

HALLAM LAND MANAGEMENT LTD

PROPOSED RESIDENTIAL DEVELOPMENT ON
LAND SOUTH OF THE B6022 NEWARK ROAD,
SUTTON IN ASHFIELD, NOTTINGHAMSHIRE

TRAVEL PLAN

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project number: ADC1580			report reference: ADC1580-RP-0
version	date	author	comments
1	22/06/2022	Rebecca Leconte	issued to Client
2	06/07/2022	Rebecca Leconte	issued for submission
3	05/08/2022	Matt Tatler	re-issued for submission
4	22/02/2024	David Cummins	amended following NCC comments of 15/2/2024

EXECUTIVE SUMMARY

This Travel Plan has been prepared on behalf of Hallam Land Management Ltd in support of an outline planning application for up to 300 dwellings on land to the south of the B6022 Newark Road, in Sutton in Ashfield, Nottinghamshire.

A Travel Plan was previously prepared by ADC Infrastructure Ltd, and submitted with an undetermined application for the same development in October 2017 (application reference V/2017/0565). This was updated in January 2019 following comments from Nottinghamshire County Council (NCC), the local highway authority (LHA) in their consultation response. NCC subsequently confirmed that the Travel Plan could be conditioned.

However, given the time that has passed since the original work was completed, this report presents a new, up to date Travel Plan to support the new application for the development. It has been prepared alongside the Transport Assessment (2022) in the context of the previous work undertaken in support of the previous undetermined application.

According to the National Planning Practice Guidance:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development, and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.

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.”

The outline planning application is for up to 300 residential dwellings, with associated parking. The development would be accessed via a new signal controlled junction on Newark Road, and there would be no vehicular access from Searby Road or Coxmoor Road.

The development site is accessible by all modes of travel and is therefore well located for residential development. There are good opportunities for pedestrian travel, with good infrastructure provided on the desire lines to the north, east and west. There are also good opportunities for cycle travel. Whilst there are no cycle facilities in the vicinity of the site, there is a network of nearby on-road and off-road cycle routes that cyclists can use. There are opportunities for public transport travel, including both bus and rail. The entire site is within 800m walking distance of the regular bus service 3C running at a 30-minute frequency. Much of the site is also within walking distance of the hourly Service 90 and hourly Black Cat bus service. Sutton Parkway train station is within walking and cycling distance, and is also accessible via bus service 3C. The station provides secure cycle parking, so there are good opportunities for train travel as part of a multi-modal journey.

As part of the proposed development, and to encourage pedestrian travel, three pedestrian connections would be provided from the site. These include a connection to the footways on Searby Road; a connection to the footway on Sotheby Avenue; and a new footway/cycleway on the southern side of Newark Road. A new traffic signal controlled pedestrian crossing would be provided on Newark Road at the site access junction. To encourage cycling, it is proposed that within the site, a footway/cycleway would be provided along the main site access road and that this would extend along the southern side of Newark Road to connect the development to the off-road cycle lane running parallel to Kirkby Folly Road. To encourage public transport travel, it is proposed to provide funding contributions towards bus service enhancements and bus stop improvements. The bus service would not route through the site, but the development layout would be designed to allow this in the future.

The proposed residential dwellings will generate up to 188 two-way traffic movements in a peak hour. In addition, they will generate 40 pedestrian journeys, eight cycle journeys and 18 bus passenger journeys during a peak hour.

The following targets are proposed:

- Target 1 – All residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
- Target 2 - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents' single occupancy vehicle car driver modal share, by the end of the monitoring period.

Various measures and incentives are proposed to achieve these targets, including the appointment of a Travel Plan Co-ordinator to implement and monitor the Travel Plan process, and the provision of travel information via travel welcome packs.

A monitoring regime is proposed to ensure that the Travel Plan achieves the objective and targets, including annual resident travel surveys and the preparation of annual monitoring reports, and bi-annual traffic counts at the site access.

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1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared on behalf of Hallam Land Management Ltd in support of an outline planning application for up to 300 dwellings on land to the south of the B6022 Newark Road, in Sutton in Ashfield, Nottinghamshire. The general and detailed site locations are shown in **Figures 1 and 2** respectively.

