



**St Modwen Developments**  
**Plot 5, Cofton Centre, Longbridge**

**Travel Plan**

May 2021

Project Code: 05436

**PJA**  
Seven House  
High Street  
Longbridge  
Birmingham  
B31 2UQ  
[pja.co.uk](http://pja.co.uk)



## Version Control and Approval

Version	Date	Main Contributor	Issued by	Approved by
A	13 May 2021	MW	BS	MN

### Prepared for

**Jake Shilston**

Development Manager

**St Modwen Developments**

Park Point

17 High Street

Longbridge

Birmingham

B31 2UQ



## Contents

<b>Section</b>	<b>Page</b>
<b>I Introduction.....</b>	<b>I</b>
1.1 Overview	1
1.2 Planning History	1
1.3 Purpose of Report	1
1.4 Structure of Report	1
<b>2 Baseline Transport Conditions.....</b>	<b>2</b>
2.1 Site Location	2
2.2 Local Highway Network	2
2.3 Sustainable Transport Opportunities	3
<b>3 Development Proposals.....</b>	<b>6</b>
<b>4 Travel Plan Management and Coordination.....</b>	<b>7</b>
4.1 Travel Plan Co-ordination	7
4.2 Travel Plan Liaison	8
<b>5 Travel Plan Initiatives.....</b>	<b>9</b>
5.1 Travel Plan Measures	9
5.2 Marketing and Promotion of Travel Plan Measures	9
5.3 Site Layout and Design	10
5.4 Walking Initiatives	10
5.5 Cycling Initiatives	10
5.6 Public Transport Initiatives	10
5.7 Car Sharing Initiatives	11
5.8 Smartphone Apps	11
<b>6 Targets, Review and Monitoring.....</b>	<b>13</b>
6.1 Targets	13
6.2 Monitoring	13
<b>7 Action Plan.....</b>	<b>15</b>





## I Introduction

### I.1 Overview

- 1.1.1 PJA has been appointed by St Modwen Developments to prepare an Employment Travel Plan (TP) to accompany a detailed planning application for the development of an employment unit at Plot 5 of the Cofton Centre, Cofton Hackett.

### I.2 Planning History

- 1.2.1 The site is allocated for employment within the Longbridge Area Action Plan 2009.
- 1.2.2 The proposed development also benefits from an extant outline planning permission which encompasses part of the wider Cofton Centre site (Planning Ref: B/2007/0356). Following outline planning permission, reserved matters were approved and part implemented in 2012 with formation of the site access for Unit 5 (Planning Ref: B/2010/0727), with the permission allowing for an employment unit of 14,367sqm GEA, including 718sqm of offices, 109 car parking spaces, and a HGV service area.

### I.3 Purpose of Report

- 1.3.1 The principle objective of a Travel Plan is to reduce the amount of single occupancy car travel to and from a site. This objective can be achieved through a package of initiatives that seek to:
- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular, those carried out in single occupancy vehicles;
  - Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
  - Reduce emissions.

### I.4 Structure of Report

- 1.4.1 The remainder of this report is structured as follows:
- Section 2: Baseline Transport Conditions
  - Section 3: Development Proposals
  - Section 4: Travel Plan Management and Coordination
  - Section 5: Travel Plan Initiatives;
  - Section 6: Targets, Review and Monitoring; and
  - Section 7: Action Plan

