

Client  
**CWSQ 2 LIMITED**

Site  
**11-13 High Street,  
SWANLEY**

## **Residential Travel Plan**

October 2021



# Document Management

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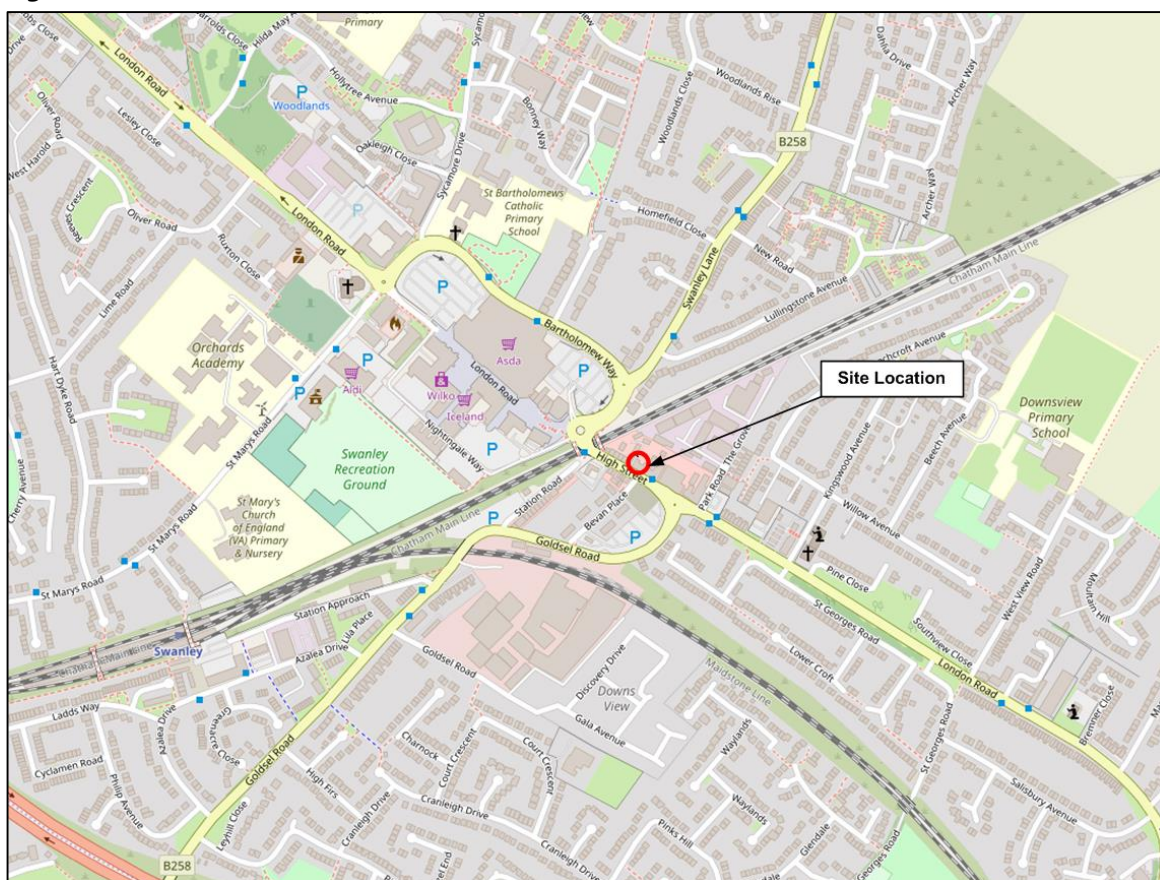
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# 1 Introduction

## Background

1.1 This Residential Travel Plan (TP) has been prepared by Transport Planning Associates on behalf of CWSQ 2 Limited to support the sustainable operation of the consented development at 11-13 High Street, Swanley. The location of the development can be found in **Figure 1.1**.

**Figure 1.1 Site Location**



Source: © OpenStreetMap contributors

1.2 This TP has been produced to provide an overarching document to set out how residents of the development can reduce their reliance on the private car by promoting and encouraging the use of public transport, walking and cycling.

## Travel Plan Structure

1.3 The remainder of this TP will be set out as follows:

- Section 2 – Site Accessibility;

- Section 3 – Travel Plan Guidance and Policy;
- Section 4 – Travel Plan Aims and Objectives;
- Section 5 – Travel Plan Targets;
- Section 6 – Measures;
- Section 7 – Action Plan;
- Section 8 – Monitoring and Review; and
- Section 9 – Summary and Conclusion.

## 2 Site Accessibility

### Existing Highway Network

- 2.1 The B2173, High Street links Swanley with the London Orbital Motorway (the M25). In the vicinity of the application site, it is a primary route that comprises a single carriageway road with footways on both sides, subject to a speed limit of 30 mph.
- 2.2 Approximately 70 m west of the Site, the High Street meets Swanley Lane at a mini roundabout. Approximately 60 m to the east, the High Street meets Goldsel Road at another mini roundabout.

### Pedestrian and Cyclist Infrastructure

#### *Pedestrian facilities*

- 2.3 The footways along the High Street are of good quality and have an approximate minimum width of 2 m. Signal controlled pedestrian crossing facilities are provided on the High Street approximately 10 m to the west of the site.
- 2.4 With regard to accessibility to local facilities, the publication *Providing for Journeys on Foot*<sup>1</sup> suggests the following acceptable walking distances:

Table 2.1 Suggested Acceptable Walking Distances

	Town Centres (m)	Commuting / School (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: Table 3.2. *Providing for Journeys on Foot*, 2000

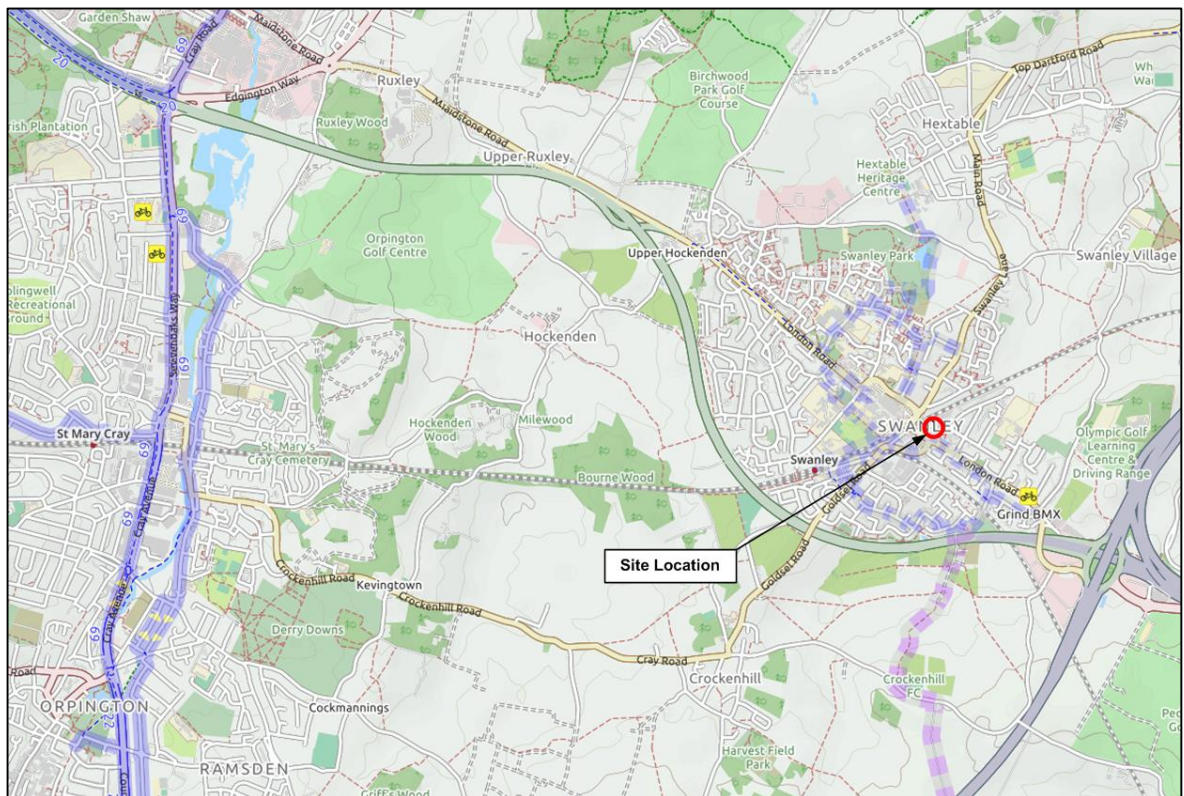
- 2.5 Swanley town centre is approximately 350 m north-west of the site. As set out above, the guidance suggests that an acceptable walking distance to “Town Centres” is 400 m.
- 2.6 The Downsview Community Primary School is located approximately 850 m south of the site, which is within an acceptable walking distance for school.

