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**Land at Pineapple Farm,
Mulberry Road,
Congresbury**

TRAVEL PLAN

Report prepared for
M7 Planning Limited

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Report Reference 1814/2



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Travel Plan

Land at Pineapple Farm, Mulberry Road, Congresbury

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Travel Plan

Land at Pineapple Farm, Mulberry Road, Congresbury

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1 Introduction

1.1 M7 Planning Ltd have submitted a planning application for a residential development on land at Pineapple Farm, Mulberry Road, Congresbury (henceforth referred to as the Site). A Travel Plan (TP) report has been prepared by MBC and submitted to NSC. This Travel Plan (TP) is an update to and replaces the previous TP report.

1.2 Overview

1.2.1 The Site is presently agricultural/ field land. The proposed development comprises up to circa 100 residential dwellings.

1.2.2 Figure 1.1 shows the location of the Site in the context of the local highway network.

1.3 Travel Plan Objectives

1.3.1 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.

1.3.2 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.

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

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

1.3.5 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)

1.4 Scope of Travel Plan

1.4.1 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.

- 1.4.2 The underlying purpose of a 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.



2 Existing Conditions: Key Information

2.1 Site Location

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

2.2 Accessibility by Walk

2.2.1 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 2 kilometres.

2.2.2 The National Travel Survey (NTS) of 2019 confirms that 26% of **all** trips are undertaken on foot. However, for trips less up to 1 mile (1.6km), 80% of journeys are carried out on foot.

2.2.3 The NTS establishes that:

- (i) 80% of all trips under 1 mile (1.6km) are made by foot,
- (ii) The average walk trip is 17 minutes which equates to a distance of about 1.36km,
- (iii) Walking accounts for 26% of all trips and 3% of distance travelled,
- (iv) Education and Shopping trips account for 39% of all walk trips,
- (v) 71% of people undertake a walk of 20 minutes or more at least once a week,
- (vi) The average shopping trip is 16 minutes and 25% of shopping trips are made by foot.

2.2.4 The CIHT provides guidance about journeys made on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of five minutes, based upon typical normal walking speed. Figure 2.1 presents the 5, 10, 15, 20 and 25 minute walk time isochrones for the Site, (ie reflecting 400m, 800m, 1200m, 1600m and 2000m distances).

2.2.5 Review of Figure 2.1 shows that all of the built-up area of Congresbury is within a 2000m walk of the Site.

2.2.6 There are a number of amenities within an 800m walk of the Site, including:

- (i) Leisure: Sports ground/club, Food outlet, Public House, Playground,
- (ii) Shopping: Convenience store, ATM, Post Office.



2.2.7 Additional amenities are available within a 1600m walk of the Site and these include:

- (i) Travel: Bus Stops
- (ii) Leisure: Food outlets, Public House,
- (iii) Shopping: ATM,
- (iv) Community: Places of worship, Library, community centre,
- (v) Education: Primary school, nurseries,
- (vi) Health: Pharmacy, Health Centre.

2.2.8 It is demonstrated that there is a good range of amenities in Congresbury that are within a practical walking distance of the proposed development.

2.2.11 Walk Routes to Schools

2.2.11.1 The closest school to the Site is St Andrews CoE Primary School which is circa 1300m from the Site.

2.2.11.2 The route to the school is via Park Road-B3133 Brinsea Road-A370 Station Road-Church Drive. There is continuous sealed surface footway for the entirety of the route with pedestrian crossing facilities (zebra crossing) present on Brinsea Road. Street lighting is also present along the route.

2.2.12 Proposed Pedestrian Measures

2.2.12.1 Measures to promote walking as part of the development proposals are outlined in Chapter 6.

2.3 Cycle

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

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

2.3.3 The cycle isochrones presented on Figure 2.2 were created using Basemap TRACC software.

2.3.4 Figure 2.2 indicates the 2km and 5km cycle isochrones for the Site. Review of Figure 2.2 highlights that virtually all of the built-up area of Congresbury is within a 2km cycle of the Site.



Figure 2.2 also shows that all of Congresbury, Yatton, Claverham, Churchill and Lower Langford are within a 5km cycle ride of the Site.