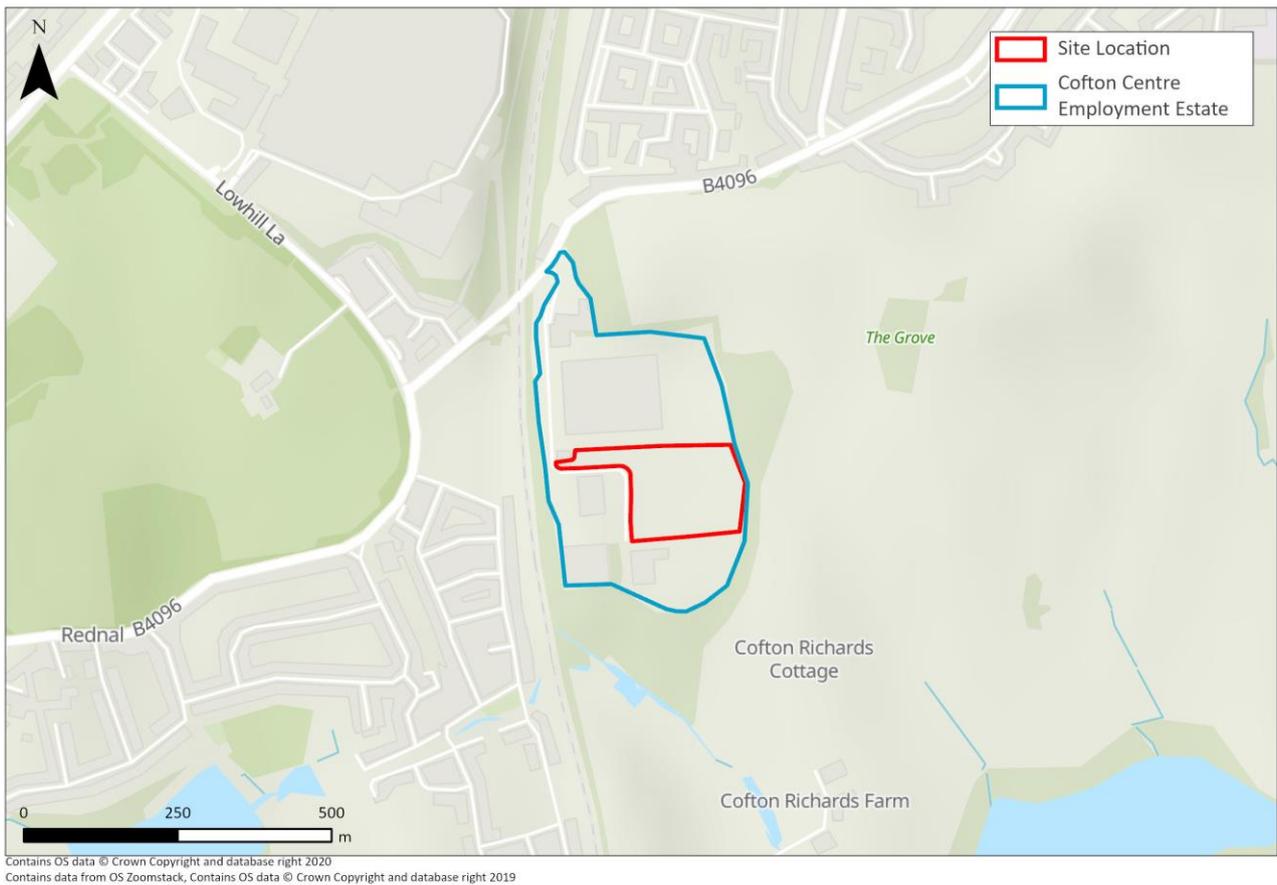


## 2 Baseline Transport Conditions

### 2.1 Site Location

2.1.1 The site is located within the Cofton Centre employment estate, and is bound by adjacent units to the north, west and south, and beyond a well-established tree belt, open fields to the east. The location of the proposed development is provided in Figure 2-1.

Figure 2-1: Site Location



### 2.2 Local Highway Network

#### B4096 Groveley Lane

2.2.1 Groveley Lane is a single carriageway road subject to a 30mph speed limit which runs in a southwest to northeast alignment to the north of the site. Groveley Lane extends eastwards from a roundabout with Lickey Road / Rose Hill / Barnt Green Road to a signalised crossroads with Longbridge Lane and Cofton Road in the northeast.

2.2.2 The road generally measures between approximately 7m and 9m in width, with central hatchings measuring approximately 2m in width.