<sup>1</sup> Institution of Highways and Transportation, (2000)

### Cycle facilities

2.7 A number of cycleways run through the town of Swanley. In addition, Local Cycleway 69 passes through Orpington, approximately 4.5 km to the west of the site. The cycle network within the vicinity of the site can be seen in **Figure 2.1**.

**Figure 2.1 Cycle Network**



Source: © OpenStreetMap contributors

### Public Transport Infrastructure and Services

#### Bus Services

2.8 Bus routes run along Swanley High Street in close proximity to the Site. A summary of the existing bus services and frequencies is provided in Table 2.2.

Table 2.2 Bus Services

Service	Route Summary	Frequency		
		Monday to Friday	Saturday	Sunday
233	Eltham – Sidcup-Swanley	Every 20 minutes		Every 30 minutes
421	Sevenoaks - Otford - Shoreham - Eynsford - Farningham - Swanley	Every 90 minutes		-
429	West Kingsdown - Dartford	Every 60 minutes		3 per day

Source: <http://www.traveline.info/>

### Rail Services

2.9 The site is located approximately 650 m from Swanley railway station. The station, which is situated on the Chatham main line and lies within London’s fare zone 8 (with Oyster cards accepted) is served by Southeastern and Thameslink trains. These provide connections to multiple destinations including London Victoria, London Blackfriars, Canterbury West, Sevenoaks and Dover Priory. A summary of the rail services available from the station is provided in Table 2.3.

Table 2.3 Rail Services

To	Weekday Frequency (per hour)	Saturday Frequency (per hour)	Sunday Frequency (per hour)
London Victoria	3	2	2
London Blackfriars	2	2	2
Canterbury West	1	1	1
Sevenoaks	2	2	2
Dover Priory	1	1	No direct trains

Source: [www.nationalrailenquiries.co.uk](http://www.nationalrailenquiries.co.uk)

### Local Highway Network

2.10 The site is located on the B2173, High Street. In the vicinity of the application site, it is a primary route that comprises a single carriageway road with footways on both sides, subject to a speed limit of 30 mph. The High Street connects with the wider highway network to the east and west of the site via mini-roundabouts at Swanley Lane to the west and Goldsel Road to the east.



### 3 Travel Plan Guidance and Policy

- 3.1 This section refers to local, regional and national planning policies and guidance for TP. The policy context will outline the guidelines and the requirements for producing a TP.

#### National Planning Policy Framework

- 3.2 The National Planning Policy Framework (NPPF), which has been the subject of two updates in 2019, sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other developments can be produced.

- 3.3 A sustainable transport mode is described as

*"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport" (annex 2, p. 72).*

- 3.4 With regards to achieving sustainability, the framework states that:

*"The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs" (para 7).*

- 3.5 Transport is recognised as having an important role in promoting sustainable development:

*"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed." (para 111).*

- 3.6 The document defines a TP as:

*"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed".*

## Local Planning Guidance and Policy

### *Sevenoaks District Council Local Development Framework (February 2011)*

- 3.7 The Council's Core Strategy, which was adopted by the Council on 22 February 2011, sets out policies in relation to new development. Policy SP2 refers to Sustainable Development.
- 3.8 The policy, relevant to the application site, states that:

*"The Council will support and promote measures to reduce reliance on travel by car both in providing for new development and in supporting measures promoted through the Transport Strategy. Specifically, it will:*

- 1. Support improvements to enhance the safety and convenience of public and community transport*
- 2. Seek improved facilities for cyclists and pedestrians*
- 3. Require the inclusion of Travel Plans and other appropriate measures in new developments that generate significant traffic volumes*

## Conclusion

- 3.9 This TP has been produced in line with national, regional and local requirements set out in various policies and guidance documents.

## 4 Travel Plan Aims and Objectives

4.1 This section discusses the aims and objectives for the Site which form the foundation of this TP. The focus of the TP is aimed solely at the residents of the Site to ensure that they have the relevant information to encourage sustainable trips to and from the Site.

