



# Travel Plan

*26 Deepdene Road Welling DA16 3QL*

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# 1 Introduction

This Travel Plan is prepared in support of proposal to the application site St Stephen's RC Church 26 Deepdene Road DA16 3QL to change use of part of Church Hall to registered daycare nursery.

In recent times there has been a marked increase in the number of short vehicle journeys undertaken instead of more traditional physical methods for getting children to nursery such as walking or cycling. The reasons for this increase are many; a lack of suitable and reliable public transport and the rising number of working parents who have little time and drop children off on their way to work are among the reasons given.

With growing concerns, both at national and local levels, about the rising incidents of obesity and implications for the health and fitness of individuals, initiatives have been developed in an attempt to combat future problems. The **Travel Plan** project is one such initiative and the proposed nursery, Purple Willows welcomes the chance to make our children healthier individuals.

Formal educational sports activities can make a difference to the fitness levels of our children but so can less structured activities with friends and families. Other studies undertaken in the UK show that walking, cycling or scootering to Nurseries can make a significant contribution to the fitness levels of the children and is a big part of the daily hour of exercise recommended by leading experts to help increase an individual's health.

Children miss out on regular, daily exercise by not walking or cycling to Nursery. The benefits are not only short term, but long term – a healthy lifestyle in childhood will hopefully encourage children to continue on into adulthood with similar attitudes to health and have an effect on the numbers of people who suffer annually from illness and premature death from heart disease, obesity, high blood pressure and bone disorders such as osteoporosis.

Purple Willows is intended to invest in balance Islabikes so that prospective children will have the chance to take dedicated cycling lessons alongside the EYFS curriculum.

## 2. Travel Plan Aims and Objectives

### 2.1 Travel Plan Aim

The primary aim of this **Travel Plan** is to:

'Minimise single occupancy car trips associated with the proposed new nursery, by promoting and encouraging the use of more sustainable alternatives.'

### 2.2 Travel Plan Objectives

The primary objectives of Purple Willows **Travel Plan** are to:

- Reduce the number of car trips made to/from the nursery by parents, staff and visitors
- Increase awareness amongst parents and staff about the health, environmental and safety benefits of more walking and other forms of sustainable and active travel
- Reduce traffic congestion around the Nursery
- Highlight Nursery travel issues and problems and propose practical initiatives to make the journey feel safer and more enjoyable for everyone
- Encourage more walking and cycling to Nursery and improve children's health and fitness through increased walking and cycling
- Encourage a responsible attitude in all members of the Nursery community, towards the safety of themselves and others on the Nursery journey
- Promote safe and considerate driving and parking for those who have to travel by car
- Make staff aware of all the travel modes available to them.

## 2.3 Reasons for Travel Plan

As part of the planning permission for the proposed nursery - **Purple Willows**, several planning conditions and obligations have been set which relate to the implementation and delivery of a **Travel Plan**.

This **Travel Plan** aims to positively influence the travel patterns and behaviours of future children and staff through the encouragement of greater use of active travel, public transport, and other sustainable modes of travel to reduce the numbers of cars accessing the Nursery.

Purple Willows objectives in relation to this **Travel Plan** is to be actively involved in promoting awareness amongst parents and staff about the health, environmental and safety benefits of more walking and other forms of sustainable and active travel.

### The Benefits

For The Children	<ul style="list-style-type: none"><li>• Improving health and fitness by walking to the nursery</li><li>• Improving travel awareness and road user skills</li><li>• Improving awareness of their surroundings</li></ul>
For The Nursery	<ul style="list-style-type: none"><li>• Improving safety around the nursery</li><li>• Reducing congestion around the nursery</li><li>• Establishing safer walking and cycling routes around the nursery</li><li>• Linking to the National Curriculum</li></ul>
For The Parents	<ul style="list-style-type: none"><li>• Reducing stress and time spent driving to nursery, especially when it is congested</li><li>• Increasing quality parent/child contact time</li><li>• Building better links with the nursery</li></ul>
For the Welling Community	<ul style="list-style-type: none"><li>• Improving the local environment by reducing air and noise pollution</li><li>• Reducing congestion problems</li><li>• Improving walking routes</li><li>• Improving Road Safety</li></ul>