2.3.5 National Cycle Route 26 (NCN 26) is located to the west of the Site and is known as the Strawberry Line. NCN 26 runs from Portishead to the Isle of Portland. It passes through Yatton, near the train station, before running along the western side of the village and crossing the A370 at Congresbury.

2.3.6 Both Congresbury and Yatton are within a practical cycle ride of the Site. This provides good opportunity for residents of the Site to access these amenities.

2.3.7 Proposed Cycle Measures

2.3.7.1 Measures to promote cycling as part of the development proposals are outlined in Chapter 6.

2.4 Accessibility by Public Transport

2.4.1 The proposed development affords opportunity for development generated public transport journeys to be made by bus and rail.

2.4.2 Existing Bus Stops

2.4.2.1 The nearest bus stops to the Site that are currently in use are located on the A370 Station Road/Bristol Road as follows:

- (i) Northbound stop: 1075m walk distance to Site centroid,
- (ii) Southbound stop: 1085m walk distance to Site centroid.

2.4.3 Bus Services & Frequencies

2.4.3.1 Table 2.1 summarises the scheduled bus services operating near to the Site, and the frequency of service.

2.4.3.2 Service No X1 operates every 20 minutes in both directions of travel and service no A3 operates every 60 minutes in both directions. Service no B1 operates 2 trips (1 outbound and 1 return) on school days only.

2.4.3.3 The times of operation for service nos X1 an A3 (Monday to Friday) are:



SERVICE NO	FIRST BUS TO SITE	LAST BUS TO SITE	FIRST BUS FROM SITE	LAST BUS FROM SITE
X1	0535 (from WSM)	2235 (from WSM)	0602 (to Bristol)	2300 (to Bristol)
	0700 (from Bristol)	2350 (from Bristol)	0731 (to WSM)	0020 (to WSM)
	A3	0305 (from WSM)	2305 (from WSM)	0326 (to Bristol AP)
	0410 (from Bristol AP)	0010 (from Bristol AP)	0423 (to WSM)	0023 (to WSM)

2.4.3.4 Review of the above shows that there is opportunity for residents of the Site to travel to/from Bristol and Weston-Super-Mare.

2.4.4 Rail

2.4.4.1 Yatton train station is located a circa 4.3km cycle of the Site.

2.4.4.2 Facilities at Yatton train station include:

- 20 Cycle Storage spaces
- Car park (154 spaces with 6 accessible spaces)

2.4.4.3 A summary of some of the destinations, approximate journey times and frequencies of the services calling at Yatton train station are set out below:

Destination	Journey Time (mins)	Frequency (per hour)	Operator
Weston-Super-Mare	15	2	Great Western Railway
Cardiff Central	83	1	Great Western Railway
Taunton	40-43	1	Great Western Railway
Bristol Temple Meads	19-21	2	Great Western Railway

2.4.4.4 It is demonstrated that there is opportunity for residents of the Site to undertake journeys by rail to a good range of destinations.

2.4.5 Proposed Public Transport Measures

2.4.5.1 Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Chapter 6.



3 Objectives & Outcomes

3.1 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.

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

3.3 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).

3.4 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.

3.5 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.



4 Targets & Indicators

4.1 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.

4.2 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.

4.3 Benchmarking: Census Data

4.3.1 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.

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

4.4 Census Data

4.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/Borough is the 'origin' of work trips': ie residents travel to work **from** here.

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

- North Somerset (District),
- North Somerset 014 Middle Super Output Area (MSOA).



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

- North Somerset is the district in which the Site is located.
- The Site is located in North Somerset 014 MSOA.

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

4.4.4 The results of the Census journey to work interrogations are presented in Table 4.1.

4.5 Residents Travelling from the MSOA/District

4.5.1 The reporting of the Census journey to work interrogations (presented in Table 4.1) 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.

4.5.2 Review of Table 4.1 identifies the following key information:

Car driver:	70.3% of North Somerset 014 MSOA journeys to work, and slightly lower for Somerset as a whole (68.5%),
Car passenger:	4.5% of North Somerset 014 MSOA journeys, and slightly higher for North Somerset as a whole (5.2%),
'Car driver + car passenger':	74.8% of North Somerset 014 MSOA journeys to work, and very slightly lower for North Somerset as a whole (73.7%),
Cycle:	slightly lower for North Somerset 014 MSOA journeys to work (1.8%), and for North Somerset as a whole (2.8%),
Walk:	slightly lower for North Somerset 014 MSOA (7.3%) than North Somerset as a whole (9.5%),
Bus:	2.1% for North Somerset 014 MSOA journeys and slightly higher for North Somerset as a whole (3.0%),
Train and Tram:	2.4% for North Somerset 014 MSOA journeys to work and the same for North Somerset as a whole.