### Aims

4.2 The aims of this TP are to:

- Mitigate against any potential transport impacts which could result from the proposed residential aspect of the development;
- To create a safer, more sustainably driven environment for residents accessing the Site; and
- To encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to the development in a private car.

4.3 In order to achieve these aims, the TP promotes a range of lifestyle and travel choices and encourages a reduced reliance on the single occupancy private car by promoting a range of sustainable alternatives.

### Objectives

4.4 Objectives are the high-level aspirations of the TP. They help to focus the TP and ensure that the TP remains within the remit of its overarching Aims. The specific objectives set out for this TP include;

- To raise awareness of sustainable, active, and healthy modes of travel (e.g. walking and cycling) available to residents of the residential aspect of the development;
- To reduce the congestion in the neighbouring streets by discouraging car use;
- To remove the barriers, both perceived and actual, to walking, cycling and using public transport;
- To educate residents on road safety and alternative means of travel;
- To increase the number of residents cycling and using sustainable modes of travel; and,
- To increase the number of residents choosing 'active travel' options over the private car.

4.5 **Chapter 6** outlines the measures that will assist in achieving the objectives outlined.

## 5 Travel Plan Targets

5.1 This section of the TP identifies the targets for the residential aspect of the development that will be further defined within the post-occupation TP, which will be agreed with Sevenoaks District Council (SDC) at a later stage. At this point, baseline mode share data has been derived from Census data and generic targets have been proposed until the residential units are occupied and until such a time when these targets can be agreed.

### Targets

5.2 Targets are measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring the progress and success of the TP. Targets should be "SMART" – specific, measurable, achievable, realistic and time-bound; as described below.

- **Specific** – A specific overall reduction in vehicular travel associated with the Site has been defined which will be achieved through the development of realistic TP measures.
- **Measurable** – The number of car based trips will be monitored against the targets on a regular basis. Further initiatives and measures will be investigated and pursued should the development fail to meet these targets.
- **Achievable** – TP measures will be implemented and their effectiveness monitored in order to ensure they are achievable by all site users.
- **Realistic** – Realistic targets have been based upon a reduction of the trips as observed three months after opening.
- **Time-bound** – The targets will be reviewed annually in order to clarify whether they are being achieved.

5.3 The suggested targets for the Site have been derived from the mode split identified within the Census 2011 data in the absence of any residential baseline surveys. Census data was obtained from the NOMIS website for the E02005088: Sevenoaks 002 and E02005089 : Sevenoaks 003 areas in which the Site is located. This was considered a suitable proxy for the mode split of future residents (prior to occupation of the Site).

5.4 The anticipated mode split obtained from the 'WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level) as well as the future mode split targets are included within **Table 5.1**.

5.5 Realistic challenging and indicative mode share targets for the first, third and fifth years of the developments occupation have also been set for all modes of transport. These are also provided in **Table 5.1**.

Table 5.1 Mode Split Targets

Mode of Travel	Baseline Mode Split Census Data 2011	5 Year Target	Target Mode Share		
		(Percentage Change)	Year 1	Year 3	Year 5
Walk	10%	2%	10%	11%	12%
Cycle	1%	7%	7%	8%	8%
Bus	5%	3%	5%	6%	7%
Train / Underground / DLR	20%	5%	21%	24%	25%
Motorcycle / Scooter	1%	-	1%	1%	1%
Car Driver	58%	-23%	48%	40%	35%
Car Share: Passenger	5%	2%	5%	6%	7%
Work From Home	0%	5%	3%	4%	5%
Other	0%	-	0%	0%	0%
Total	100%		100%	100%	100%

Source: Opening year taken from the Sevenoaks 002 and 003 Nomis Census Data 2011

Notes: Any arithmetic errors due to rounding

## Baseline Survey

- 5.6 The baseline mode share and final targets will be determined following the first travel surveys, which will be undertaken at 75% occupancy of the proposed development. The targets set out in **Table 5.1** will therefore be revised in light of these surveys and agreed with the Travel Planning Officer (TPO) at SDC.

## Progress monitoring

- 5.7 Following on from the baseline survey, annual travel surveys will be carried out in order to monitor the progress of the TP in reaching the identified targets in mode share. The monitoring strategy is outlined within **Section 7** of this report.