## 2.4 Background Information and Description of Nursery

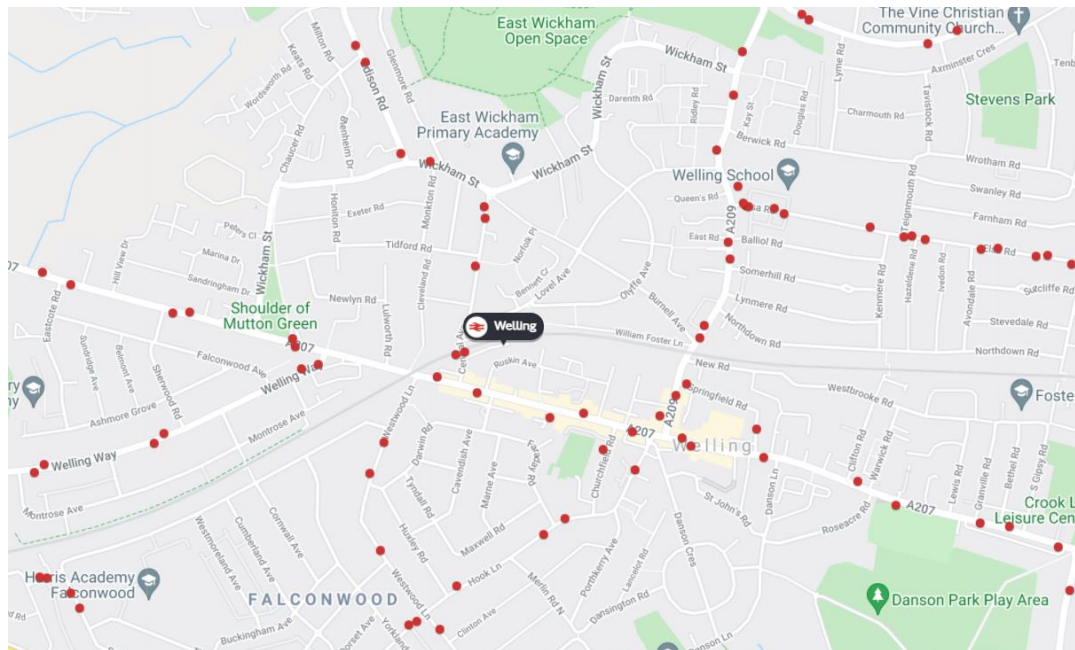


Application Site

- The proposed application is a day nursery and Pre-school and will accommodate up to 40 children at any one time which accords with Ofsted Regulations.
- The hours of operation are proposed to be from 07:30am to 18:30pm Monday to Friday however, it is intended that the nursery is opened half hour earlier and half hour late to enable staff members to set up and/or close (include children of staff cared for on-site) hence, operating hours would be from 7.00am to 7.00pm.
- The proposed nursery site (Appendix 1) is located at St Stephen's RC Church and St Stephen's RC Primary School at the end of Deepdene Road in Welling. The surrounding area is a mix of residential, community and commercial uses. Welling High Street providing several services and amenities is approximately 150 yards from the premises.
- The Nursery's primary catchment area is very local being surrounded by a school, a church, residential area, community and commercial as well. Most of the children will come from Welling and Blackfen. The towns are close to each other and so mainly children live within a distance that could be walked. There are however a few children who may travel in from outside the town from the

neighbouring area such as Bexleyheath, Falconwood, Plumstead or Shooters Hill.

