer	Developer funding
TRO for 30mph speed limit extension on Tattenhall Road	Prior to first occupation	Developer	Developer funding
TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding
Car Share			
Liftshare car share arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Electric Vehicles			
32Amp electric feed provided for all dwellings for future inclusion of electric charging point	Prior to first occupation	Developer	Developer funding
Management			
Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY

Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding

Monitoring and Review			
Provisional date for vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/ sales team	TPC/ sales staff time
Vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 50 houses. Annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding
Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 50 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Ongoing monitoring of TP indicators	Start within 9 months of occupation of 50 houses	TPC	TPC staff time/ Developer funding

Promotion and Marketing			
Resident Welcome/ Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
Induction meeting for sales staff	Prior to first occupation	TPC	TPC staff time
Each household to be issued with Welcome/ Induction pack	Upon first occupation	TPC/sales team	Developer funding
Promotional activities to residents by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/Developer funding

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY