# Ernleye Meadows, Pearl Lane, Stourport-on-Severn

Travel Plan



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### **Travel Plan**

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Prepared by:

#### **David Tucker Associates**

Forester House, Doctors Lane Henley-in-Arden Warwickshire B95 5AW

Tel: 01564 793598 Fax: 01564 793983

inmail@dtatransportation.co.uk www.dtatransportation.co.uk

Prepared For:

**Barratt Homes** 

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Appendix A Indicative Site Masterplan



#### 1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Barratt Homes to support a full planning application for 331 dwellings with associated highway infrastructure on land at Ernleye Meadows, Pearl Lane, Stourporton-Severn.
- 1.2 The site location is shown on Figure 1 and the site masterplan is attached at Appendix A.
- 1.3 The Department for Transport's (DfT's) 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009 the Good Practice Guidelines), defines a Travel Plan (TP) as "...a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed. It involves the development of agreed explicit outcomes linked to an appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use".
- 1.4 Worcestershire County Council's Residential Travel Plan guidance states a Travel Plan should provide the following information:
  - Site Audit
  - Outcome Objectives
  - Targets and Indicators
  - Management Strategy
  - A Package of Measures
  - Marketing Strategy
  - Monitoring and Review
  - Finance Plan



#### 2.0 EXISTING CONDITIONS

#### 2.1 Site Location

- 2.1.1 The site is located approximately 2.1km to the southwest of Stourport-on-Severn Town and 0.5km from Astley Cross Village. The location of the site is shown in Figure 1.
- 2.1.2 The A451 Dunley Road runs along the northern border of the site heading westbound, and the B4194 Pearl Lane runs along the eastern border of the site, heading southbound. The site is bordered by open fields primarily of agricultural use to the north, west and south and to the east by the residential village of Astley.

#### 2.2 Local Highway Network

- 2.2.1 The local road network in relation to the proposed development is also shown on Figure 1.
- 2.2.2 The northern edge of the site borders the A451 Dunley Road, a single carriageway road subject to a 40-mph speed until it reaches half way across the northern site boundary where it changes to the national speed limit heading southwest.
- 2.2.3 The A451 is the main route into Stourport-on-Severn from the south and continues north to Kidderminster.
- 2.2.4 The eastern boundary of the site borders the B4194 Pearl Lane, a single carriageway road subject to the national speed limit.

#### 2.3 Walking and Cycling

2.3.1 There is a footway on the eastern side of Pearl Lane between Dunley Road and Cotswold Avenue. There is a further footway connection through to Cleeve Close approximately half way along the site frontage and along Red House Road to the south. These provide safe and convenient continuous pedestrian links into and through the Astley Kings and Astley Cross residential areas.



- 2.3.2 Due to the environment of the adjacent residential areas, cyclists will be encouraged to cycle on carriageway, which is advocated by the Department for Transport's Local Transport Note 2/08 for Cycle Infrastructure Design. It suggests that for the busy pedestrian areas and where there are a large number of side roads and property accesses along routes, on-road cycling reduces the potential for conflicts.
- 2.3.3 Therefore, local facilities within the surrounding residential areas as well as the further destinations in the town centre can be safely accessed by pedestrians and cyclists.

#### 2.4 Bus Services

2.4.1 The nearest bus stop is located approximately 300m from the site on Abberley Avenue. Abberley Avenue is served by the number 3 bus. Another stop located approximately 800m south of the site access (Pearl Lane) at Red House Road provides access to the 294 and 296 buses. These services, their routes and frequency, are summarised in Table 1 below.

Table 1 - Bus Services

Number	Route	Maximum Frequency & First and Last Service						
Number		Mon-Fri 15 mins		Sat 15 mins		Sun 1 hour		
	Kiddis-tes Assles							
3	Kidderminster - Areley	First	Last	First	Last	First	Last	
	Kings - Kidderminster	624	2029	654	2029	932	1732	
	5042-3720 - 1750 TAYA		2 hours		2 hours		19 90 10	
294/296	Kidderminster - Worcester	First	Last	First	Last	no service		
		705	1630	718	1630			

2.4.2 The number 3 service is a circular service stopping in Stourport centre as well as Kidderminster. The 2011 census data shows that for the area of the development 40% of residents currently work in Stourport or Kidderminster. Therefore, the existing bus service not only provides a high frequency (four hourly service) it also has excellent potential to replace journey to work car trips from the development. The first and last services occur prior to and after the traditional working day.