- In terms of travel facilities, the development is in a highly sustainable and accessible location and benefit from good public transport network for those seeking other means of transport with several bus routes and public transport services within an acceptable walk distance of the site.
- Buses with route 89, 96, 486, B15, B16, 51, 624, 625 and 658 provide services within an acceptable walk distance of the site.
- The closest railway station is Welling station which is located just 0.6km from the development site. The station provides services operated by South-eastern.



*Public transport services within an acceptable walk distance of the site*

- The nursery will benefit from secured entry access points. There will be approximately 25 to 30 car parking spaces within the site boundary as well as provision of cycle racks.
- Provision will also be made for parents to park on site at drop off or collection of the children so this does not impact high way traffic.

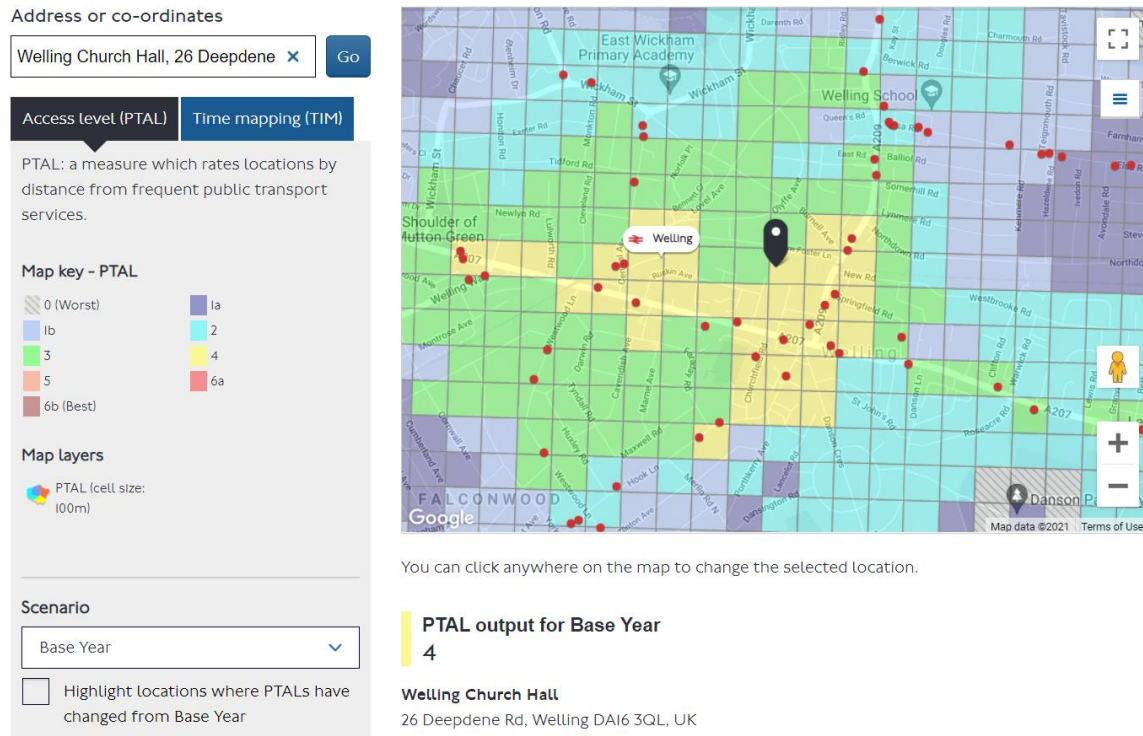
There is also a public car park at Westwood Lane which is only a few minutes' walk from the site.