Working from Home: higher in North Somerset MSOA being 9.4% than for North Somerset as a whole (6.6%).

4.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in North Somerset 014 MSOA and North Somerset as a whole highlights that:

- A slightly higher number of people living in North Somerset 014 MSOA drive to work than people living in North Somerset as a whole,
- Walking is a relatively popular mode choice for people travelling to work in North Somerset 014 and North Somerset as a whole,
- Cycling appears to be the least popular (excluding Tram) sustainable modes of travel to work at the MSOA level,
- The same percentage of people in North Somerset 014 MSOA and North Somerset travel to work by train,
- A higher percentage of people living in North Somerset 014 MSOA work from home than people living in North Somerset as a whole.

4.5.4 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.

4.6 Trip Rates

4.6.1 The trip rates adopted to estimate the traffic generated by the development are set out below:

	Arrival	Departure	Two-way
AM	0.134	0.418	0.552
PM	0.389	0.180	0.569.

4.7 Trip Generation

4.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. The proposed residential development of up to 100 houses will generate 42 vehicle Departures in the AM peak hour.

4.8 TP Target Methodology

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



4.8.2 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 peak hour trips'.

4.8.3 The Census data does provide information that assists in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school.

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

- Set the TP targets in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),
- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the TP target will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

4.9 TP Targets

4.9.1 The approach within this TP is to set the TP target in terms of 'peak hour vehicle trip rate' for the dwellings. 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.

4.9.1.2 The residential TP target is set as maximum AM peak hour 2-way vehicle trip rate of **0.497 vehicles/hour/dwelling** and a maximum PM peak hour trip generation rate of **0.512 vehicles/hour/dwelling**. This represents a **10% reduction** in vehicle trip generation rates.

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

- The 2-way AM and PM peak hour vehicle trip rate, as adopted for the estimate of traffic generated by the houses is 0.552 and 0.569 vehicles/hour/dwelling respectively. This represents the 'business as usual' situation,



- Apply a reduction factor of 10% to the 2-way AM and PM peak hour trip rates of 0.552 and 0.569 (ie $0.9 \times 0.552 = \mathbf{0.497}$ and $0.9 \times 0.569 = \mathbf{0.512}$).

4.9.1.4 One of the varied advantages of setting the 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 peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the TP target rate of maximum peak hour 2-way vehicle trip rate of 0.497 vehicles/hour/dwelling for the houses.

4.9.1.5 The above targets are set so as to be less than 'business as usual' scenario, being a reduction in the AM and PM peak hours.

4.9.1.6 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.

4.9.1.7 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'.

4.10 Timescale

4.10.1 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'. 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. The TP sets a timescale of 5 years from first occupation of the residential development for achievement of the TP residential target.

4.11 Indicators

4.11.1 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.



5 Management Strategy

5.1 Pre-Occupation

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)

5.2 Travel Plan Co-Ordinator (TPC)

5.2.1 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.

5.2.2 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 and provides a key point of contact.

5.2.3 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.

5.2.4 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.

5.2.5 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 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 Travel Packs



- Set up appropriate management arrangements, eg contact arrangements with local authority.

5.2.6 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.

5.2.7 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.

5.2.8 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.

5.3 Financial Arrangements

5.3.1 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).

5.3.2 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.

5.4 Community Interaction

5.4.1 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.



6 Measures to Encourage Sustainable Travel

6.1 Walk

- 6.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 6.1.2 The Site access arrangement will provide pedestrian access points on Mulberry Road and Park Road. The application is outline, but footway routes will be provided within the Site along desire lines to encourage pedestrians to walk to/from the local amenities.
- 6.1.3 NSC have also requested pedestrian infrastructure improvements as part of the development, but the feasibility of these works is currently being considered.
- 6.1.4 Promotional literature will be arranged by the TPC and included in the Travel Pack, to encourage walking, and emphasising the health benefits.
- 6.1.5 The TPC will prepare and arrange for distribution of maps showing local amenities and walking routes, which will provide encouragement for residents to walk to local facilities.