#### 2.5 Local Facilities

- 2.5.1 Astley Cross village and Stourport-on-Severn Town Centre have a number of services and facilities including education, retail, leisure, healthcare and employment. A Local Facilities Plan is shown at **Figure 1**.
- 2.5.2 It is generally considered that for distances under 2km, walking offers the greatest potential to replace short car trips. For distances under 5km, cycling also has the potential to substitute for short car trips. All of the services summarised below are within this guideline walking and cycling distances and therefore it is concluded that the site is sustainably located.

#### Education

- 2.5.3 The nearest primary school to the site is St Bartholomew's Primary School, located 1.1km east of the site off Princess Way. The door to door walking distance is well within the national average.
- 2.5.4 The nearest secondary school is Stourport-on-Severn High School located 3.3km northeast of the site, north of the town centre.

#### Retail

- 2.5.5 Astley Cross has a pharmacy, post office, convenience store, newsagents and public houses.
- 2.5.6 Stourport-on-Severn Town Centre has all the retail outlets that would be expected in a Town Centre including banks, markets and supermarkets.

#### Leisure

2.5.7 Wyre Forest Leisure Centre is the closest leisure facility to the site, located on the edge of Kidderminster, 6.1km from the site. The centre has a pool, gym, sports hall and an outdoor sports pitch. This centre can be reached from the site by cycling in around 21 minutes, or by travelling on the number 3 bus service which takes approximately 30



minutes 'door-to-door'.

- 2.5.8 Bewdley Leisure centre is located 7.4km from the site and provides similar facilities to Wyre Forest Centre. This centre can be reached by bike in around 30 minutes or by travelling on the number 296 bus which takes approximately 27 minutes 'door-to-door'.
- 2.5.9 There are a number of recreational grounds including Areley Kings Football Club in the Town Centre, as well as Stourport Boat Club and Wilden Village Cricket Club.

#### Healthcare

- 2.5.10 In terms of access to healthcare provision, York House Medical Centre is located on York Street by the marina and Stourport Health Centre Medical Practice is located off Worcester Street in the Town Centre.
- 2.5.11 The closest hospital to the site offering A&E services is Worcestershire Royal Hospital located 25km southeast of the site on the outskirts of Worcester.

#### Employment

- 2.5.12 There are a variety of employment opportunities within Stourport-on-Seven. The centre serves numerous high street shops, independent retailers, public houses, banks, eateries, pharmacies and more.
- 2.5.13 There are additional opportunities for employment, such as Sandy Lane Industrial Estate approximately 4.5km to the west of the site ad Wilden Industrial Estate, 1.1km to the northeast of the site.
- 2.5.14 Kidderminster, Droitwich Spa and Worcester are existing principle employment destinations. The Census 2011 Journey to Work mode share data for the area Wyre Forest 014 in which the site is located.

#### 2.6 Summary

2.6.1 Overall, the site is considered to be well located in terms of accessibility to local

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facilities. Opportunities for increasing the number of residents travelling to work by sustainable modes resulting in lower dependency on the car are abundant. Enhancing accessibility between the development site and these local facilities are identified within this Transport Assessment.



#### 3.0 TRAVEL PLAN OBJECTIVES AND TARGETS

#### 3.1 Introduction

3.1.1 The overall objective of the TP is to reduce the proportion of people travelling to and from the site, and in particular single occupancy car use. This chapter reviews the overall impact travel planning could have at reducing car mode share.

#### 3.2 Outcomes

3.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to travel planning. It states that:

"The 'outcomes' approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important."

3.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to commit to meeting these targets, and agrees to a monitoring and review process.