- Conditions in terms of children walking to the Nursery are very good. St Joseph RC Primary School is within the development environment with many parents and pupils walking to and from the school.
- The proposed nursery will ensure that information regarding the public transport to the Nursery is available to parent/guardian and they are encouraged to use these services.
- On-site noticeboards will be made available and will display public transport, walking and cycling information including maps to increase awareness.
- Currently there appears to be no traffic problems currently experienced by the proposed setting. However, when the nursery becomes operational, parents input would be essential and the nursery will encourage their input to suggest any solutions to overcome any difficulties.
- The nursery will have the facility to accommodate SEN children on roll when becomes operational and will keep and maintain the existing disability facility available on site. In terms of children using a wheelchair, the proposed development plan has made provision for that. The setting will also have a good surroundings facility for this and the footways on Deepdene Road and nearby roads are adequate. This causes no problems for the children and makes it possible for them to travel to nursery by other means other than car.
- To promote and encourage walking to the setting, provision of a buggy and scooter store on site will be made available.



## 2.5 PTAL Assessment

The TfL Planning Information Database website has been used to evaluate the PTAL rating for the proposed site location. PTAL Assessment Public Transport Accessibility Levels (PTALs) are a detailed and accurate measure of the accessibility of a point to the public transport network.



In the current situation, It has been calculated that the proposed development site lies within an area with a PTAL rating of 4 which classifies the site as having a 'Good' level of public transport accessibility in London terms.

The calculation results in a single value, the PTAL rating, which is categorised in 6 levels; 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. Levels 1 and 6 have been further divided into 2 sublevels to provide greater clarity. PTAL Description 1a (Low) Very Poor 1b Very Poor 2 Poor 3 Moderate 4 Good 5 Very Good 6a Excellent 6b (High) Excellent

## 3 Travel Plan Management

### 3.1 Nursery Travel Plan Co-ordinator

The **Travel Plan Co-ordinator** shall mean a permanent member of staff with the appropriate skills, budgetary provision, and resources to fulfil the role.

The **Travel Plan Co-ordinator** will be made responsible for developing and implementing the **Travel Plan** and collecting data at the Nursery. They will lead on this initiative and act as the correspondent between the local authority of Bexley and the Nursery. He/she will ensure ongoing development and implementation of the **Travel Plan**, taking responsibility for liaison with external agencies as appropriate, whilst ensuring that the staff, parents and visitors are kept fully informed of any new developments in the Plan's implementation.

The duties of the **Travel Plan Co-ordinator** will include:

- Undertake annual **Parents** and **Travel Surveys** over five consecutive years and supply evidence of this to the London Borough of Bexley upon re.
- Take responsibility for data collection and review of the **Travel Plan**
- Oversee the development and implementation of the **Travel Plan** on a day-to-day basis
- Obtain and maintain commitment and support from senior staff, etc
- Design and implement effective marketing and awareness-raising campaigns to promote the **Travel Plan**
- Set up, co-ordinate and attend relevant Working Groups, etc
- Act as a point of contact for all staff and parents requiring information
- Ensure the travel information available is always up to date
- Liaise with external organisations, e.g. Bexley local authority
- Co-ordinate the monitoring programme for the **Travel Plan**, including target nursery (in agreement with Bexley Council) and make necessary changes if the targets are not being met
- In line with recognitions and accreditation, the Nursery is keen to be part of Modeshift STARS and will expect the **Travel Plan Co-ordinator** to upload **Travel Plan** content to the Modeshift STARS website, enabling efficient online monitoring and review; and progress through the measures and/or actions to meet associated criteria for Accreditation at Bronze, Silver and Gold levels

## 4 Nursery Travel Patterns

### 4.1 Staff & Parents Surveys

Purple Willows **Travel Plan** would be regularly monitored in terms of staff travel to and from the Nursery in an effort to reduce single occupancy car trips, as staff can contribute to a substantial proportion of the cars accessing the Nursery site. The nursery will provide a survey and analysis toolkit for staff, which will help to obtain base line travel data and monitor/assess modal shift.

In conjunction with this, the nursery will implement incentive schemes for staff travelling to work by other means than cars. The scheme will involve discounted bus tickets, cycle to work, and car share.