## Travel Plan Coordinator

- 5.8 A Travel Plan Coordinator (TPC) will be appointed to implement this TP and to lead the strategy for meeting its objectives. It is envisaged that the role of the TPC will comprise but not necessarily be limited to, the following activities:

- Lead the strategy for meeting the TP's objectives;
- Set up and co-ordinate management groups made up of residents, funded by the developer, that can dictate or influence the strategies, as required;
- Coordinate data collection to develop the TP;
- Act as point of contact for residents requiring additional information and a point of contact for the local highway authority, when required;
- Be responsible for the submission of monitoring reports;
- Ensure all information regarding cycle routes and bus service time tables are kept up to date and readily available; and
- Be responsible for the maintenance of the physical and online community notice board.

- 5.9 Prior to the appointment of an official TPC, Daniel Ekstrand can be contacted with matters pertaining to this TP. The relevant contact details for Daniel Ekstrand are set out below:

**Name:** Daniel Ekstrand BSc TPP MTPS MCIHT (Director)  
**Address:** Transport Planning Associates, 90 High Holborn, WC1V 6LJ  
**Telephone Number:** 020 71191155  
**Mobile Number:** 07747 561 849  
**Email address:** daniel.ekstrand@tpa.uk.com  
**Website:** www.tpa.uk.com

- 5.10 It is estimated that the TPC will be employed for around 70 hours per year and the TPC will be responsible for appropriating the Travel Plan implementation budget.

- 5.11 In the event that the existing TPC can no longer maintain the role, it will be transferred to another suitable person and SD officers will be informed. The TPC will nominate a deputy so the Travel Plan implementation process carries on throughout any transition.

## 6 Initiatives

- 6.1 This range of initiatives outlined in this Chapter are intended to reduce the amount of vehicular trips to and from the Site and to increase sustainable travel mode choice. A number of measures are suggested for each transport mode.
- 6.2 The initiatives are split into four areas (Short, Medium, Long, and Ongoing) depending on the length of time they will take to complete; namely:
- Short (S) - can be achieved within six months of TP implementation;
  - Medium (M) - can be achieved within eighteen months of TP implementation;
  - Long (L) - can be achieved within two to three years of TP implementation; and
  - Ongoing (O) - no set timescale as they will be expected to be an ongoing process
- 6.3 The TPC will review the effectiveness of each initiative following the annual surveys.

### Travel Information Point

- 6.4 It is important to ensure that all site users are informed of the travel options available to them and can locate this information with relative ease. A Travel Information Point (TIP) for residents which will be located in prominent locations in the proposed building and will be maintained by the TPC. The TIP will provide a notice board containing relevant travel information, initiatives and up-to-date public transport timetables. The information will be updated by the TPC every year.

**Initiative 1:** Create a Travel Information Point, including information such as bus timetable data and local cycle maps. This information point will be kept up to date by the TPC. (O)

### Travel Awareness and Promotions

- 6.5 It is important to ensure that all relevant information and opportunities to facilitate a change in travel behaviour are available to those considering sustainable travel. This will enable them to make an informed decision as to their mode of travel. The TPC should therefore promote web links and mobile phone travel apps to travel sites such as Sustrans and Transport Direct. Travel Awareness website campaigns such as National Liftshare days, walking and cycling events and initiatives and health or environmental related schemes should also be promoted. The TPC will liaise with the SDC Travel Plan Officer to obtain advice on initiatives.
- 6.6 Information should be placed in prominent locations in order to influence residents and will be advertised at the TIP.

- 6.7 To gauge the appropriateness of participating in the awareness raising campaigns, the TPC should review the location of work of the residents (collected as part of the monitoring process) to seek to hone the appropriateness of the initiatives.
- 6.8 The TPC could focus on health links and provide materials such as calorie maps which indicate local facilities and the estimated calories burnt if travelled by walking or cycling.

**Initiative 2:** Provide information on sustainable travel such as links to travel websites, mobile phone travel apps, national travel events, and public transport timetables. This should be provided at the TIP to encourage mode transfer to sustainable travel. (O)

**Initiative 3:** Encourage residents to regularly send the TPC 'good news' stories of sustainable travel (such as walking, public transport or car sharing etc.) which they can display at the TIP in order to encourage others to use these modes. The TPC will set challenges to incentivise modal shift. (O)

### Travel Information Pack

- 6.9 Each resident will receive a Travel Information Pack by post, designed to increase awareness of available transport modes within the vicinity of the Site. The pack will include information on sustainable travel options such as current details of bus and train times, bus stop locations and local walk and cycle routes. In addition, the pack will contain news of any forthcoming green transport initiatives such as Walk to Work Week. The Travel Information Pack will be updated throughout the year and the site will have a live electronic version.