- 2.2.3 The Cofton Centre internal access road joins Groveley Lane via a priority junction to the north of the site. To the south of this junction, the road narrows to approximately 6m in width as it crosses the adjacent railway line. Northbound vehicles have signposted priority over oncoming southbound vehicles as they cross the railway line.
- 2.2.4 To the south of the access junction, stopping is restricted along Groveley Lane through double yellow lines, and intermittent parking bays are provided adjacent to the carriageway. To the north of the priority junction, parking is generally unrestricted.

### Lowhill Lane

- 2.2.5 Lowhill Lane is a single carriageway road subject to a 30mph speed limit which extends from Groveley Lane to B4120 Lickey Road. Lowhill Lane is a continuation of Groveley Lane to the north of the Lowhill Lane / Groveley Lane priority junction.

## 2.3 Sustainable Transport Opportunities

### Bus

- 2.3.1 The nearest bus stops are located on Groveley Lane, an approximate 800m walk from the site access. These stops comprise typical flag/pole appearance with timetable provision, and some stops provide shelter. Additional stops are provided approximately 1km to the northeast of the site on Groveley Lane and Edenhurst Road, these stops consist of a flag/pole with timetables with a shelter at the Edenhurst Road stop.
- 2.3.2 It's acknowledged that additional stops are provided approximately 600m from the site on Groveley Lane, which are currently not in use.
- 2.3.3 The services available from these stops are presented in Table 2-1, and their location in relation to the proposed development is provided in Figure 2-2.

**Table 2-1: Bus Services**

Service	Route	Nearest Stop	Frequency
145/145a	Rubery – Droitwich/Wychbold	Lowhill Lane	1 per hour
45	Birmingham City Centre - Longbridge	Groveley Lane (N)	6 per hour



Figure 2-2: Bus Services



### Rail

2.3.4 The nearest railway station is Longbridge Railway Station, located an approximate 1.7k walk to the north of the site. Longbridge Railway Station is located on the cross-city line which provides 6 services per hour to and from Birmingham New Street (city centre); and connections to Barnt Green, Bromsgrove, Redditch, Northfield and Kings Norton.

### Walking and Cycling

2.3.5 Footways are provided throughout the Cofton Centre employment estate, which link to provision along Groveley Lane. These footways provide access to surrounding residential areas and local bus stops. In the vicinity of the site, the footways are lit, measuring approximately 2m in width and are generally provided on both sides of the carriageway. For approximately 50m as Groveley Lane crosses the railway, the footway is provided on the southern edge of the carriageway and measures approximately 1.5m in width.

2.3.6 Two uncontrolled crossings are provided at the junction between Groveley Lane and Lowhill Lane, which comprise tactile paved dropped kerbs, with a central refuge measuring over 2m in width.



One crossing provides a route across Groveley Lane in a north-south alignment, with the other crossing located approximately 10m north of the junction, providing an east-west route across Lowhill Lane.

- 2.3.7 In the vicinity of the Groveley Lane / Lowhill Lane priority junction, both roads benefit from a shared footway/cycleway on both sides of the carriageway. The shared footway/cycleway provision extends for approximately 300m on the western edge of the carriageway, and approximately 200m on the eastern edge of the carriageway. This provision enhances the route for cyclists between residential areas in Cofton Hackett to the employment centres off Groveley Lane and Lowhill Lane.



### 3 Development Proposals

3.1.1 The planning application is described in the submission as follows;

*“Proposed Employment Unit (Industrial, research and development, general industrial, storage and distribution under Use Classes E(g) (excluding Offices under E(g)(i)), B2 and B8), access, parking, service yards, landscaping and associated development infrastructure”*

3.1.2 The proposed employment unit will provide a total area of 14,811sqm GIA.

3.1.3 Further detail including information regarding access and parking can be found in the Transport Statement.



## 4 Travel Plan Management and Coordination

### 4.1 Travel Plan Co-ordination

- 4.1.1 It will be fundamental to the success of the Travel Plan that sufficient resources are allocated to develop and implement the measures in the plan. As part of the Travel Plan, a Travel Plan Manager (TPM) will be appointed by the occupier. The TPM be responsible for driving the Travel Plan forward and gaining support from employees.
- 4.1.2 The TPM will be appointed on first occupation of the development and will hold the role until five years after the development is fully occupied. The hours that the TPM will work, may vary from week to week, as necessary, to implement the Travel Plan successfully.
- 4.1.3 The TPM would have full responsibility for implementing the agreed elements of the travel plan set out within the action plan. Therefore, the main elements of work for the TPM will be promoting the Travel Plan, implementation of measures and monitoring.
- 4.1.4 Full contact details for the Travel Plan Manager will be forwarded to Worcestershire County Council (WCC) when available. In the event of a change of manager, the details will be updated. Indicative roles and responsibilities of the TPMs are provided in Figure 4-1.