Periodically, the Nursery will also send a questionnaire out to parents to survey the reasons why they choose the transport methods they choose and what problems they encounter on their journeys and any suggestions of possible measures to help overcome these problems.

## 5 Travel Plan Targets

### 5.1 Action Plan

The success of the **Travel Plan** will be measured against the number of children (and/or staff) making single occupancy vehicular trips, and the level of modal-shift from single vehicular use to sustainable modes such as walking, cycling, scooting, car sharing and public transport.

Data recently obtained for staff and parents travel at the proposed site sister nursey in Sidcup and Belvedere indicate the following staff and parent travel modal splits:

Staff Travel Mode (19 Staff) Table 1

Staff travel mode	Purple Willows Belvedere
Car driver	26%
Car Share	0%
Walk	52%
Cycle	0%
Public Transport	22%

Staff Travel Mode (16 Staff) Table 2

Staff travel mode	Purple Willows Sidcup
Car driver	43%
Car Share	25%
Walk	0%
Cycle	0%
Public Transport	32%

Parent Travel Mode (Out of a sample size of 92 parents) Table 3

Parents travel mode	Purple Willows Belvedere
Car driver	42%
Walk	38%
Cycle	0%
Public Transport	20%

Parent Travel Mode (Out of a sample size of 80 parents) Table 4

Parents travel mode	Purple Willows Sidcup
Car driver	60%
Walk	25%
Cycle	0%
Public Transport	15%

The proposed nursery will conduct a similar travel survey within 6 months of opening of the new nursery and thereafter annually. The building is in a highly sustainable and accessible location and because of these benefits it is anticipated that there will be a high reduction of staff car trips and parent car trips to the proposed.

These objectives can be drawn from the findings at Purple Willows Belvedere which have revealed that 52% of the staff live around the setting and making use of other mode of travel rather than car. The same applies to parents with 38% walking to the setting.

The nursery proposed to set a reasonable target of reduction of staff car trips and parent car trips to the site, and an increase in staff walking whilst encouraging cycling trips over the next 12 months from opening. The proposed site will maintain a target of other mode of travelling, whilst reducing the overall journey to the site by car.

Table 5 Proposed 5 Years Travel Plan Projection

Parents Travel mode	Year 1	Year 2	Year 3	Year 4	Year 5
Car driver	40%	39%	38%	37%	36%
Walk	40%	41%	42%	43%	44%
Cycle	0%	0%	0%	0%	0%
Public Transport	20%	20%	20%	20%	20%

Staff Travel mode	Year 1	Year 2	Year 3	Year 4	Year 5
Car driver	28%	26%	24%	22%	20%
Car Share	0%	2%	2%	2%	4%
Walk	50%	50%	50%	52%	52%
Cycle	2%	2%	4%	4%	4%
Public Transport	20%	20%	20%	20%	20%

It is accepted that it is not possible to set out accurate targets far into the future nonetheless; it should be acknowledged that as the results of on-going monitoring become available these targets or objectives will change overtime.

Further to this, action plans would be designed to meet targets. Objectives and Targets would be set out detailing the implementation date, resources required and who is responsible for each one. The action plan will be revised each time the **Travel Plan** is reviewed, using results from the Travel Surveys to update the targets and actions as required.

## 6 Monitoring and Review

The Nursery will monitor the implementation and success of the **Travel Plan**, by ensuring that measures are promoted, and the relevant data is captured. This will be done by ensuring surveys are carried out in line with the timescales. Sample of Parents and Staff survey is at appendix 2 and 3. Upon completion of the relevant data collection, modal-shift targets will be agreed, and **Action Plans** revised.

### 6.1 Staff Travel Surveys

A **Staff Travel Survey** will be undertaken on an annual basis, at the same point in the Nursery year, in order to monitor travel habits and demands.

However, baseline survey will be carried out within 3 to 6 months of first occupation and thereafter annually. The results of these can shape further measures within the action Plan to engender sustainable travel within the whole Nursery community.

