



**Barwood Development Securities Ltd**

**Pheasant Oak Farm, Balsall Common**

**Framework Travel Plan**

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Project Code: 05655

**PJA**  
Park Point  
17 High Street  
Longbridge  
B31 2UQ  
UK  
[pja.co.uk](http://pja.co.uk)





## Version Control and Approval

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## I Introduction

### I.1 Overview

1.1.1 PJA has been appointed by Barwood Developments to prepare a Travel Plan (TP) to accompany an outline planning application for residential development on land at Pheasant Oak Farm, Balsall Common.

1.1.2 The development will comprise:

*“up to 250 homes, including 40% affordable) with vehicular access off Waste Lane; demolition of existing buildings/structures; associated landscaping and new public open spaces; community growing area/orchard; and enhancements to Millennium Way through the Site”.*

1.1.3 This Framework Travel Plan (FTP) has been prepared in accordance with ‘Travel Plans, Transport Assessment and Statements in decision taking’ guidance published by Department for Transport.

1.1.4 This FTP forms the basis of a detailed Travel Plan, which will be prepared for the proposed development prior to initial occupation. The detailed Travel Plan should be consistent with the information set out within this FTP.

### I.2 Travel Plan Purpose

1.2.1 This FTP sets out the various travel-related measures and strategies that will be implemented to encourage users of the site to consider the use of sustainable travel modes. The key objectives of the FTP are to:

- Provide a strategy for the development to encourage sustainable travel to the site whilst reducing single occupancy car use;
- Reduce the traffic generated by the development compared to that which would be generated without the implementation of the FTP;
- Promote healthy lifestyles, sustainable communities and raise awareness about the benefits of utilising sustainable travel opportunities; and
- Build upon good urban design principles that promote the permeability of the development, encouraging walking and cycling as the first choice for local trips.

1.2.2 Taking into consideration the nature of the proposed development and trip making patterns, it is considered that there is potential to primarily influence the travel behaviours of residents.

### I.3 Report Structure

1.3.1 The remainder of this report is structured as follows:





- **Section 2:** Policy Guidance;
- **Section 3:** Baseline Transport Conditions;
- **Section 4:** Development Proposals;
- **Section 5:** Travel Plan Management and Coordination;
- **Section 6:** Travel Plan Measures and Initiatives;
- **Section 7:** Targets, Review and Monitoring; and
- **Section 8:** Action Plan.



## 2 Policy Guidance

### 2.1 Overview

2.1.1 This chapter sets out the policy context in relation to the site at a national, regional, and local level. The summary at the end of the chapter demonstrates how the development accords with these policies.

### 2.2 National Policy

#### National Planning Policy Framework (NPPF) 2021

2.2.1 The National Planning Policy Framework (NPPF) was updated in July 2021 and sets out the Government's wider planning policies. The presumption in favour of sustainable development remains at its core.

2.2.2 Policies aimed at promoting sustainable development are covered within section 9, paragraphs 104 to 113 of the NPPF. Paragraph 104 states that:

*"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*

- a *the potential impacts of development on transport networks can be addressed;*
- b *opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c *opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d *the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e *patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*

2.2.3 Paragraph 105 states:

*"The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making."*



2.2.4 Paragraph 111 states:

*"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."*

2.2.5 Paragraph 113 states:

*"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."*

### **Planning Practice Guidance 2014 (PPG 2014)**

2.2.6 PPG 2014 provides information on:

- When a Travel Plan is required;
- How the need for and scope of a Travel Plan is established;
- What information should be included in Travel Plans; and
- How Travel Plans can be monitored.

2.2.7 PPG 2014 states that:

*"Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met."*

*Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area."*

2.2.8 They should evaluate and consider:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services.



2.2.9 With regard to monitoring, PPG 2014 states that:

*“The length of time over which monitoring will occur, and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.”*