#### 3.3 Base Mode Share

- 3.3.1 The Census 2011 Journey to Work mode share data for the area Wyre Forest 014 in which the site is located.
- 3.3.2 This census data demonstrates that the mode share for people driving a car or van to work within the area is 76% with an additional 7% of residents within this MSOA getting to work either as a passenger in a car/ van or on foot. An overall summary of



all 'method of travel to work' data is shown in Table 2 below.

Table 2 – Summary of Wyre Forest 014 Method of Travel to Work

Modal Choice	Wyre Forest 014		
Driving a Car or Van	76%		
On Foot	7%		
Passenger in Car or Van	7%		
Bus, Minibus or Coach	6%		
Bicycle	1%		
Train	1%		
Other Method of Travel to Work	2%		

#### 3.4 Targets

- 3.4.1 A 10% mode shift reduction target in car use has been set against a baseline mode share of 76%. These targets seek to reduce the proportion of residents travelling between 08:00-09:00 and 17:00-18:00 on weekdays in single occupied vehicles.
- 3.4.2 The target is to be achieved over a five-year implementation period, through the implementation of measures set out in Chapter 4.

Table 3 - Car Driver Mode Share Target

Method of Travel to Work	Baseline*	Year 3	Year 5
Car Driver	75.8%	70.8%	65.8%
Car Passenger	7.1%	9.5%	10.5%
Walking	7.2%	8.5%	9.6%
Bus	5.7%	7.2%	8.7%
Train	1.2%	1.7%	2.5%
Cycling	1.3%	2.0%	2.6%
Other	0.3%	0.3%	0.3%

<sup>\*</sup>to be reviewed following travel survey

3.4.3 The above targets are considered indicative until the baseline travel survey is undertaken within 6 months of first occupation. The timing of the survey will be influenced by the phasing and scale of the proposed development.

#### 3.5 Indicators

3.5.1 The Good Practice Guidelines highlights the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is



focussed on reducing the number of car trips, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can subsequently be used to identify where the greatest potential for mode shift may lie and to inform the implementation strategy for the TP over the coming year.

- 3.5.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the Travel Plan Coordinator (see Section 4.2), and will include the following:
  - % walking.
  - % cycling.
  - % using public transport.
  - % driving; and
  - % car sharing.

#### 3.6 Objectives

- 3.6.1 The overarching objectives of this TP are to:
  - Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.
  - Achieve a minimum number of car traffic movements to and from the development.
  - Encourage those travelling to and from the development to use public transport, cycle, walk and car share in a safe and secure manner.
  - Provide adequately for those with mobility difficulties; and
  - Promote healthy lifestyles and sustainable, vibrant local communities by extending the benefits of the Travel Plan through the local area where possible.



#### 4.0 TRAVEL PLAN MANAGEMENT

#### 4.1 Introduction

4.1.1 This section of the TP reviews implementation and management, and provides a toolkit of measures for facilitating and encouraging travel by sustainable modes. The list of measures provided is not exhaustive and the occupiers may find their own unique ways of helping to deliver the targets set within this TP.

#### 4.2 Travel Plan Coordinator

- 4.2.1 Three months prior to first occupation, the developer will appoint a Travel Plan Coordinator (TPC) to implement the TP. The TPC will be funded by the developer and would be in place for a minimum of five years following 100% occupation of the development.
- 4.2.2 The contact details will be submitted to both Worcestershire County Council and to the LPA once appointed.

#### 4.2.3 The TPC would be responsible for:

- Explaining and marketing the TP.
- Arranging promotional events.
- Liaise with local businesses and schools.
- Ensuring the health, wealth and environmental benefits of sustainable travel are publicised.
- Producing questionnaires, promotional and informative material.
- Liaising with Worcestershire County Council and external stakeholders as appropriate; and
- Organising annual surveys, analysing these and the presenting the results externally.



#### 5.0 TRAVEL PLAN MEASURES

#### 5.1 Introduction

- 5.1.1 The Good Practice Guidelines refers to 'hard measures' as the "provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users", and 'soft measures' as the "provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use".
- 5.1.2 This section of the TP details 'hard' and 'soft' measures to be implemented for the site.