### 6.2 Parent Questionnaire

Parents' and guardians' views and ideas on the transport choices and opportunities available to their children provide an important asset to the **Travel Plan**. These would be collected and detailed on an annual basis, by ways and in formats best suited to the Nursery's situation. Baseline survey will also be carried out within 3 to 6 months of first occupation at the application site and thereafter annually.

### 6.3 Reporting

When the nursery become operational, this **Travel Plan** will become a living document at the heart of the setting which will be entered into the Modeshift STARS free-to-use online framework, allowing both the Nursery to review the information, data, issues, and actions, amending where necessary to develop and evolve with the Nursery. Additions can be made to the Plan at any time, with the **Annual Travel Plan Review** taking place in the same term each academic year.

On an annual basis Purple Willows **will** commit to:

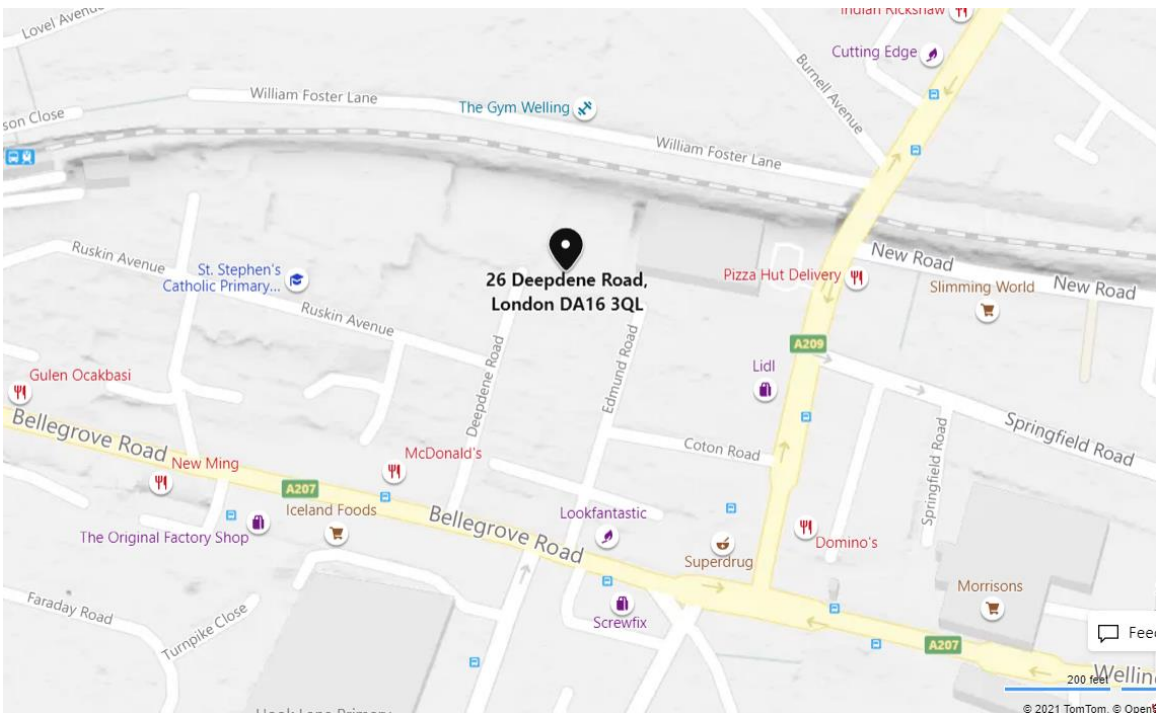
- Carry out travel survey(s) to enable comparison with previous years. The first survey will be conducted within 3 to 6 months of first occupation or opening of the nursery and thereafter annually.
- Review the issues affecting travel to and from Nursery, discussing possible solutions
- Review and update our **Action Plan**
- Revise the targets and actions in our **Action Plan** (annually)
- Work with the London borough of Bexley for support and advice.