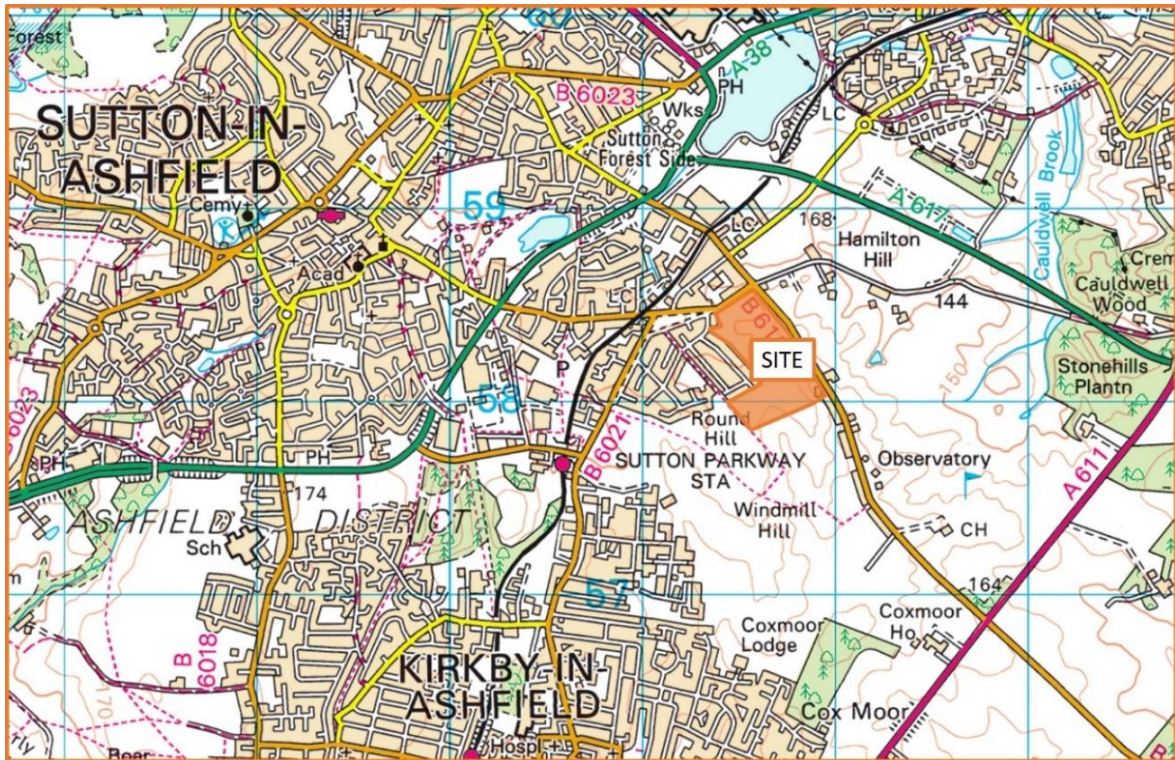


Figure 1: general site location



Figure 2: detailed site location

1.2 The development would be accessed via a new traffic signal controlled T-junction on Newark Road, and the internal layout would include a loop road arrangement, as agreed in principle with Nottinghamshire County Council (NCC), who are the local highway authority. There would be no vehicular access from Coxmoor Road or Searby Road.

1.3 A Travel Plan is required to support the planning application, and will be included in the planning conditions. According to the National Planning Practice Guidance:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development, and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.

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.”

1.4 A Travel Plan is therefore a living document that sets out ways to reduce the number of vehicle trips generated by a development. It involves the setting of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing both the need to travel, and single occupancy car use, for all trips to and from the development. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is used to determine trends in travel patterns.

1.5 A residential Travel Plan is concerned with origin-based travel, with journeys made from a single origin (home) to multiple and changing destinations, with the time and travel mode all varying. A successful residential Travel Plan therefore has the potential to achieve a high proportion of trips by sustainable modes and reduce the number of single occupancy car trips generated by a development.

1.6 This Travel Plan includes all of the necessary contents and predominantly focuses on providing information on the opportunities for travel to and from the site by sustainable modes, to empower residents and visitors alike to take ownership and make informed decisions about their travel choices.

2.0 OBJECTIVE AND BENEFITS

Objective

- 2.1 The overall objective of this Travel Plan is to minimise the number of new car trips generated by residents and visitors travelling to and from the proposed residential development, by promoting and supporting the use of alternative modes of travel (walking, cycling, public transport and car sharing).

Benefits and outcomes

- 2.2 *Making Residential Travel Plans Work*¹ details potential local benefits that can be achieved when a Travel Plan is designed into a residential development from the beginning. Some of the potential benefits that this Travel Plan will provide for the residents and visitors are listed below:
- a focused approach to influence the travel behaviour of residents and visitors;
 - the introduction of safe and viable alternatives to single-occupancy car travel, increasing the choice of travel modes to the site, reducing the number of vehicle trips, and reducing vehicle mileage;
 - increased awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing;
 - increased awareness of the social, environmental, and economic costs of individual travel choices;
 - a positive change in attitudes towards the use of alternative travel modes;
 - provision of practical information on how to travel by more sustainable transport modes, with integration between different transport modes;
 - provision of practical initiatives, based on regular appraisal of resident's travel patterns; and
 - improved accessibility, safety, and security for people travelling to, from, and within the site, particularly vulnerable road users, such as children, the elderly, and disabled.
- 2.3 In addition to these benefits, in line with the *Delivering Travel Plans through the Planning Process – Good Practice Guidelines*, and the *Making Residential Travel Plans Work*, the Travel Plan will also seek the following outcomes:
- reduction in the overall need for travel to and from the site;
 - reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution, and accidents;
 - generation of only the minimum number of car movements to and from the development;
 - more attractive environments;
 - supporting the viability of local public transport services and helping reduce social exclusion;
 - increased usage and safety of neighbourhood cycling and walking routes;
 - opportunities provided to build healthy exercise into daily life;
 - represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist; and
 - increased marketability of the development as more households seek to change their travel behaviour.

¹ Making residential Travel Plans work: good practice guidelines for new development, Department for Transport, September 2005

3.0 EXISTING CONDITIONS

Site location and existing use

- 3.1 As shown in Figures 1 and 2, the development site is located on the south-eastern edge of Sutton in Ashfield. It is bordered by the B6022 Newark Road to the north, the B6139 Coxmoor Road to the east, fields to the south, and dwellings fronting Searby Road and Sotheby Avenue to the west.
- 3.2 As shown in **Figure 3**, the site is currently a field, and has a gated field access from Newark Road.



Figure 3: aerial photograph

Highway network

- 3.3 The proposed development would be accessed from the B6022 Newark Road. The B6022 Newark Road/Station Road runs between the traffic signal controlled junction with the A38 to the west, and the traffic signal controlled junction with the B6139 Coxmoor Road to the east. From the A38, Station Road continues and provides access into Sutton in Ashfield Town Centre. The B6022 also connects with Kirby Folly Road via a mini-roundabout, and the Sutton Junction level crossing on Station Road is directly west of the mini-roundabout. The speed limit along the majority of the B6022 is 30mph, enforced with vehicle activated signs. However, the speed limit changes to the national speed limit for the most eastern stretch of the road, with the existing speed limit change approximately half-way along the site frontage.
- 3.4 To the west of the site, Kirkby Folly Road merges with Low Moor Road. Low Moor Road leads into Kirkby in Ashfield Town Centre, provides access to Sutton Parkway train station, and joins Penny Emma Way at a signal controlled T-junction. Penny Emma Way connects to the A38 to the west, which in turn runs between Mansfield to the east and the M1, A52, A50 and M6 to the west. The A38 is therefore a key connecting route to the strategic road network.