#### 5.2 Walking and Cycling

- 5.2.1 An established network of footways and crossing points throughout the local area provides direct and convenient access to a range of facilities and public transport connections. Measures to delivering enhanced connectivity between the proposed development and local services are identified below.
- 5.2.2 Foot/ cycle access to the proposed development would be achieved through a number of connection points, as indicated on the illustrative masterplan attached as **Appendix A**, including:
  - Via the proposed vehicular access on Pearl Lane (south).
  - Via a series of cycle/ footpath links to Pearl Lane (south).
- 5.2.3 With regard to the development site, it would be designed to facilitate foot and cycle movements along desire lines through the development, linking to the external access points. This will include the provision of:
  - 2m footway along all road routes through the site.
  - Dedicated cycle routes throughout the site linking into the existing Public Rights



of Way.

- · Retention of existing Public Rights of Way through the site.
- Series of public open spaces with pedestrian routes to help retain existing ecology.

#### 5.3 Car Parking Provision

- 5.3.1 Car parking provision is set out in Worcestershire County Council's Streetscape Design Guide. For residential developments it states:
  - 1-bedroom Unit 1 space.
  - 2-3 bedroom Units 2 spaces; and
  - 4-5 bedroom Units 3 spaces.
- 5.3.2 The guidance further states that garages are excluded from the car parking calculations due to the ability to convert them into habitable accommodation.

#### 5.4 Initial Marketing

- 5.4.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.
- 5.4.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

#### 5.5 Sustainable Travel Pack

5.5.1 A sustainable travel information pack will be provided to all new households which will contain specific information on the location of facilities, bus services and walking/ cycling routes. This is to be presented in a clear and concise format with the aim of



providing an initial overview of travel choices available to residents and an ongoing reference guide.

#### 5.5.2 The information will include:

- Health benefits of walking and cycling.
- Information on cycle training.
- · Bus network map with details of bus number, hours of operation and frequency.
- Website link to Journey Planner Traveline or bus real time information.
- Bus and rail timetables.
- Map of bus stop locations.
- Pedestrian and cycle routes to the site indicating shared and dedicated facilities; and
- Car sharing information.
- 5.5.3 This information will be kept up-to-date by the TPC and circulated as and when services change.

#### 5.6 Household Broadband

5.7 Each household will be fitted with broadband connections to promote working from home and online shopping. Working from home and home shopping helps save money on fuel and parking, saving wear and tear on your car, and saved time on travelling and finding a car parking space at work or at the shops.

#### 5.8 Personalised Travel Planning

- 5.8.1 Sales staff will offer each household the opportunity to receive personalised travel advice soon after moving into the new house.
- 5.8.2 This will be undertaken by the TPC with a questionnaire to be completed and personal travel options and benefits researched and supplied in return with the aim of



influencing resident's travel habits in view of meeting the long term targets for the site.

5.8.3 After two years, each household within the development will be contacted again and offered a further opportunity to receive personalised travel advice.

#### 5.9 Car Share Database

- 5.9.1 The Travel Plan Co-ordinator will provide residents on site with information on how to join the established Worcestershire Liftshare. Car sharing helps:
  - Reduce the costs of travelling.
  - Undercuts the cost of nearly all forms of motorised transport.
  - · Cuts congestion and pollution; and
  - Reduces parking problems.



#### 6.0 TRAVEL PLAN MONITORING AND AUDIT

#### 6.1 Monitoring

- 6.1.1 As stated within the DfT's Good Practice Guidelines, Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves "a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances".
- 6.1.2 The TPC will be responsible for monitoring progress in implementing the TP. This would include collating the monitoring data for analysis and summarising this information for submission to Worcestershire County Council.
- 6.1.3 Traffic counts will be undertaken at the site accesses every other year, including pedestrian and cycling routes which lead to a service or amenity. The results of all surveys will be submitted to the Worcestershire County Council Sustainable Travel Team in the form of a report for review.
- 6.1.4 Travel surveys should be organised and conducted on the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> anniversary of first occupation in order to identify traffic flows and mode share data. A summary table is provided below.