The **Travel Plan** will be reviewed and revised accordingly to take account of any new developments in education or transport provision.

## 7 Summary

Purple Willows **has** agreed to these **Travel Plan** arrangements, which demonstrate the importance of the environmental, health, economic and social benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. Purple Willows is committed to developing this programme with the support of Bexley Council.

Appendix 1





## Appendix 2 Parent Travel Survey



### Parent Travel Survey

Purple Willows 26 Deepdene Road Welling DA16 3QL

We would appreciate it if you would take the time to fill this travel survey in. It is to fulfil the needs of Purple Willows Travel Plan which will look to improve the health and well being of the nursery children and staff population.

\* 1. What age year group is your child

3 months - 1 year

1 year - 2 years

2 years - 3 years

3 years - 4 years

4 years - 5 years

\* 2. What is your home post code?

\* 3. How long is your trip to Nursery?

Less than 1km

Between 1 and 3km

Between 3 and 5km

Between 5 and 10km

More than 10km

\* 4. How long does it take you to get to the nursery?

0-15 minutes

15-30 minutes

30-45 minutes

45-60 minutes

60-90 minutes

Over 90 minutes

\* 5. How does your child normally travel to the nursery? If there is more than one travel mode then please only put the mode that makes up the majority of their trip.

- |   |                                |
|---|--------------------------------|
| <input type="checkbox"/> Car                    | <input type="checkbox"/> Cycle |
| <input type="checkbox"/> Car Share              | <input type="checkbox"/> Walk  |
| <input type="checkbox"/> Rail                   | <input type="checkbox"/> Taxi  |
| <input type="checkbox"/> Bus                    |                                |
| <input type="checkbox"/> Other (please specify) |                                |

\* 6. Would you/your child consider traveling to the nursery by using a different travel mode?

- Yes  
 No

7. If yes, what mode of transport would you like to use?

- |   |                                |
|---|--------------------------------|
| <input type="checkbox"/> Car                    | <input type="checkbox"/> Cycle |
| <input type="checkbox"/> Car Share              | <input type="checkbox"/> Walk  |
| <input type="checkbox"/> Rail                   | <input type="checkbox"/> Taxi  |
| <input type="checkbox"/> Bus                    |                                |
| <input type="checkbox"/> Other (please specify) |                                |

8. Why do you use the mode of transport you use at the moment?

- |   |   |
|---|---|
| <input type="checkbox"/> Cheapest                 | <input type="checkbox"/> Reliability        |
| <input type="checkbox"/> Environmentally-friendly | <input type="checkbox"/> Convenience        |
| <input type="checkbox"/> Lack of alternative      | <input type="checkbox"/> Time Savings       |
| <input type="checkbox"/> Less stressful           | <input type="checkbox"/> Poor Accessibility |
| <input type="checkbox"/> Habit                    | <input type="checkbox"/> Health Reasons     |
| <input type="checkbox"/> Personal Safety          |   |
| <input type="checkbox"/> Other (please specify)   |   |

9. What would make walking a more attractive travel option for you/your child?

- Improved Pavements
- Improved Street Lighting
- Safer Road Crossings
- Other (please specify)
- Others to Walk With
- Road Safety Training

10. What would make cycling a more attractive travel option for you/your child?

- More Cycle Lanes
- Improved Street Lighting
- Improved Street Lighting
- Other (please specify)
- Safer Cycle Routes
- Provision of Cycle Storage
- Bikeability Training

11. What would make car sharing a more attractive travel option for you/your child?

- A Reward Scheme
- Sharing with someone who lives near you
- Sharing with a friend
- Other (please specify)

12. Have you received Purple Willows green travel guide?

- Yes
- No

13. Are there any factors or needs which affect your choice of mode of transport for the journey to/ from Nursery?

- Yes
- No
- Other (please specify)

## Appendix 3 Staff Travel Survey



### Staff travel survey

Purple Willows 26 Deepdene Road Welling DA16 3QL

This travel to work survey has been devised to determine the travel habits of employees at Purple Willows Day Nursery. The survey will help to develop a comprehensive workplace sustainable travel programme.