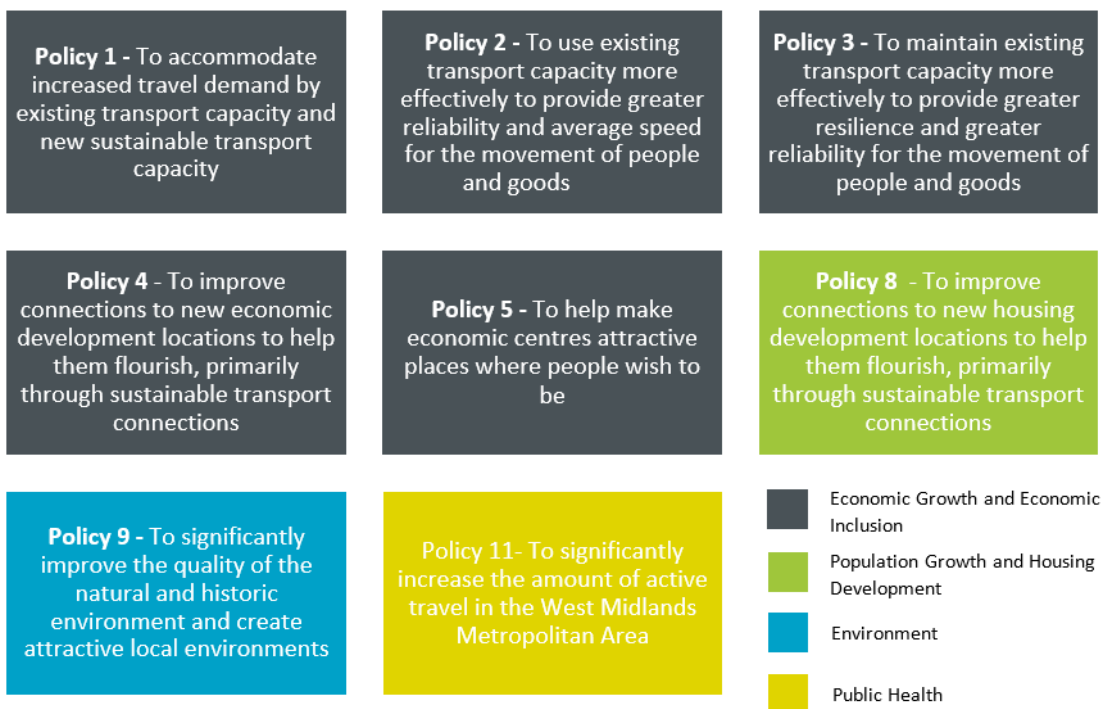
2.2.10 Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.

## 2.3 Regional Policy

### Movement for Growth: The West Midlands Strategic Transport Plan (2015)

2.3.1 This document provides a transport strategy for the wider West Midlands Metropolitan Area, and forms the current Local Transport Plan for the region. It sets out the long-term approach to guide improvements in the region over a 20-year period.

2.3.2 There are nine objectives for the Strategic Transport Plan, which are supported by 15 transport policies. Those of relevance to the proposed development are set out below:





### **West Midlands Local Transport Plan Green Paper (2021)**

- 2.3.3 The West Midlands Combined Authority (WMCA) are currently preparing a new Local Transport Plan (LTP) for the seven metropolitan boroughs of the West Midlands. This Green Paper has been published to enable discussion around a new LTP, and enables WMCA to engage with people, businesses, and other key stakeholders across the region.
- 2.3.4 The Green Paper identifies five Motives for Change to frame the challenges of transport and its involvement with inclusive growth. These motives are as follows:
- 1 **Sustaining economic success** – delivering transformative benefits to the economy by maximising the benefit of existing infrastructure, minimising external costs of transport, levelling up mobility for those without car access, ensuring that transport supports investment in places across the West Midlands;
  - 2 **Creating a fairer society** – more equitable access to transport services and information, reducing negative impacts of pollution and rebalancing mobility to support those who are currently marginalised;
  - 3 **Supporting local communities and places** – increasing access to local opportunities, safe streets, sustainable local connections and supporting changes to land use through “20-minute neighbourhoods”;
  - 4 **Becoming more active** – reducing the number of inactive residents in the West Midlands, making region safer and more convenient for walking to sustain healthier habits; and
  - 5 **Tacking the climate emergency** – reducing carbon emissions through favouring ultra-low emission vehicles and behavioural shifts to more sustainable uses of transport.

### **WM2041: WMCA Climate Action Plan Green Paper**

- 2.3.5 This document, prepared by West Midlands Combined Authority (WMCA) sets out a range of actions to address the climate crisis with inclusivity, prosperity, and fairness at the fore. As a Green Paper, it is not policy, but rather sets out a series of proposals for further iteration and discussion.
- 2.3.6 Central to addressing the climate crisis, the Green Paper sets out a range of example actions for five, five to fifteen and the last five years. Relevant example actions are as follows:
- Changing economy without leaving anyone behind:
    - Expanding low emission places in line with upgrades to transport network (first 5 years);
    - Review Movement for Growth to ensure availability of credible, sustainable public transport and balance delivery of goods with the need to create safe spaces for people to walk and cycle (first 5 years);
    - Expand ‘Mobility Credits’ vehicle scrappage scheme to the whole region (5 – 15 years)



- The sale of petrol and diesel vehicles is banned by 2040, in line with national targets (last 5 years);
- Use industrial past to create zero carbon future;
  - Provision of new metro lines and Sprint bus rapid transit routes (first 5 years);
  - Reallocate highway space to walking, cycling and mass transit (first 5 years);
  - Reallocate parking spaces to car sharing and electric vehicles (first 5 years);
  - Provide fewer parking spaces in new developments , particularly in city centres where public transport access is greatest (first 5 years).