**Figure 4-1: Indicative TPM Roles and Responsibility**

Role	Tasks
Overall Plan Management	<ul style="list-style-type: none"> <li>● Managing implementation of the Travel Plan, marketing and promotion;</li> <li>● Acting as point contact for employees with queries relating to sustainable travel; and</li> <li>● Acting as point of contact with WCC to inform on progress of the Travel Plan.</li> </ul>
Travel Initiatives	<ul style="list-style-type: none"> <li>● Initiating measures contained with the Travel Plan (discussed in greater detail in following sections); and</li> <li>● Liaising with public transport operators and other local stakeholders.</li> </ul>
Engagement and Consultation	<ul style="list-style-type: none"> <li>● Circulation of information regarding the travel plan to employees;</li> <li>● Circulation of the Travel Information Packs to all new starters as point of the induction process;</li> <li>● Circulation of local travel information to employees via appropriate means which may include email, posters on notice boards or other appropriate means; and</li> <li>● Promotion and encouragement to complete the employee travel survey.</li> </ul>
Monitoring and Review	<ul style="list-style-type: none"> <li>● Undertake initial travel survey;</li> <li>● Monitor the effectiveness of Travel Plan measures in accordance with the strategy set out in a later section of this report; and</li> <li>● Prepare monitoring reports for submission to the local authority.</li> </ul>
Implementing Additional Measures	<ul style="list-style-type: none"> <li>● Liaising with local authorities and other stakeholders to identify additional sustainable travel measures should they be required.</li> </ul>

## 4.2 Travel Plan Liaison

4.2.1 The TPM will liaise directly with WCC to ensure the Travel Plan is implemented successfully. A name, address and contact details for the TPM will be supplied to WCC at the earliest possible opportunity.



## 5 Travel Plan Initiatives

### 5.1 Travel Plan Measures

5.1.1 In order to meet the aims and objectives for sustainable travel set out in this report, a number of measures will be implemented. The proposed measures are split into the following categories:

- Marketing and Promotion of Travel Plan Measures;
- Site Layout and Design;
- Walking Initiatives;
- Cycling Initiatives;
- Public Transport Initiatives;
- Electric Vehicle Charging Points;
- Car Sharing Initiatives; and
- Smart Phone Apps.

5.1.2 The majority of measures will be aimed at promoting and encouraging the use of existing travel facilities in the area (walking, cycling and public transport), but also car sharing and travel reduction where appropriate. Measures to promote and encourage each form of sustainable travel modes are outlined in more detail below.

### 5.2 Marketing and Promotion of Travel Plan Measures

5.2.1 Welcome Packs will be made available to all new employees immediately upon occupation to ensure that they have all the information to make their travel choices before car use becomes habitual.

5.2.2 The Welcome Packs will include:

- Details on the TP and its purpose;
- Information on the benefits of adopting more sustainable travel practices;
- Local walking and cycling route maps;
- A map showing key local facilities and amenities;
- Information on public transport services including schedules and maps;
- Information on relevant car share schemes;
- Website links to national and local sustainable travel pages, for example, Sustrans; and
- A list of journey planning smartphone apps.



### **5.3 Site Layout and Design**

- 5.3.1 Fundamental to achieving the objectives of the TP is to 'design in' sustainable travel choices from the outset and encourage the use of environmentally friendly travel solutions.
- 5.3.2 The site has been designed in such a way to aid pedestrian and cyclist movements, including the provision of footways throughout the Cofton Centre employment estate and the provision of spaces for up to 48 cycles at the proposed development.