6.2 Cycle

- 6.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
- 6.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.
- 6.2.3 NSC have also requested that the development improve connectivity to the Strawberry Line. This includes works at the B3133/Venus Street/Silver Street junction. However, as set out above, the feasibility of these works is currently being considered. NSC has also suggested that improved wayfinding will be required. It is assumed that this refers to new signage and the applicant is agreeable in principle to funding new signage.
- 6.2.4 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 by the TPC from the outset.
- 6.2.5 Promotional literature will be arranged by the TPC, and included in the Travel Pack, to encourage cycling and emphasise the health benefits. The TPC will prepare and arrange for distribution of maps showing local amenities and cycling routes. This will include among other things promotion of local and national cycle routes, which will provide encouragement for residents to undertake journeys by cycle.



6.2.5 As part of the planning application process, the applicant will liaise with NSC with regard to any cycle route improvements in the vicinity of the Site.

6.3 Public Transport

6.3.1 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 and rail services. This will include bus stop locations, routes & destinations, and frequency of services. It will also provide timetable information for Yatton train station.

6.3.2 NSC have requested a number of contributions towards public transport improvements and home to school travel. These are summarised below:

- (i) Upgrade of existing 2No bus stops on Brinsea Road in the vicinity of Mill Lane: £40, 000;
- (ii) Contribution towards a new bus service on Brinsea Road: £100, 000;
- (iii) Contribution towards home to school travel for primary and secondary school children: £964, 536.91.

6.3.3 The above contributions are to be the subject of further discussions with NSC, but it is anticipated that some public transport improvements will be agreed with NSC that will encourage residents of the Site to undertake journeys by bus.

6.3.4 The MBC Travel Plan proposed providing £150 of travel vouchers for cycling/public transport as part of the development. However, given that NSC have requested a contribution towards providing a new bus service the provision of travel vouchers may no longer be appropriate, as it would be unfair for the developer to have to pay towards a bus service and then provide vouchers to use the bus service that they have already paid for. This issue will be discussed with NSC along with the other public transport/home to school travel contributions.

6.4 Car Share

6.4.1 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.

6.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, GoCarShare.com is an established national car share platform. 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 Congresbury and Yatton, and indeed residents at other locations that may share a route for journey to work with residents of the development.

6.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 7), including for example sales literature, Induction Packs, online resources.

6.4.4 In order to maximise this potential, the strategy is that, from initial occupation of the residential development:

- Car Share information is to be promoted to residents;
- Information about these schemes 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.

6.5 Car Club

6.5.1 NSC have requested that the developer to provide a car club for 3 years and to include free membership for residents. NSC suggest that this will be secured by condition. However, the applicant requests further information on how the car club will operate, such as where the car(s) will be kept and how the car club will be managed. Given that NSC have already requested sizable contributions towards public transport and home to school travel, it is not clear that the further cost of setting up and managing a car club are justified. AHA will liaise with NSC regarding this matter.

6.6 Electric Vehicles

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

6.7 Work at Home

6.7.1 The development will include provision of infrastructure for broadband service to be delivered to the new houses. The Travel Pack will highlight to residents the benefits of working at home. In the response to the Covid pandemic there has been a significant shift towards working from home and it seems likely that at least some of the shift to working at home will be permanent. Therefore, working from home could play a very significant role in reducing car travel.



6.8 Summary

- 6.8.1 Further discussion are required with NSC on some issues, but suitable infrastructure will provided as part of the proposed development, enable trips to be undertaken by sustainable transport modes. This is to be complemented by a comprehensive Travel Pack to be issued to residents with information promoting, walk, cycle and public transport, and more sustainable car use, encouraging and achieving sustainable travel choices for people living at the development.



7 Marketing Strategy

- 7.1 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 on an ongoing basis.
- 7.2 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.
- 7.3 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.
- 7.4 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.
- 7.5 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, sources of cycle route information,
 - Public Transport: information about bus and rail services,
 - Car share/Car club: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
 - Information sources: eg residential sales office, websites, social media, etc.
- 7.6 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.