**Initiative 4:** Develop a Travel Information Pack and distribute to all residents at the point of occupation. (S)

### Personal Travel Planning

- 6.10 Personal Travel Planning can provide residents with detailed information regarding the travel options that are available specifically to them through a personalised approach. This could be through timetables, fares & location and distance to their nearest services. Research has shown that this can have a significant impact on reducing car based travel, i.e. in the region of 5-20% mode shift away from the private car<sup>2</sup>.

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<sup>2</sup> Personalised Travel Planning; evaluation of 14 pilots part funded by DfT prepared by the Operational Research Unit, DfT, for the Sustainable Travel Branch



**Initiative 5:** Advertise personal travel planning sessions (booked in advance) to all new residents, at the TIP and in the Travel Information Packs. The TPC will carry out the personal travel planning sessions. (S)

## Walking

6.11 Walking is the most sustainable means of travel, although its benefits can often be overlooked when faced with the time benefits of the private car. Raising awareness of the health benefits that walking can provide, as well as highlighting the financial costs and environmental issues associated with private car use is likely to generate an increase in the use of this mode. In that regard, the limited parking associated with the development will be a good starting point.

**Initiative 6:** Promote the health benefits of walking through information provided at the TIPs and in the Travel Information Packs. (S)

**Initiative 7:** Liaise with SDC to encourage the upgrade of local walking routes where required. (O)

## Cycling

6.12 Cycling is one of the most sustainable modes of transport and studies have shown that it can offer many health benefits such as improving the immune system, reducing the risk of heart attacks and improving weight loss. It is considered that there is significant scope to for residents to choose to travel by this mode.

6.13 Good quality facilities and secure parking are often cited as most persuasive factors when considering taking up cycling. In that regard, a total of 15 cycle parking spaces are provided as part of the development for residents.

6.14 The TPC should review the demand for the spaces through the TP monitoring process and encourage the provision of additional spaces, should the demand warrant it.

**Initiative 8:** Provide details of local cycle routes, safe cycling corridors and local events such as 'bike week' through information provided at the TIPs and in the Travel Information Packs. Residents can join a mailing list, run by the TPC, which will inform them of initiatives on a regular basis. (S)

## Public Transport

6.15 It is understood that if the use of the private car is to be restrained, viable alternatives must be in place. As noted, the limited parking associated with the development will be a good starting point. The use of public transport in the form of bus, rail or taxis will be encouraged by providing:

- Information on service frequency;
- Service operating times; and,
- Details of where to catch the services and interchange if needed.

6.16 The TPC should be familiar with these services to assist residents in their use. The TPC should regularly check public transport services and inform residents if any changes have been made. Details should be made available at the TIP.

**Initiative 9:** Provide plans showing the location of, and distance to the nearest bus stops and railway stations in relation to the Site and the services that are provided by each. The plans should be located at the TIP and in the Travel Information Packs. (S)

**Initiative 10:** Promote the use of public transport at the TIP and in the Travel Information Packs. (S)

**Initiative 11:** Promote real-time bus information accessible by mobile phone, through information provided at the TIP and within the Travel Information Packs. (S)

## 7 Monitoring and Review

### Anticipated TP Timeframe

7.1 The anticipated timeframe for the implementation of the actions and initiatives of the TP are:

- Submission of Pre-occupation TP: at completion of development;
- Construction commencement: To be confirmed (TBC);
- Initial Monitoring Survey: at 75% occupancy;
- Submission of Post-occupation TP: from 2 months after initial monitoring survey;
- Year 1 Monitoring Survey: 12 months after initial monitoring survey;
- Year 1 Review and updating of the TP by the TPC: 2 months after Year 1 Monitoring Survey;
- Year 3 Monitoring Survey: 36 months after initial monitoring survey;
- Review and updating of the TP by the TPC: 2 months after Year 3 Monitoring Survey;
- Year 5 Monitoring Survey: 60 months after initial monitoring survey; and
- Review and updating of the TP by the TPC: 2 months after Year 5 Monitoring Survey.

### The Monitoring Surveys

7.2 Each year, the TPC will be required to update the TP, based on the outcome of a monitoring survey. A monitoring survey will be submitted to SDC, at 12 months, 36 months and 60 months from an Initial Monitoring Survey.