- 3.5 To the east of the site, the B6139 Coxmoor Road runs north-south, between the traffic signal controlled junction with the A38 to the north, and the priority-controlled junction with the B6020 Kirkby Road to the south.
- 3.6 To the north of the site, Coxmoor Road connects to Hamilton Road at a three-arm mini-roundabout, which in turn connects to the A617 at a traffic signal controlled crossroads. The A617 connects to the A38 to the west and provides access towards Newark to the east.
- 3.7 To the south, the B6139 Coxmoor Road provides access to the A611 Derby Road at a traffic signal-controlled crossroads. The A611 runs north towards Mansfield or south towards Nottingham. The A611 connects with the A60 to the north, and the A608 to the south, which in turn provides access to the M1 at Junction 27.
- 3.8 Therefore, the site is well located for access to the local highway network in and around Sutton in Ashfield and Kirkby in Ashfield, and the wider highway network via the A38, A611, A617 and A60. There are three route options between the site and the A38 (via Penny Emma Way, Station Road or Coxmoor Road). There are two route options to the A60 (via the A611 Derby Road to travel north or Coxmoor Road and Kirkby Road to travel south). The main route between the site and the A617 is via Hamilton Road, although vehicles could route via the A611 Derby Road and the A60. Finally, there are two route options to reach the M1 (via the A38 to Junction 28, or via the A611 and A608 to Junction 27).

Opportunities for pedestrian travel

- 3.9 *Guidelines for Providing for Journeys on Foot*² describe acceptable walking distances for commuters and school pupils, where up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance, and up to 2,000 metres is the preferred maximum walking distance. **Figure 4** shows the pedestrian catchment area based on a 2,000 metres walking distance from the centre of the site, via footways along the local highway network and traffic-free public footpaths. The catchment area covers the education, employment, health and retail facilities within the south-eastern parts of Sutton in Ashfield, including Sutton Forest Side, New Cross and Round Hill, as well as northern parts of Kirkby in Ashfield.

² Guidelines for Providing for Journeys on Foot, Institution of Highways and Transportation, 2000

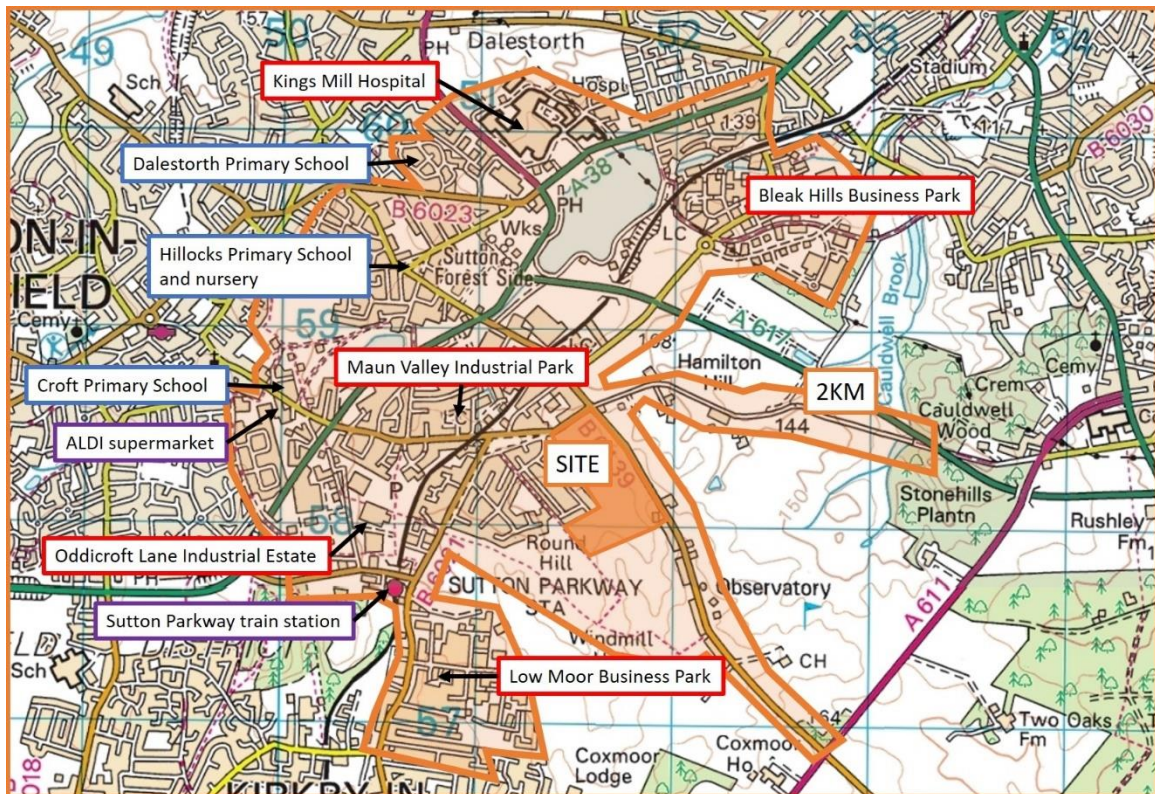


Figure 4: 2km pedestrian catchment area

- 3.10 The catchment area covers Hillocks Primary School, Croft Primary School and Dalestorth Primary School. The pedestrian catchment area also includes employment opportunities at the Maun Valley Industrial Park, Bleak Hills Business Park and Kings Mill Hospital to the north of the site, and the Oddicroft Industrial Estate and Low Moor Business Park to the west. The catchment area also includes a post office, an ALDI supermarket, Premier convenience store, hairdressers, veterinary surgery and a pub amongst others. Sutton Parkway train station is also within walking distance.
- 3.11 With regards to pedestrian infrastructure, there is a continuous street-lit footway on the northern side of Newark Road to the north of the site (**Photograph 1**). This runs west towards Sutton in Ashfield town centre, and east to connect to footways on both sides of Coxmoor Road to the north (**Photograph 2**). There is also a footway on the southern side of Newark Road, starting to the west of the Newark Road/Searby Road junction and extending towards the town centre, (**Photograph 3**).
- 3.12 There are no crossing facilities on Newark Road in the vicinity of the site, or in the vicinity of the Searby Road junction for existing residents. The nearest pedestrian crossing, which has a central island, dropped kerbs and tactile paving, is between the Newark Road/Hamilton Road and Newark Road/Kirkby Folly Road junctions, approximately 250 metres to the west of the site frontage. There are also no pedestrian crossing facilities at the Coxmoor Road/Newark Road/Cauldwell Road junction, but there are currently no desire lines to cross the junction. Improved pedestrian crossing facilities on Newark Road are proposed as part of the development proposals, as detailed in Section 3.
- 3.13 In addition to the infrastructure to the north of the site, there are good quality footways on both sides of Searby Road to the west of the site (**Photograph 4**), which in turn connect to good quality footways on Sotheby Avenue. These provide a connection to the footways on Newark Road to

the north (photograph 3), and Farndon Road to the south (**Photograph 5**). These, in turn, connect to the footways on Kirkby Folly Road.