- 7.7 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 Monitoring & Review

- 8.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 8.2 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.
- 8.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 8.4 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.
- 8.5 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.
- 8.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the morning peak hour 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.
- 8.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 8.8 The initial traffic count surveys will:
- Be the vehicle traffic counts during the AM and PM peak hours,
 - Be undertaken at the development accesses,
 - Establish the baseline travel characteristics of the residential development,



- Vehicle surveys are to be undertaken within 3 months of 50% occupation of the residential development; (this is to ensure that there is a sufficient residential development occupancy to yield worthwhile survey results),
- 8.9 Subsequently, AM and PM peak hour 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.
- 8.10 The questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 50% of the residential development is occupied (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
 - Subsequently, biennial survey until 5 years after first occupation of the residential development.
- 8.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:
- Resident 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.
- 8.12 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.
- 8.13 Data collected from all the surveys will comply with the Data Protection Act. 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.



- 8.14 The travel surveys will not only provide information about resident 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.
- 8.15 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 and analysis (if applicable),
 - 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.



9 Action Plan & Budget

- 9.1 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 TP targets.
- 9.2 The residential TP target is set as **a maximum AM peak hour 2-way vehicle trip rate of 0.497 vehicles/hour/dwelling** and a maximum PM peak hour 2-way vehicle trip rate of **0.512 vehicles/hour/dwelling**. This represents a **10% reduction** in vehicle trip generation rates.

9.2 Action Plan

- 9.2.1 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:

- 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 peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review,
- 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),

Within 3 months of occupation of 50% of the residential development:

- AM and PM peak hour vehicle traffic count surveys at the development accesses to be undertaken and subsequently analysed,



Within 9 months of occupation 50% of the residential development:

- 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 residential development,

Subsequent **questionnaire travel surveys:**

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

9.2.2 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. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

9.3 Funding/Budget

9.3.1 The residential developer is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP.

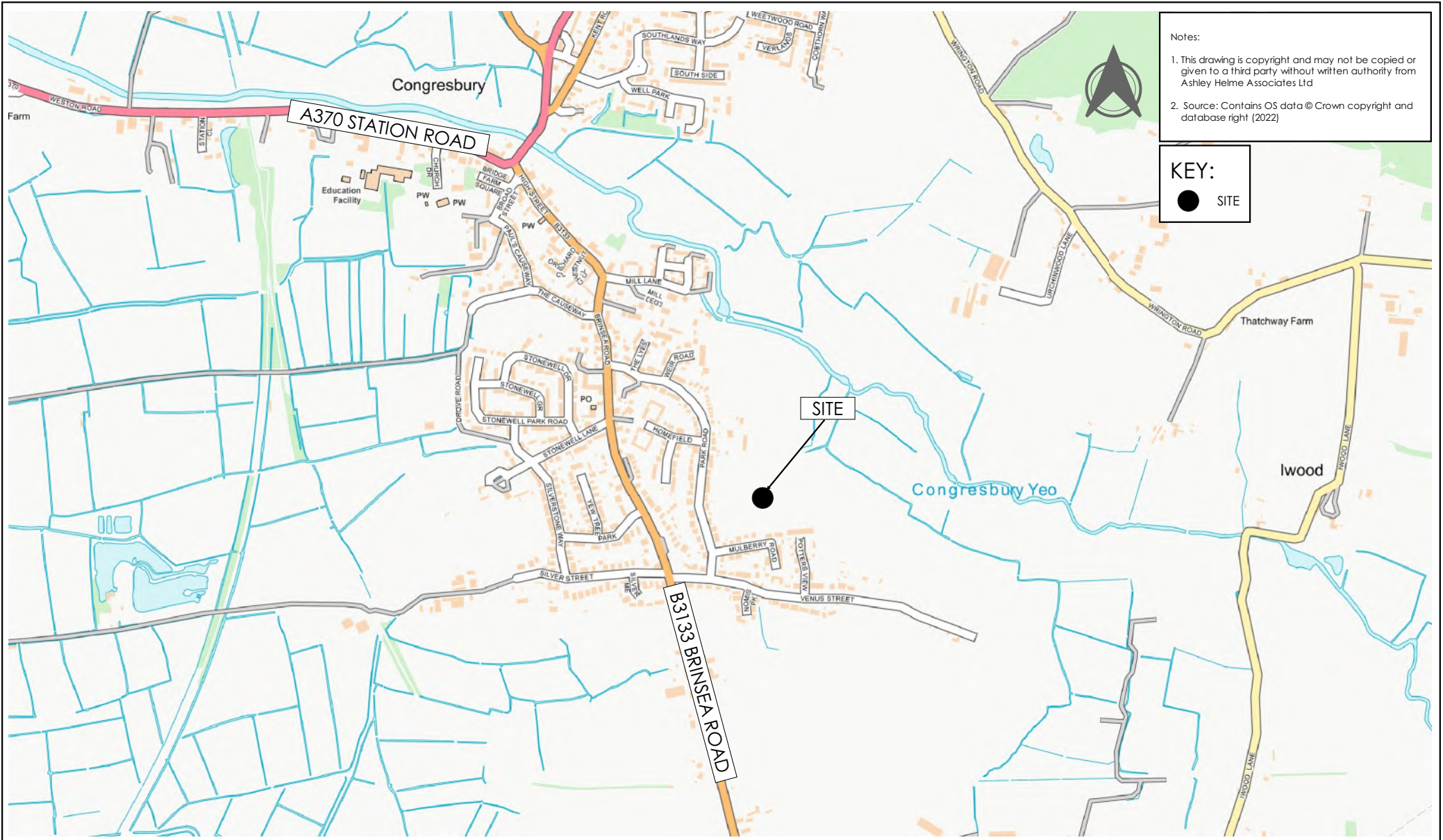
9.3.2 A sufficient revenue budget must be identified by the developer to employ the residential TPC for a period of 5 years, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the 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 Conclusions