### **5.4 Walking Initiatives**

- 5.4.1 Information on local and national walking events, such as Walk to Work Week, to be disseminated through the Welcome Packs.
- 5.4.2 In order to encourage employees to walk to work, information and advice regarding safe pedestrian routes to and from the development site will be made available within the Welcome Packs.

*Action: Information on local walking routes to be provided in all Welcome Packs.*

### **5.5 Cycling Initiatives**

- 5.5.1 Information on local and national cycling events, such as National Bike Week, to be disseminated through the Welcome Packs.
- 5.5.2 Information on local cycle routes and facilities will be provided to promote cycling as an alternative form of transport.

*Action: Information on cycling and local cycle routes to be provided in all Welcome Packs.*

### **5.6 Public Transport Initiatives**

- 5.6.1 In order to promote public transport use, links to journey planning websites, bus route maps and information on the benefits of public transport use will be disseminated to all employees.

*Action: Information on the benefits of public transport use and links to journey planning apps and websites to be included within the Welcome Packs and in a central area within each employment premises.*

*Action: Bus route maps to be included within the Welcome Packs and in a central area within each employment premises.*



## 5.7 Car Sharing Initiatives

- 5.7.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For those with common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from business premises.

*Action: Information on publicly available car share schemes such as 'LiftShare.com' to be provided within Welcome Packs. Consider facilitating an internal car share scheme amongst staff employed on-site.*

## 5.8 Smartphone Apps

- 5.8.1 The welcome pack shall detail a number of smartphone apps such as National Rail, Walk4Life and MapMyRide. These apps can help plan journeys via public transport, walking and cycling.

### National Rail Enquiries



This app can give real time arrivals and departures from any railway station in the UK. Select your favourite stations and plan your rail journey.

### Network West Midlands



The Network West Midlands App is the officially approved travel departures app for West Midlands. Key features include real-time and scheduled times for Bus, Train and Metro and the ability to automatically find your nearest stop or station.

### CycleStreets



Cycle journey planner with clear itinerary and maps. Add your photos of cycle-related problems and good practice.

### National Cycle Network



Travel on 25,000 miles of the walking and cycling network. Find your nearest cycle route; see this on a clear map with local points of interest such as schools, shops and sports facilities. See bus stops and find stop codes to text for details of next arriving bus.

### MapMyRide



Live route map with distance, elevation, calories burnt and Voice prompts. Search common rides and post times and records to social media. Register with [www.mapmyride.com](http://www.mapmyride.com) to join sponsored challenges, connect with other riders and win prizes for riding.



### Walk4Life



Plan your walk on a map, record and save your favourite walks, as you walk. Measure walk duration, distance, speed, calories burnt. Register online with [www.walk4life.info](http://www.walk4life.info). Set new local walks, join in walk events, take up challenges and add photos of interesting things.

### Moovit



All local mobility options in one app. Moovit enables a user to plan journeys on multiple modes and contains live travel information.



## 6 Targets, Review and Monitoring

### 6.1 Targets

6.1.1 The primary aim of the Travel Plan is to reduce the number of single occupancy car journeys. This chapter provides an indication as to the overall impact that this Travel Plan could have on reducing car trips.

6.1.2 Targets used to monitor whether the Travel Plan is meeting its objectives. These targets are 'SMART' in nature:

- **S**pecific, to say precisely what is being achieved;
- **M**easurable over the duration of the target;
- **A**ppropriate and linked to the overall objectives of the local authority accessibility strategy;
- **R**ealistic in terms of the potential for being achieved; and
- **T**ime bound – the target must define a date by which it is expected to be achieved.

6.1.3 The Department for Transport Guidance "The Essential Guide to Travel Planning" advocate a good travel plan can reduce commuter car use by 15%. A specific target will be agreed with WCC following completion of a baseline survey.