## 2.4 Local Policy

### Solihull Local Plan

2.4.1 The Solihull Local Plan was adopted in December 2013 and sets out the long term spatial strategy for Solihull borough over the 2011 to 2028 period.

2.4.2 Within the Local Plan Balsall Common is identified as a key area for the provision of development to meet the Boroughs local housing needs and identified a longstanding bypass improvement line at Balsall Common.

2.4.3 However, paragraph 9.3.17 states that:

*“ It is apparent however that the focus of transport investment has shifted significantly since initial consideration of the bypass lines. Given the impact of the current economic climate, and the drive to reduce greenhouse gas emissions, it is considered no longer appropriate to deliver large scale, costly transport improvements in the form of new roads. Transport policy is now focused more towards the management of travel demands, encouraging a shift away from car use and towards public transport, walking and cycling.”*

2.4.4 It is also noted that the:

*“principal purpose of the three bypass improvement lines would be to remove traffic from Knowle, Hockley Heath and Balsall Common centres; and it is therefore conceivable that the implementation of such bypass lines could be detrimental to the vitality and viability of the centres. In the light of the national commitment to sustainable economic growth, measures to increase footfall in centres and to manage the various different needs of a centre in a cohesive way that encourages its sense of place, would be more appropriate.*

### Solihull Local Plan Review

2.4.5 The adopted Solihull Local Plan is currently under review. In May 2021 SMBC submitted a draft Local Plan to the Secretary of State for examination.



2.4.6 Within this Local Plan, the proposed development site is allocated under Policy BC4 for 200 residential dwellings. It forms one of six draft allocations within Balsall Common, as follows. These are illustrated in Figure 1 below.

- BC1 – Barratts Farm – 875 dwellings
- BC2 – Frog Lane – 110 dwellings
- BC3 – Windmill Lane/Kenilworth Road – 120 dwellings
- BC4 – Pheasant Oak Farm – 200 dwellings
- BC5 – Trevallion Stud – 230 dwellings
- BC6 – Lavender Hall Farm – 80 dwellings

### **Berkswell Parish Neighbourhood Development Plan**

The Berkswell Parish Neighbourhood Development Plan was adopted in July 2019, and will be used by the Local Planning Authority to help determine applications in the Neighbourhood Area.

2.4.7 The vision for the Berkswell Parish NDP is:

*“...that Berkswell Parish is and will remain a pleasant and safe place in which to live and bring up families; it will continue to be a supportive and inclusive society; it will remain distinct from the neighbouring conurbations by protecting the rural environment within the Meriden gap but have good transport links and modern and enhanced communications.*

*The many historic features that emphasise and enhance the rural character of Berkswell, whether in the countryside or built environment, will be conserved and new development will be designed to be sensitive to our local heritage, character and distinctiveness.”*

2.4.8 Paragraph 4.4 notes that:

*“The development of these strategic sites would have a significant impact on the character and setting of Berkswell parish, and in particular the built-up and undeveloped areas around Balsall Common. The NDP has a potential role in setting out criteria for new housing in terms of design, size, affordability etc to ensure developments respond positively to the local context and provide the types of housing that will meet local needs.”*

2.4.9 Paragraph 4.7 states that:

*“Overall, there is a need to ensure that the new development is integrated into the existing built form to provide sustainable extensions to the existing settlement of Balsall Common and to help ensure new residential communities can access local services and facilities and take part in community life.”*

2.4.10 Paragraph 4.8 states that:



- 2.4.11 *“Berkswell is an area of high car ownership (see Section 10) so accessible pedestrian and cycle linkages should be provided linking to existing routes to reduce reliance on the private car and associated increased pressures on the local rural road network.”*

## **2.5 Summary**

- 2.5.1 The development proposals, and this report, have been prepared with specific regard to the policy direction on a national, regional, and local level.
- 2.5.2 On a national level, this document seeks to demonstrate that the proposals comply with the NPPF by exploring opportunities for use of sustainable travel modes, to minimise the requirement for residents to travel by private car.