- 10.1 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).
- 10.2 This TP report is prepared to support the planning application for up to 100 houses.
- 10.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the developer(s), and to be in post 3 months prior to first occupation of the dwellings.
- 10.4 The outcomes approach is adopted for the TP.
- 10.5 The residential TP target is set as **a maximum AM peak hour 2-way vehicle trip rate of 0.497 vehicles/hour/dwelling** and a maximum PM peak hour 2-way vehicle trip rate of **0.512 vehicles/hour/dwelling**. This represents a **10% reduction** in vehicle trip generation rates.
- 10.6 Chapter 9 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



Notes:

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KEY:

● SITE

Project:
LAND OFF MULBERRY ROAD,
CONGRESBURY

Title:
LOCATION PLAN

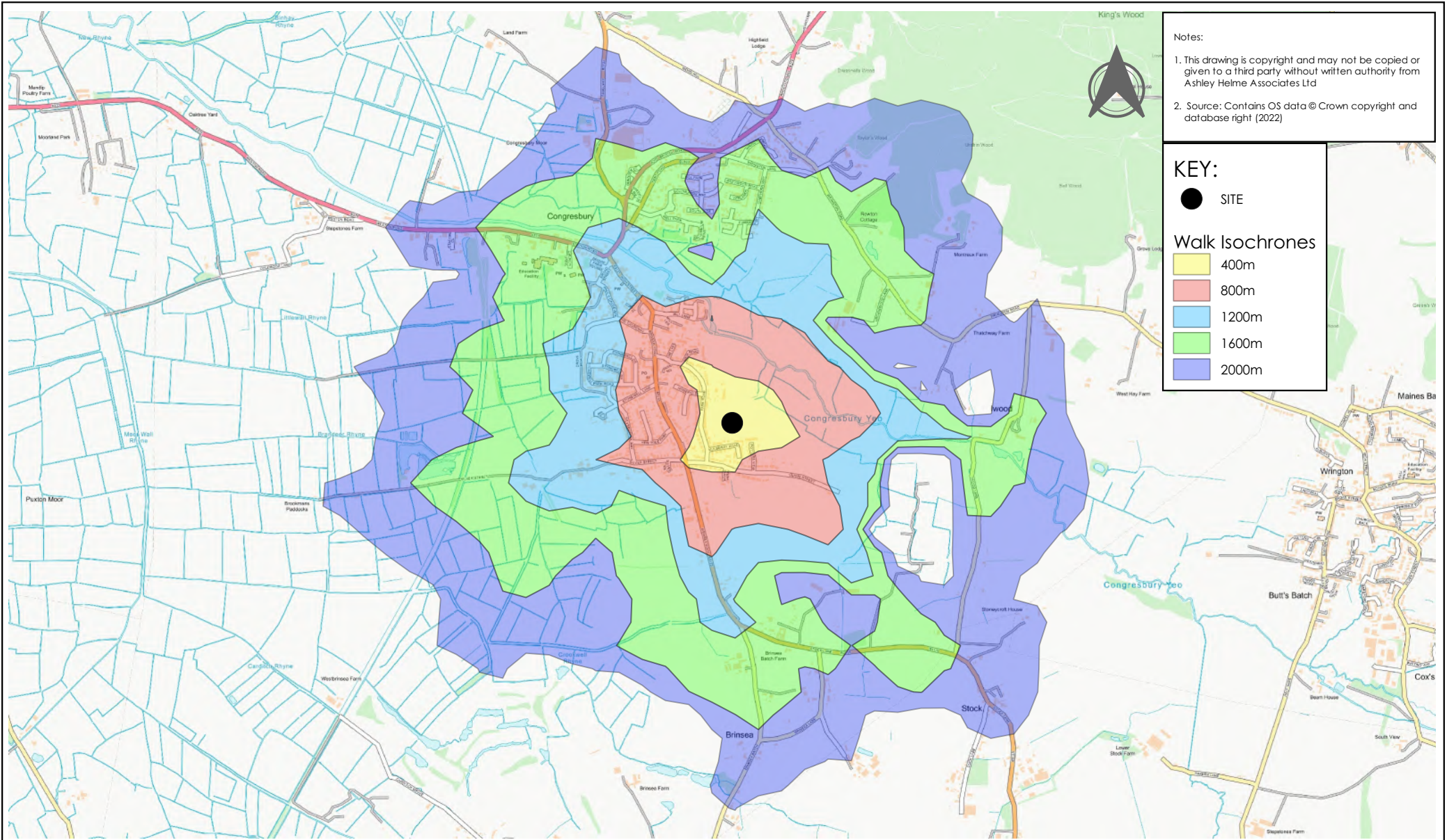
FIGURE 1.1

Client:
M7 PLANNING

Date:
JUNE 2022

Scale:
NTS





Notes:

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KEY:

- SITE

Walk Isochrones

- 400m
- 800m
- 1200m
- 1600m
- 2000m

Project:
LAND OFF MULBERRY ROAD,
CONGRESBURY

Title:

WALK ISOCHRONES

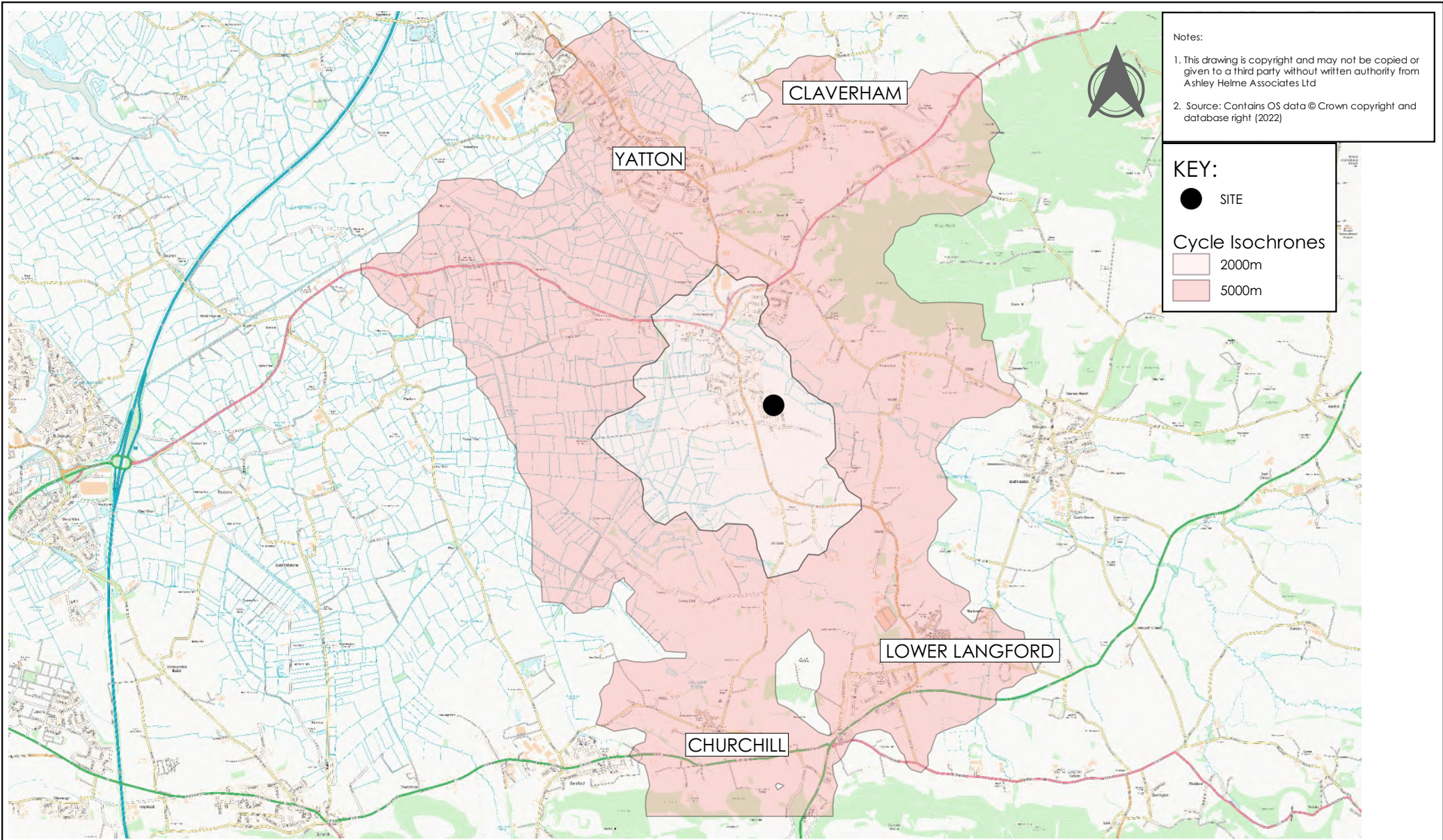
FIGURE 2.1

Client:
M7 PLANNING

Date:
JUNE 2022

Scale:
NTS





Notes:

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KEY:

- SITE

Cycle Isochrones

- 2000m
- 5000m

Project:
LAND OFF MULBERRY ROAD,
CONGRESBURY

Title:
CYCLE ISOCHRONES

FIGURE 2.2

Client:
M7 PLANNING

Date:
JUNE 2022

Scale:
NTS



Tables

BUS NUMBER	ROUTE	FREQUENCY			OPERATOR
		MONDAY-SATURDAY		SUN	
		DAY	EVE		

Services calling on A370 Station Road/Bristol Road within 1200m of Site (a circa 15 minute walk)					
X1	Weston-super-Mare – Congresbury – Bristol	20 mins ⁽¹⁾	60 mins	30 mins ⁽¹⁾	F
A3	Weston-super-Mare- Bristol Airport	60mins	60mins	60mins	F
B1	Congresbury-Nailsea-QEH School-Colston School	2 trips ⁽²⁾	-	-	BD

Notes:

1. On Saturdays, service operates circa every 30 minutes in the day. On Sunday evenings, service operates every 60 minutes.
2. 1 trip to school in AM and 1 return trip in PM on schooldays only.

Key:

BD Baker's Dolphin
 F First in Bristol Bath & the West

Source: travelwest.info

Table 2.1 Bus Services & Frequencies

MODE OF TRAVEL	DISTRICT		MSOA	
	No.	%	No.	%
	North Somerset		North Somerset 014	
Work at Home	6,422	6.6	313	9.4
Tram etc	102	0.1	3	0.1
Train	2,339	2.4	78	2.4
Bus	2,941	3.0	71	2.1
Taxi	366	0.4	8	0.2
Motorcycle	975	1.0	29	0.9
Car Driver	66,826	68.5	2,332	70.3
Car Passenger	5,115	5.2	150	4.5
Cycle	2,692	2.8	61	1.8
Walk	9,249	9.5	242	7.3
Other	536	0.5	29	0.9
TOTAL	97563	100.0%	3316	100.0%

Notes:

1. Source: 2011 Census

**Table 4.1 Travel to Work (Resident Population)
Employed Persons Aged 16-74**