3.14 There is therefore a network of good quality footways connecting the site to the key facilities within the pedestrian catchment area.

3.15 There is also a signed, unsurfaced traffic-free public footpath along the western boundary of the site, which connects to Searby Road, Sotheby Avenue and further north to Kirkby Folly Road (**Photographs 6 and 7**). From here, there is a footway and a footway/cycleway on Kirkby Folly Road and Low Moor Road south towards the station, or north towards Station Road (**Photograph 8**). There are pedestrian crossing facilities with dropped kerbs, tactile paving and guardrailing at the Low Moor Road/Penny Emma Way traffic signal controlled junction on the desire line to the south and west.



Photograph 1: footway on Newark Road (looking west) along site frontage



Photograph 2: footways on both sides of Coxmoor Road (N) (looking north)



Photograph 3: footways on both sides of Newark Road (looking west from Searby Road)



Photograph 4: footways on Searby Road (looking south towards site)



Photograph 5: footways on Farndon Road



Photograph 6: public footpath between site and Sotheby Avenue



Photograph 7: public footpath between Sotheby Avenue and Kirkby Folly Road



Photograph 7: footways on Kirkby Folly Road/Low Moor Road

Opportunities for cycle travel

- 3.16 Cyclists are typically prepared to cycle up to 5km for non-leisure journeys, such as those to school or work. **Figure 5** shows the cycle catchment area based on a 5km distance from the centre of the site. It covers all of Sutton in Ashfield, Kirkby in Ashfield and large parts of Mansfield.
- 3.17 **Figure 6** shows an annotated extract of NCC's cycle map³. This shows that there are currently no cycle routes in the vicinity of the site, but that there are various on-road and off-road cycle routes on the desire lines to the north, east and west. There is an off-road cycle route via a segregated footway/cycleway along Kirkby Folly Road and Low Moor Road connecting to the station, which can be reached from the site via Searby Road, Sotheby Avenue and Farndon Road (shown in photograph 7 above), or via the Newark Road carriageway. There is also an on road cycle route along Hamilton Road, connecting to off-road cycle facilities on Hamilton Road and the A617 to the north. Cycle infrastructure is proposed as part of the proposed development, as detailed in Section 3.

³ [sia-kia_cycling.pdf\(nottinghamshire.gov.uk\)](https://www.nottinghamshire.gov.uk/sites/default/files/2019-01/sia-kia_cycling.pdf)