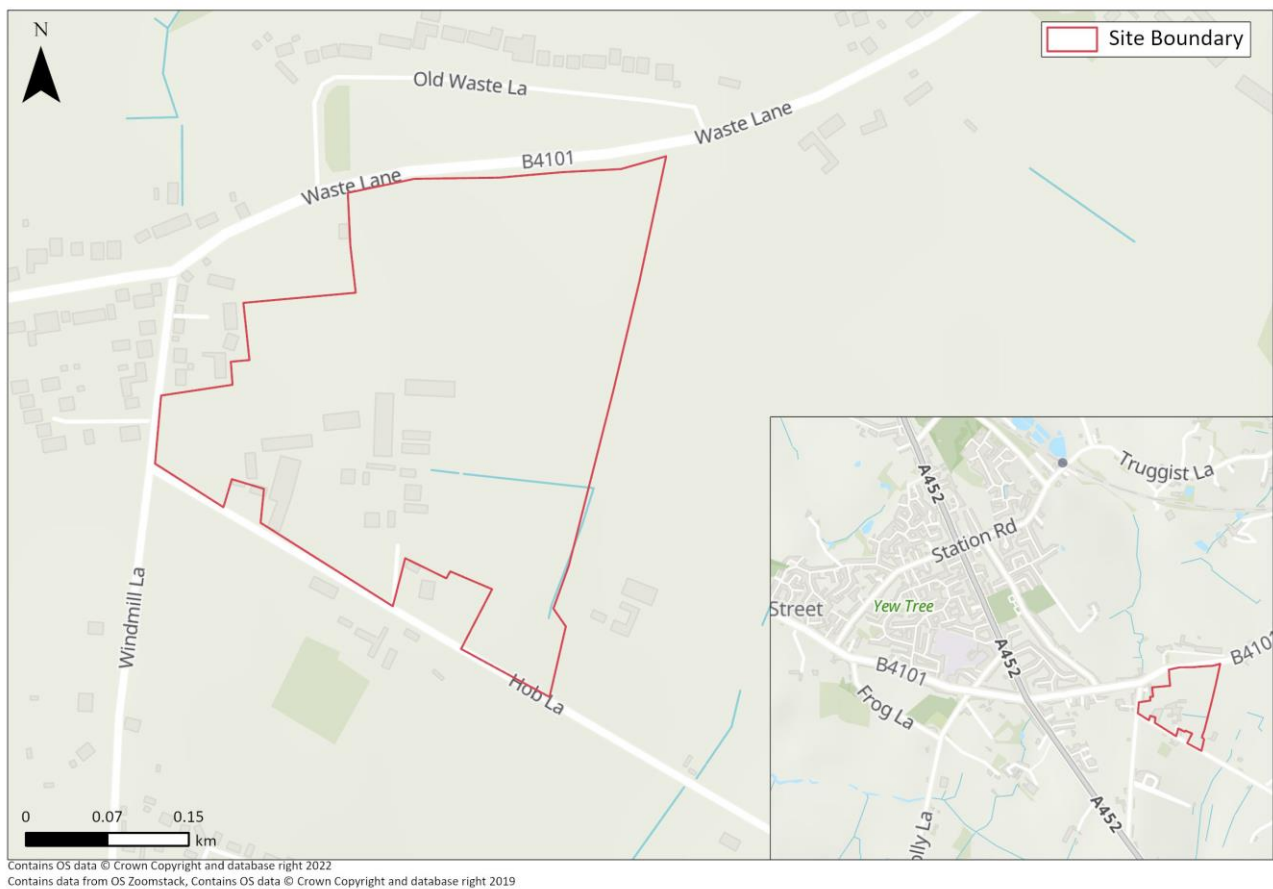


### 3 Baseline Conditions

#### 3.1 Site Location

3.1.1 The site is located approximately 1.5km to the southeast of Balsall Common village centre, and is bound by Waste Lane to the north, Windmill Lane to the west, Hob Lane to the south and greenfield land to the east.

Figure 1: Site Location



#### 3.2 Local Highway Network

##### Waste Lane

3.2.1 Waste Lane is a single carriageway road, approximately 6m in width, which runs in an east to west alignment. Waste Lane in the vicinity of the site is subject to a 40mph speed limit, reducing to 30mph at the westernmost corner of the site (adjacent to the Old Waste Lane/Waste Lane junction).

##### Windmill Lane



3.2.2 Windmill Lane is a single carriageway road, approximately 5.5m in width, which runs in a north to south alignment. Windmill Lane meets Waste Lane to the north, Hob Lane approximately 185m to the south, and the A452 approximately 750m further to the south. Windmill Lane is subject to a 40mph speed limit in the vicinity of the A452, reducing to 30mph approximately 150m north of the A452 junction. The remainder of Windmill Lane is subject to a 30mph speed limit.