### 6.2 Monitoring

6.2.1 The Travel Plan will be monitored by the TPM, who will implement an action plan and undertake annual surveys assigned on Modeshift STARS Business annually for a minimum of 5 years. WCC guidance states that:

*"Monitoring should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the plan. This includes meeting the agreed targets over a consistent period of time."*

6.2.2 An initial baseline survey will be issued to staff within six months of full occupation. The TPM will analyse the results of the baseline survey and specific mode share targets will be agreed with WCC. The targets will then be updated on the Modeshift STARS Business system.

6.2.3 The annual employee survey will utilise the Modeshift STARS Business mandated structure. Access to the survey will be via the URL generated by the Modeshift STARS system. The URL will be sent to employees by the TPM with an accompanying email. The URL will allow employees to complete the survey online. An option to complete the survey on paper will also be offered to employees.



- 6.2.4 The TPM will consolidate the results and analysis of the travel survey in the annual monitoring report. The report will outline the results of the employee travel survey and review the travel plan and provide amendments if necessary in the context of the survey results.
- 6.2.5 This element of the TPM role encompasses the following:
- Design and distribution of employee travel surveys;
  - Collation of survey results;
  - Production of a baseline report after the initial survey;
  - Agreement of mode share targets in conjunction with WCC following the completion of the baseline report;
  - Production of monitoring reports in line with the survey schedule; and
  - Agreement of any necessary amendments to the Travel Plan in conjunction with WCC.
- 6.2.6 This Travel Plan will be submitted to the authority using the Modeshift STARS Business system. Details of occupier specific information will be submitted via the Modeshift STARS Business system within six months of occupation.

## 7 Action Plan

7.1.1 In order to ensure that the Travel Plan is effectively implemented, the measures outlined above have been arranged into an Action Plan. The Action Plan clearly identifies the timescale and responsible party for each measure.

**Table 7-1: Travel Plan Action Plan**

Measures to be Implemented	Implemented By	Method of Monitoring	Person(s) Responsible	Method of Publicity
<b>Management</b>				
Identification / appointment of the Travel Plan Manager	On first occupation	Details provided to WCC	Occupier	Welcome Pack
Welcome Travel Packs	On first occupation	N/A	TPM	N/A
Update to Workplace Travel Plan on Modeshift Stars Business	Within 6 months of occupation	N/A	Developer/Occupier	N/A
<b>Marketing, Promotion and Awareness</b>				
Welcome Travel Packs	On first occupation	N/A	TPM	N/A
<b>Walking Initiatives</b>				
Local maps showing walking routes	On full occupation	Walking mode share percentage change	TPM	Welcome Pack
Information on local and national walking events, such as Walk to Work Week	On full occupation	Walking mode share percentage change	TPM	Welcome Pack
<b>Cycling Initiatives</b>				
Local maps showing cycling routes	On full occupation	Cycling mode share percentage change	TPM	Welcome Pack
Information on local and national walking events, such as National Bike Week	On full occupation	Cycling mode share percentage change	TPM	Welcome Pack
<b>Public Transport Initiatives</b>				
Links to journey planning websites	On full occupation	Bus mode share percentage change	TPM	Welcome Pack
Bus route maps	On full occupation	Bus mode share percentage change	TPM	Welcome Pack
Information on the benefits of public transport	On full occupation	Bus mode share percentage change	TPM	Welcome Pack
<b>Car Sharing Initiatives</b>				
Information on publicly available car share schemes such as 'LiftShare.com'	On full occupation	Car sharing mode share percentage change	TPM	Welcome Pack
Information on what car sharing is and its potential benefits	On full occupation	Car sharing mode share percentage change	TPM	Welcome Pack



Measures to be Implemented	Implemented By	Method of Monitoring	Person(s) Responsible	Method of Publicity
<b>Monitoring Strategy</b>				
Baseline survey	Survey issued within 6 months of full occupation	N/A	TPM	Welcome Pack / Email to Staff
Baseline monitoring report	Baseline report submitted to WCC within 6 months of baseline survey	Production of report	TPM	-
Annual monitoring of TP	Annual report on anniversary of baseline survey for a minimum of 5 years	Production of report on Modeshift STARS Business	TPM	-