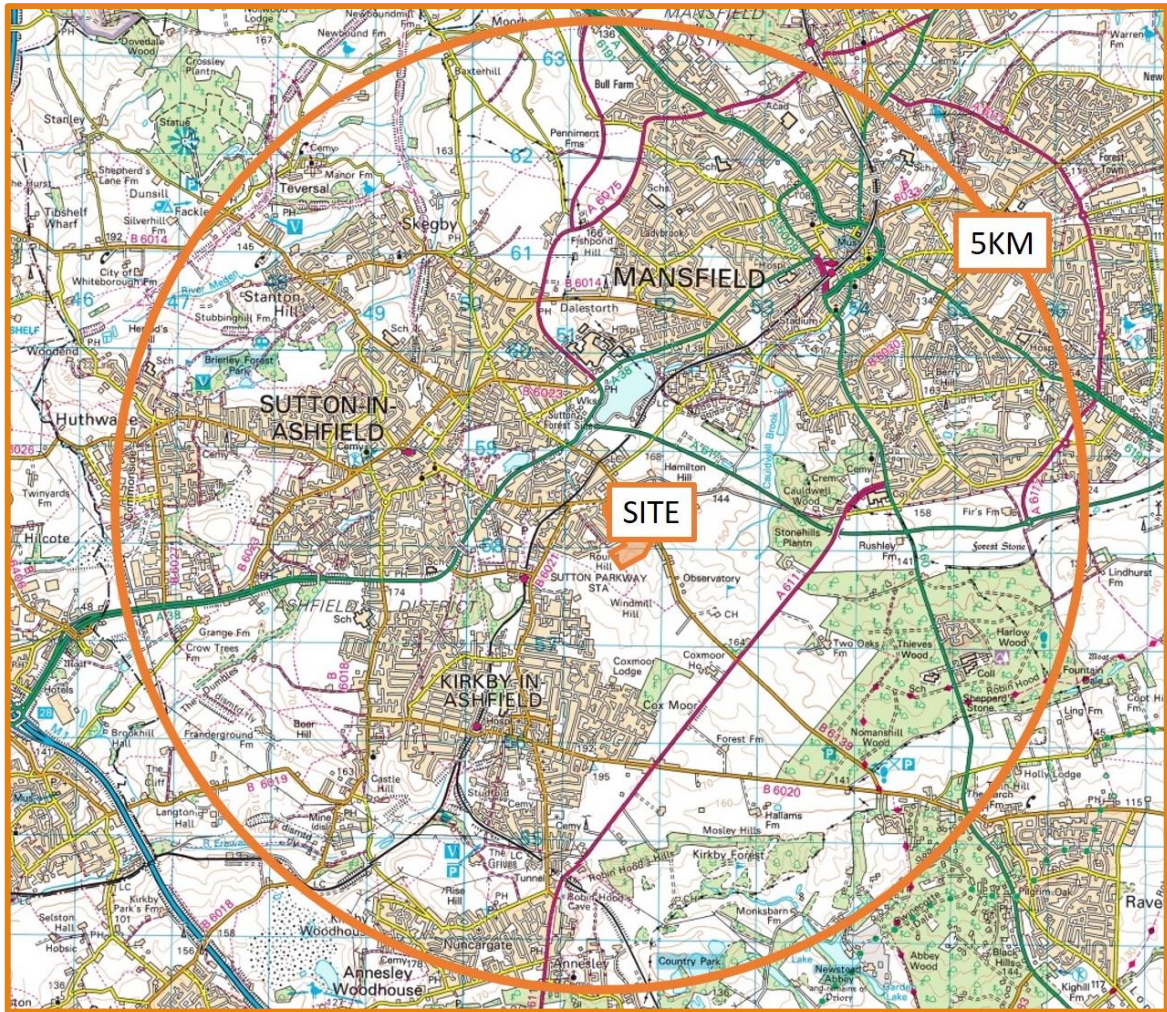


Figure 5: 5km cycle catchment area

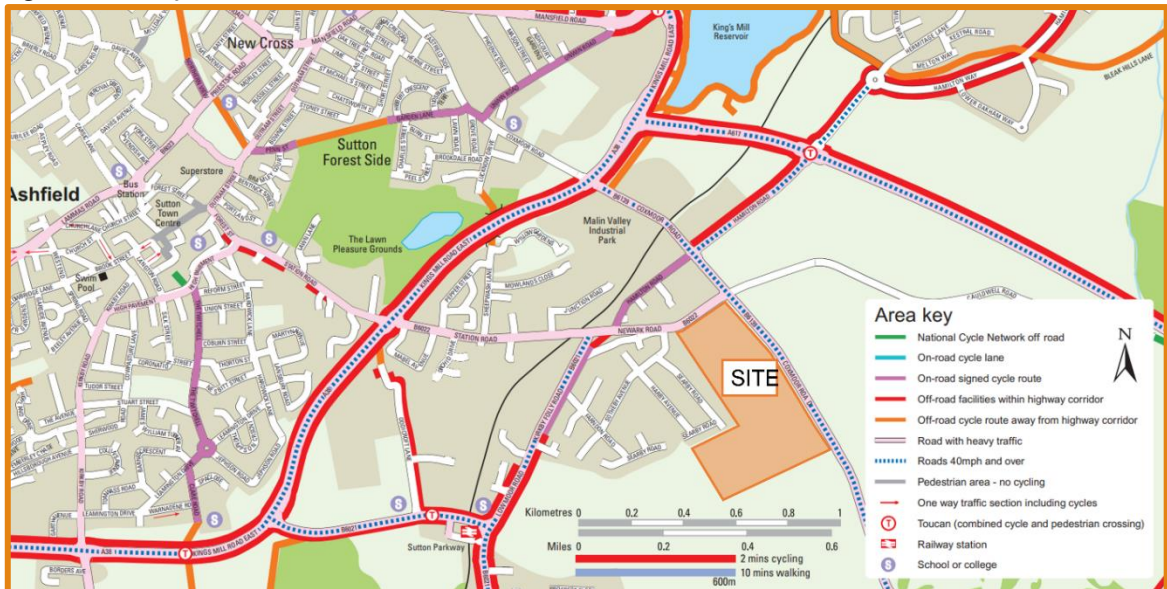


Figure 6: extract of NCC's cycle map

Opportunities for bus travel

3.18 As shown in **Figure 7**, the nearest bus stops to the site are on Sotheby Avenue and Kirkby Folly Road.

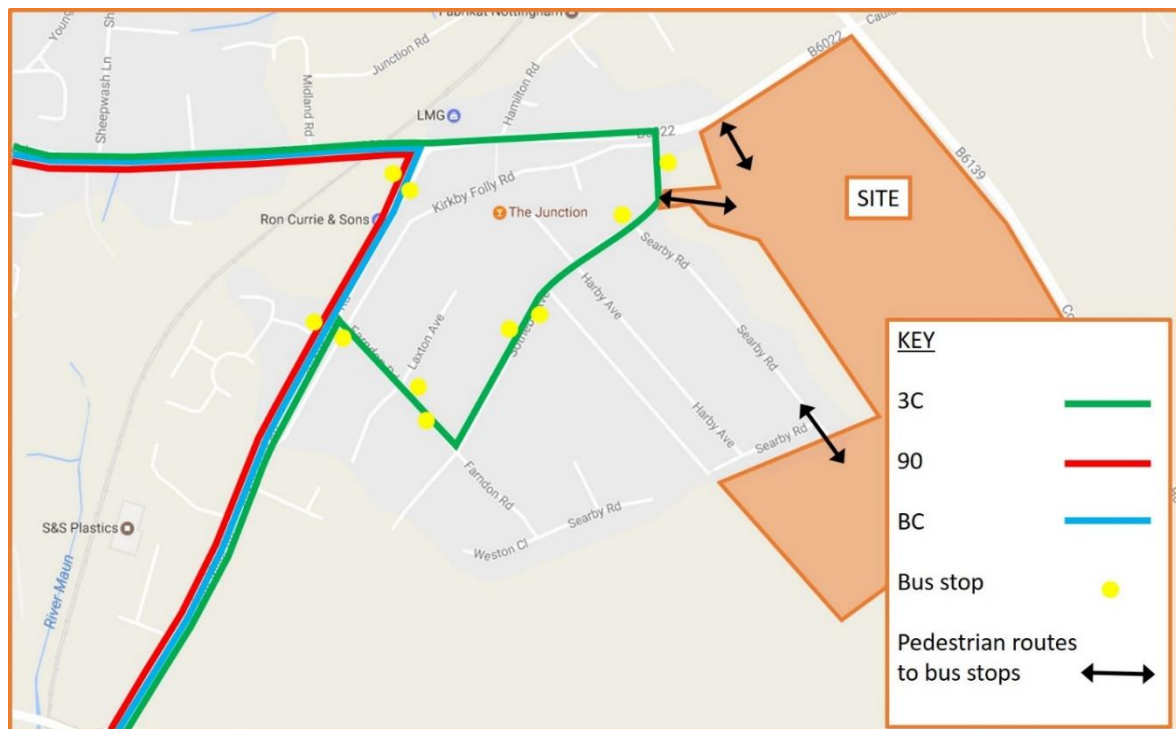


Figure 7: local bus services

- 3.19 The bus stops on Sotheby Avenue provide access to Trent Barton Service 3C, which runs between Nottingham and Mansfield every 30 minutes from Monday to Saturday, and hourly on Sundays.
- 3.20 The two bus stops on the northern part of Sotheby Avenue comprise a simple flag and pole with raised kerbs, and are approximately 190 metres from the closest development plots, 370 metres from the site centroid, and 560 metres from the furthest development plot on the southern corner of the site (taking into account that the masterplan includes a vegetation corridor along the eastern boundary of the site due to the gradient of the land).
- 3.21 The Nottinghamshire Highway Design Guide states that 80% of dwellings should be within 250-400m maximum walking distance of a bus stop location where there is an existing, or to be secured, bus route. It states that in rural areas, the walking distance should not be more than 800m.
- 3.22 Much of the site is within the recommended 400 metres walking distance of a bus stop, but some of the development plots are beyond this. This should not be problematic, given that the 400 metres walking distance is guidance only.
- 3.23 As shown in **Figure 7**, the bus stops are accessible via the footways on Searby Road, or via the site frontage to Sotheby Avenue. There are therefore two possible pedestrian routes through to the bus stops, and public transport users at the site would take the shortest route available to them.
- 3.24 Further west, there are also bus stops on Kirkby Folly Road, which include shelters with seating and timetable information, but do not include raised kerbs. These bus stops provide access to:
- Trent Barton Service 90, running between Sutton in Ashfield and Ripley at an hourly frequency from Monday to Saturday. There are no services on Sunday.
 - Trent Barton Black Cat service, running between Derby and Mansfield, via Sutton in Ashfield, at an hourly frequency from Monday to Saturday. There are no services on Sundays.

3.25 The majority of the site is within 800 metres walking distance of the bus stops for these services. Only the most south-eastern part of the site is beyond 800 metres walking distance of Service 90 and the Black Cat service. However, this part of the site is within 800 metres of the regular and frequent Service 3C, as identified above.

3.26 It is understood that there are no current plans to amend any of these bus services.

Opportunities for train travel

3.27 Sutton Parkway train station is within walking and cycling distance of the proposed development site, and there are secure cycle parking spaces at the station. Bus Service 3C also runs past the train station. Therefore, there are excellent opportunities for rail travel as part of a multi-modal journey including walking, cycling or bus travel. From the station, there are regular services to Mansfield, Kirkby in Ashfield and Nottingham.

Summary

3.28 Overall, the site is accessible by all modes of travel and is therefore well located for residential development.

3.29 There are good opportunities for pedestrian travel, with good infrastructure provided on the desire lines to the north, east and west. A new pedestrian crossing would be provided on Newark Road as part of the development to facilitate pedestrian trips to and from the north, east and west, as detailed in Section 3. A pedestrian connection would also be provided between the site and Searby Road and Sotheby Avenue to accommodate the desire line to the west.