1. About you (Please Select)

- Male  
 Female

2. Are you? (Please Tick)

- Under 18  
 18-24  
 25-34  
 35-44  
 45-54  
 55-64  
 65+

3. Please complete in the space below, your postcode

4. What time do you usually arrive in the nursery?

- Between 07:00 - 07:30  
 Between 07:30 - 08:00  
 Between 08:00 - 08:30  
 Between 08:30 - 09:00  
 Between 09:30 - 09:30  
 Between 09:30 - 10:00  
 Between 10:00 - 10:30  
 Between 10:30 - 11:00  
 Between 11:00 - 11:30  
 Between 11:30 - 12:00  
 After 12pm

5. What days of the week do you work? Please tick the days that apply to you

- Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday

6. Which transport mode do you use most often to get to and from work? Please tick all that apply.

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Single occupancy car use | <input type="checkbox"/> Cycle     |
| <input type="checkbox"/> Car with passenger       | <input type="checkbox"/> Walk      |
| <input type="checkbox"/> Car as passenger         | <input type="checkbox"/> Motorbike |
| <input type="checkbox"/> Rail                     | <input type="checkbox"/> Taxi      |
| <input type="checkbox"/> Bus                      |                                    |
| <input type="checkbox"/> Other (please specify)   |                                    |

7. What is your main reason for choosing that mode?

- |   |  |
|---|--|
| <input type="checkbox"/> Cheapest                 | <input type="checkbox"/> Habit             |
| <input type="checkbox"/> Quickest                 | <input type="checkbox"/> Personal Safety   |
| <input type="checkbox"/> Environmentally-friendly | <input type="checkbox"/> Other commitments |
| <input type="checkbox"/> Lack of alternative      | <input type="checkbox"/> Reliability       |
| <input type="checkbox"/> Less stressful           |  |
| <input type="checkbox"/> Other (please specify)   |  |

8. How far do you travel to work?

- |   |  |
|---|--|
| <input type="radio"/> Less than 1km     | <input type="radio"/> Between 5 and 10km |
| <input type="radio"/> Between 1 and 3km | <input type="radio"/> More than 10km     |
| <input type="radio"/> Between 3 and 5km |  |

9. How long does it take you to get to work?

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| <input type="radio"/> 0-15 minutes  | <input type="radio"/> 45-60 minutes   |
| <input type="radio"/> 15-30 minutes | <input type="radio"/> 60-90 minutes   |
| <input type="radio"/> 30-45 minutes | <input type="radio"/> Over 90 minutes |

10. Which of the following would you consider?

- |                                    |                                  |
|------------------------------------|----------------------------------|
| <input type="checkbox"/> Bus       | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Train     | <input type="checkbox"/> Cycling |
| <input type="checkbox"/> Car Share |                                  |

11. Choose one of the options that you think would encourage you to use this mode of transport on some of your journeys?

- Increased Frequency
- Better operating hours
- Improved Cleanliness
- Reduced costs
- Other (please specify)
- Reliability
- Parking options at Rail and bus stations
- Safety improvements
- Incentive Schemes

12. If you use your car to get to and from work on a regular basis what would encourage you to NOT use the car on some journeys?

- Better public transport information
- Discounted travel
- Cycle to work Schemes
- Bike Buddy Schemes
- Other (please specify)
- Bike User Group
- Cost Savings Outlined
- Good quality shower and locker facilities
- Nothing

13. Are you aware of the Purple Willows mode of travel incentive scheme?

- Yes
- No

14. Are there any factors or needs which affect your choice of mode of transport for the journey to/ from work?

- Yes
- No
- Other (please specify)