### Monitoring Procedure

7.3 It is recognised that the TP needs to remain a living document and will therefore be subject to regular monitoring and review. This means the TP can reflect changing circumstances, and ensure there is a reduction or continuation of low single occupancy vehicle trips. Monitoring the TP will ensure initiatives are being promoted and that resources such as public transport, are in line with demand.

7.4 It is recommended that monitoring surveys are undertaken in close liaison with SDC, as required by the STARSfor scheme. This ensures comparable and standardised survey results. The surveys would be made up of online or paper questionnaires recording such things as 'main mode of travel', 'reason for choice of travel mode', 'place of residence', and 'attitudinal information about measures which are likely to encourage a switch to sustainable alternatives'. The costs of undertaking these surveys would be met by CWSQ 2 Limited.

7.5 Once the surveys have been completed, the TPC would then assess the results against the targets of the TP, to establish whether they have been achieved or not. The TP would then be updated accordingly.

## Review Procedure

- 7.6 The annual review of the TP will be in the form of a Travel Report produced by the TPC. The report will evaluate whether a reduction has been achieved and whether the reduction is in line with the relevant first, third or fifth year targets. The report will also state mitigation measures (if any), which will be implemented should the required targets not be met.
- 7.7 The report will also be distributed to SD and advertised to residents in order to inform them about the progress that has been made towards achieving the targets.

## Mitigation Measures

- 7.8 In the event that the targets are not met, the TPC will implement revised or new initiatives, depending on the year that the targets have not been met. The cost of those updated or new initiatives will be required to be met by CWSQ 2 Limited.
- 7.9 In the event that targets have not been met after the first and third year, the TPC will at first liaise with SDC to identify whether any circumstances outside of the client's control may have led to excessive traffic being identified by the surveys. SDC would then advise either that the survey results should stand unchanged; that the survey results should be altered in some specific way; or that, on that occasion, the results do not constitute a breach of the traffic targets.
- 7.10 If SDC confirm that there were no circumstances outside of the client's control that may have contributed to excessive traffic being identified by the surveys, the TPC will seek to increase the awareness of the TP measures, will offer additional personal travel planning sessions to residents, and will also consider implementing any new measures that have been identified within the monitoring surveys.
- 7.11 In the event that the targets are not met after the fifth year, the TPC will meet SDC to discuss suitable additional measures, to be funded by the client. No additional measures will be taken over and above those outlined above as, at this point, it should be recognised that mode shift away from the private car has reached an effective maximum.

## 8 Summary

- 8.1 Transport Planning Associates has been commissioned by CWSQ 2 Limited to prepare a residential Travel Plan (TP) for the residential development at 11 – 13 High Street, Swanley.
- 8.2 The TP sets out how residents of the development can reduce their reliance on the private car through the promotion and encouragement of public transport use, walking and cycling.
- 8.3 The site is located within reasonable walking distance to bus and rail services. It is also well served by pedestrian and cycle facilities.
- 8.4 The aims of this TP are to mitigate against any potential transport impacts that could result from the residential development and to create a safer, more sustainably driven environment for residents accessing the Site. The TP also seeks to encourage the use of sustainable transport modes to reduce the need for trips to be undertaken to and from the development in a private car.
- 8.5 The TP sets out a number of high level aspirations through the use of specific objectives. These include raising the awareness of sustainable and active modes of travel such as walking and cycling for example.
- 8.6 To ensure that the objectives can be measured, a number of targets have been set that ensure the progress of the TP can be assessed. These targets are SMART, and indicative targets based on 2011 Census travel to work baseline data are set within this document. Finalised baseline data will be obtained and clarified once the residential units are fully occupied.
- 8.7 The responsibility of the measures to be implemented to achieve these targets and to monitor the success of the TP will lie with the Travel Plan Coordinator (TPC). The TPC will be appointed by the client prior to the Site's full occupation, and their contact details provided to Sevenoaks District Council.
- 8.8 An Action Plan is set out within this TP that specifies timeframes for various actions to achieve its objectives, and ensure the upkeep of this live document is appropriately specified so that all stakeholders and parties are aware of the tasks required to be carried out.
- 8.9 Lastly, the TP will be monitored in line with the requirements of the relevant policies and local guidance (including STARSfor). As this is a live document, mitigation measures are also set out should the targets set out by the TP are not be reached.