Table 4 - Monitoring Summary

Year	Description			
1	Travel survey and ATC counts at the site accesses			
2	Review of implementation of measures			
3	Travel survey and ATC counts at the site accesses			
4	Review of implementation of measures			
5 Travel survey and ATC counts at the site				

#### 6.2 Reporting

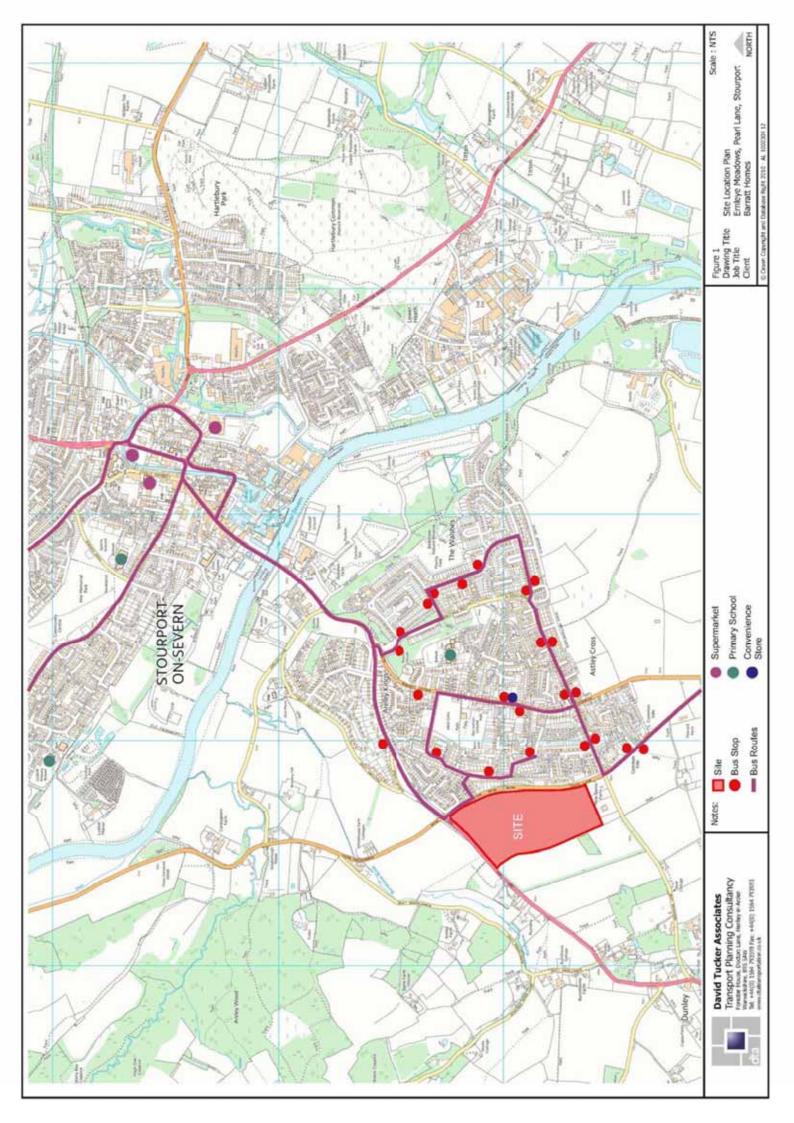
6.2.1 Travel plan reports will be submitted to the Worcestershire County Council Sustainable Travel Team for review. The data provided will be used to identify the progress of the travel plan against its targets and objectives.

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6.2.2 In the event that targets have been achieved in Year 5, no further surveys will be undertaken. If targets have not been achieved by Year 5, a further survey will be required in Year 7.

# Figures



### Appendix A







Forester House Doctor's Lane Henley-in-Arden Warwickshire B95 5AW Tel: +44(0)1564 793598 Fax: +44(0)1564 793983 inmail@dtatransportation.co.uk www.dtatransportation.co.uk