3.30 There are good opportunities for cycle travel. Whilst there are no cycle facilities in the vicinity of the site, there is a network of on-road and off-road cycle routes that cyclists can use. Newark Road is a busy road and may deter cyclists travelling to and from the site. A new footway/cycleway would therefore be provided as part of the proposed development, as detailed in Section 3. Alternatively, cyclists could route via Searby Road and Sotheby Avenue, and join the off-road cycle route along Kirkby Folly Road/Low Moor Road to the west.

3.31 There are good opportunities for public transport travel, including both bus and rail. The entire site is within 800m walking distance of the regular bus service 3C running at a 30-minutes frequency. Much of the site is also within walking distance of the hourly Service 90 and hourly Black Cat bus service. Improvements would be made to the nearest bus stops, and a contribution would be made to bus service improvements as part of the proposed development, as detailed in Section 3.

3.32 Sutton Parkway train station is within walking and cycling distance, and is also accessible via the bus Service 3C. The station provides secure cycle parking, so there are good opportunities for train travel as part of a multi-modal journey.

4.0 PROPOSED DEVELOPMENT

Development proposals

- 4.1 The outline development proposals comprise up to 300 residential dwellings with associated parking.

Car parking

- 4.2 The planning application is in outline, and therefore the number of car parking spaces that would be provided cannot be confirmed at this stage. Nevertheless, the residential car parking spaces would be provided in line with the likely car parking demand, to avoid the development leading to excessive on-street parking both within the site and on the local highway network, in accordance with NCC's parking policy⁴. The likely provision is 1 to 2 spaces for each of the smaller dwellings, and three spaces for the largest dwellings.

Access

- 4.3 As agreed with NCC, the proposed development would be accessed via a single junction on Newark Road, in the form of a signal controlled T-junction. It is not proposed to provide any vehicular connections to Searby Road, and only a pedestrian access is proposed. It is also not proposed to provide any vehicular connections to Coxmoor Road, due to the topography of the site and the gradient constraints.

Internal layout

- 4.4 The application is in outline only, with all matters reserved except for the access from Newark Road. Nevertheless, the internal layout would include a loop road arrangement, with the shortest practical distance between the access junction and the start of the loop.
- 4.5 The internal layout would have a 20mph design speed, with the road layouts designed to achieve this. Away from the main access road, the internal layout would include a mix of shared space roads, accessways and private driveways. The internal layout would be designed to ensure that service vehicles can enter, manoeuvre and exit the site in a forward gear, with the provision of appropriate turning heads. Appropriate provision would be made for emergency service vehicles.

Sustainable travel infrastructure

- 4.6 To encourage pedestrian travel, three pedestrian connections would be provided. These include a connection to the footways on Searby Road; a connection to the footway on Sotheby Avenue; and a new footway/cycleway on the southern side of Newark Road with new pedestrian and cycle crossings on Newark Road at the site access junction. These connections are shown in the illustrative masterplan.
- 4.7 With regards to cycle travel, segregated cycle lanes would be provided within the development. The new off-road footway/cycleway along the main site access and along the southern side of Newark Road would be provided and would connect to a new signed cycle route along Kirkby Folly Road (minor), which in turn connects to the off-road cycle lane running parallel to Kirkby

⁴ <http://site.nottinghamshire.gov.uk/travelling/parking/parkingpolicy/>

Folly Road (major). This would provide a continuous route towards the station. Cycle storage would be available within the curtilage of each dwelling, in sheds and garages.

4.8 With regards to bus travel, a bus service would not be routed through the development, and instead improvements would be made to the existing off-site bus stops and services. However, should the land to the south-west of the development be developed in the future, meaning that a road connection between Newark Road and Low Moor Road is then provided, a bus service would then be routed through the site. Hence, the internal roads within the proposed development would be designed to facilitate bus access (at 6.2m width) and provide suitable locations for bus stops within the development, should they be required in the future.

4.9 At this stage, improvements will instead be made to the off-site bus infrastructure. NCC Highways have previously requested improvements to the closest bus stops to the site, as follows:

- ASO324 Kirkby Folly Road – real time bus stop pole and display, including associated electrical connections, and raised boarding kerbs
- ASO551 Kirkby Folly Road – real time bus stop pole and display, including associated electrical connections, and raised boarding kerbs
- ASO566 Searby Road – real time bus stop pole and display, including associated electrical connections
- ASO567 Searby Road – real time bus stop pole and display, including associated electrical connections.

This is agreed, and these improvements will be included as part of the development proposals. The letter from NCC Planning (August 2020) refers to a contribution of £31,000 for bus stop improvements. This amount is likely to have increased since 2020, and the contribution can be secured via the S106 Agreement.

4.10 In addition, a contribution would be made to bus service improvements. Previously, NCC Transport and Travel Services suggested that Service 3C could be diverted in a loop along Harby Avenue and Searby Road, with developer funding contributions. Trent Barton, who operate the Service 3C, have previously confirmed that they “*would be willing to consider the diversion*”.

4.11 Alternatively, NCC Transport and Travel Services suggested that a bespoke service linking Searby Road and Sutton in Ashfield town centre could be provided.

4.12 Nottinghamshire County Council Planning has subsequently requested an indicative bus contribution of £150,000 (letter dated 19 August 2020).

4.13 It is therefore proposed to provide funding contributions towards the provision of the diverted bus service via Searby Road, and improvements to the bus stops closest to the site.

4.14 The new houses will be provided with broadband connections. In this way, technology can be used to allow flexible working practices, and connections to internet resources such as car share databases, internet shopping deliveries, and other ways that reduce the need to travel.

5.0 TRIP GENERATION AND TARGETS

5.1 The Transport Assessment forecast that the proposed residential development would generate the following peak hour traffic generation:

		arrive	depart	two-way
trip rates (per dwelling)	AM peak hour	0.165	0.462	0.627
	PM peak hour	0.444	0.149	0.593
vehicle trips (300 dwellings)	AM peak hour	50	139	188
	PM peak hour	133	45	178

5.2 The Transport Assessment identified that the proposed residential development would generate the following modal split and peak hour person trip generation:

	on foot	bicycle	bus	train	m/cycle	car driver	passenger	taxi
	14.0%	2.8%	6.4%	1.0%	0.9%	66.5%	8.1%	0.2%
peak hour	40	8	18	3	3	188	23	1

Targets

5.3 This Travel Plan adopts the following targets for the development, which should not be changed or updated without the prior written approval of NCC:

- Target 1 – All residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
- Target 2 - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents' single occupancy vehicle car driver modal share, by the end of the monitoring period (5 years following 50% occupation).

5.4 With regards to Target 1, every resident over the age of 16 years is to be aware of the objective of the Travel Plan, the measures that are on offer, how to contact the Travel Plan Co-ordinator, and that the Travel Plan Co-ordinator can advise residents on alternative travel options for all types of journeys, within two weeks of moving to the development.

5.5 With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel.

5.6 A 10% reduction in the 58.4% single occupancy vehicle car driver modal share (66.5% drivers-8.1% passengers) will equate to a 5.8% reduction, and thus a single occupancy car driver modal share of 52.6%. In terms of vehicle trip generation, a 10% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the 300 dwellings, calculated as follows:

	average peak hour
vehicle trip generation (includes vehicles with passengers)	188
number of vehicles with passengers (modal split from para 5.3)	<u>23</u>
number of single occupancy vehicles	165
number of single occupancy drivers shifted by a 10% reduction	17
number of single occupancy drivers with 10% reduction in place	148

6.0 MEASURES AND INCENTIVES

Introduction

- 6.1 As concluded in Section 3, the site is in a sustainable location, with good opportunities for travel by foot, cycle, and bus, and this will be improved by the infrastructure measures detailed in Section 4. Therefore, the measures and incentives put in place to achieve this Travel Plan's targets can focus on promoting all modes.
- 6.2 As detailed in Section 1, the measures focus on providing residents with the appropriate information to allow them to take ownership and make informed decisions about their travel choices. This promotion will be undertaken in a sensitive manner, so that it is not viewed as oppressive by residents, but rather as a helpful, informative process that allows them to make informed decisions based on the benefits of each mode.

House builder's commitments prior to occupation

- 6.3 The following measures will be funded and implemented by the developer during the construction process and prior to occupation:
- Appointment of a Travel Plan Co-ordinator, to co-ordinate the implementation and monitoring of the Travel Plan. The Travel Plan Co-ordinator role will have the support of the senior management of the housebuilder (interim Travel Plan Co-ordinator details are provided until the permanent person is appointed). The role will commence when the construction of the first residential dwelling begins and continue to the end of the monitoring period (until five years after 50% occupation). The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes.
 - The Travel Plan Co-ordinator will then give a Travel Plan briefing to sales/marketing staff associated with the development. This will involve the Travel Plan Co-ordinator explaining the Travel Plan and the travel opportunities at the site, so that they can inform all potential residents about the Travel Plan process, and answer any questions that they may have. This will help to ensure that the residents are fully aware of the Travel Plan process when they buy/rent the dwellings.
 - The Travel Plan will be promoted in the marketing and promotion of the development, on both the website and also through sales literature. Alternative means of travel will be sold as an attractive benefit for new residents.
 - Provide funding for travel welcome packs for each household, containing walking, cycling and public transport information to promote the use of these modes, and also where possible, reduce the need to travel. The travel welcome packs will be compiled by the Travel Plan Co-ordinator prior to first occupation, and issued by the Travel Plan Co-ordinator to residents on occupation.

Travel Plan Co-ordinator's commitments post occupation

- 6.4 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the prospective/confirmed residents. Full contact details of the Travel Plan Co-ordinator, including their name, addresses (postal and email) and telephone number, will be supplied to NCC as soon as they are appointed. NCC will be informed of any changes to the Travel Plan Co-ordinator contact details.

- 6.5 Until the permanent Travel Plan Co-ordinator is appointed, the interim Travel Plan Co-ordinator is:
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- 6.6 The role of the Travel Plan Co-ordinator will begin from the date construction first begins and continue until the end of the monitoring period (5 years post 50% occupation). The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes. Their role will be to:
- secure and manage a budget for the implementation of the Travel Plan measures and monitoring of the Travel Plan;
 - promote the Travel Plan to potential and confirmed residents;
 - act as a point of contact for all residents and visitors requiring information;
 - represent the ‘human face’ of the Travel Plan – explaining the purpose and the opportunities on offer, including the travel welcome packs and the induction sessions;
 - take a key role in the monitoring and review of the Travel Plan;
 - liaise with the local planning authority (Ashfield District Council) and the local highway authority (Nottinghamshire County Council).
- 6.7 The Travel Plan Co-ordinator will also:
- liaise with sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit for new residents; and
 - liaise with sales and marketing staff so that they are fully informed each time a dwelling is sold/rented, and when the new household will move in, in order to allow them to arrange the induction session and delivery of the travel welcome pack.
- 6.8 With the aim of raising and maintaining awareness of the Travel Plan, each newly occupied home will receive a voluntary induction visit, at which the Travel Plan Co-ordinator will take the householders through the travel opportunities and explain the Travel Plan process. If requested, personal travel planning advice can be provided.
- 6.9 In addition, the Travel Plan Co-ordinator will provide Travel Packs to residents upon occupation. These will be funded by the house builder and be produced by either the Travel Plan Co-ordinator or NCC. They could be a mix of hard copy information, and/or links to relevant on-line resources. They will contain the following.
- Promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode.
 - Pedestrian routing information, such as maps to key destinations like local shops and schools, with distances and journey times.
 - Cycle routing information, such as maps to key destinations, with distances and journey times. The map could also show the location of public cycle parking facilities. The information provided should include details of cycle maintenance opportunities, and training, available within the local area.
 - Public transport information, including a bus route map, and the latest bus timetables. The Welcome Pack will also include details of the range of tickets available, and the costs of these tickets. Contact details where further information can be obtained, including website addresses, will also be included.
 - Contact details and a location map showing local car hire firms, and taxi companies, based on postcode information.

- Information about the benefits of car sharing, and details of relevant car share schemes, including NCC's 'Nottinghamshare' car share database accessed via <https://nottingham.liftshare.com>.
 - Contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel.
 - Information about home working and home shopping.
 - Contact details of the Travel Plan Co-ordinator, and NCC's Travel Plan Officer.
- 6.10 To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents and visitors requiring information. The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to work day. A noticeboard could be placed in a prominent position, such as the sales office, to advertise key transport information. Alternatively, a Facebook page could be established for the development where such information is posted. An annual newsletter or update email should be issued to residents keeping them aware of progress towards the Travel Plan targets.

7.0 IMPLEMENTATION AND MONITORING

- 7.1 This Travel Plan is not intended to be a static document, but is intended to be updated as required through its lifetime. The responsibility for the maintenance of the Travel Plan lies with the Travel Plan Co-ordinator. The Travel Plan Co-ordinator will undertake on-going monitoring and evaluation of site travel patterns, to review and develop the Travel Plan, and report back to NCC.
- 7.2 The majority of measures to reduce car use, and promote walking, cycling, public transport, and car sharing will be implemented during the construction process, or within two weeks of occupation. This will allow people to assess the potential to travel by alternative modes of travel, and allow a sustainable travel culture to emerge from the start.
- 7.3 Nevertheless, the Travel Plan will be monitored for a period of five years following 50% occupation of the development.
- 7.4 To monitor the Travel Plans, travel surveys will be undertaken at each household within three months of their occupation. The surveys will be produced by the Travel Plan Co-ordinator with approval from NCC, and will determine the baseline modal split and travel patterns of each household, and thus at the site as a whole. They will report on the uptake of any measures and incentives proposed in this Travel Plan (including the number of residents who sign up to the Nottinghamshare car share database), and help identify any further measures that need to be investigated and proposed. The surveys will therefore allow appropriate monitoring of the Targets. The Travel Plan Co-ordinator will also record general resident feedback on the Travel Plan, and on any travel issues.
- 7.5 A monitoring report will be compiled by the Travel Plan Co-ordinator, and issued to NCC within one month of the travel surveys being completed. This will be informed by the travel surveys, traffic counts and resident feedback.
- 7.6 The surveys and monitoring report will then be completed again in a neutral month the following year and on an annual basis for five years after 50% occupation, and the results summarised and issued to NCC.
- 7.7 In addition to the travel surveys, traffic counts will be undertaken at the site access points in Years 1, 3 and 5 to record the actual traffic flows generated by the development, in accordance with NCC Travel Plan guidance.
- 7.8 The annual report will include an introduction, the annual survey results and bi-annual traffic count results including analysis of trends against previous years, and brief details of measures implemented throughout the year.
- 7.9 In addition, as requested by NCC, the Travel Plan Co-ordinator will undertake a three-year review, and update the Travel Plan accordingly.
- 7.10 The Monitoring Reports and hence details of the survey results will be issued to the residents by the Travel Plan Co-ordinator to ensure residents are aware of the progress being made by the Travel Plan. This will also help to ensure that residents are engaged in the plan and encouraged to take on increasing responsibility for its delivery.
- 7.11 Remedial/fall-back measures would be implemented in the event of a shortfall in the progress towards agreed targets. These would include: extending the role and responsibilities of the

Travel Plan Co-ordinator; relaunching the Travel Plan; providing additional promotional activities to promote sustainable travel; and extending the formal monitoring period.