### **Hob Lane**

3.2.3 Hob Lane is a single carriageway road, approximately 5.5m in width, which runs in an east to west alignment. Hob Lane is subject to a national speed limit, and meets Windmill Lane to the west.

## **3.3 Access by Sustainable Modes**

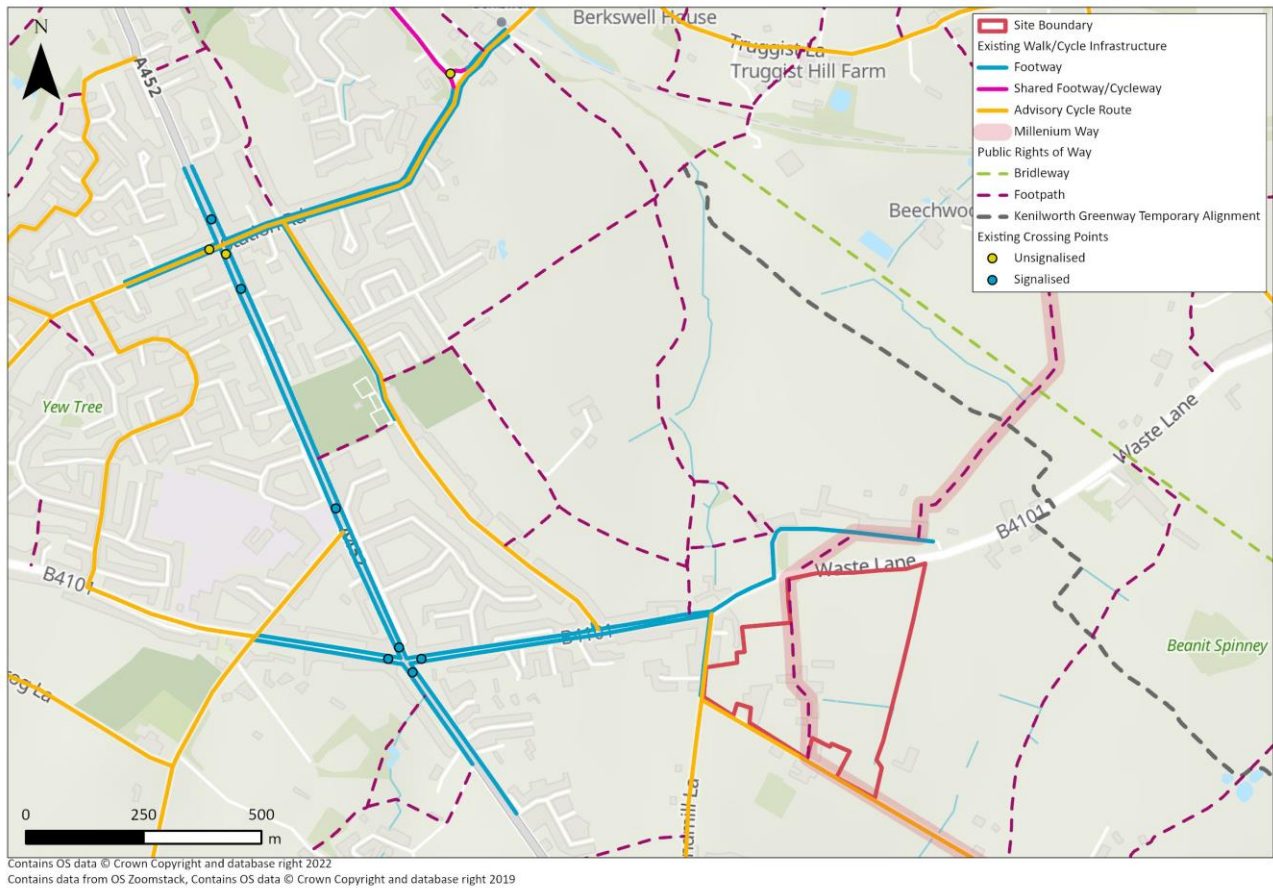
### **Walking and Cycling**

3.3.1 There is a comprehensive network of walking and cycling routes in the vicinity of the site. These are summarised below and illustrated in Figure 3-1.

- There is a single footway (approx. 1.5-2m in width) on the northern edge of Waste Lane up to westernmost junction with Old Waste Lane.
- There is a single footway (approx. 1.5-2m in width) on the western edge of Windmill Lane between Waste Lane and Hob Lane.
- There are footways (approx. 1.5-2m in width) on both sides of Kelsey Road and the A452 which continue to Balsall Common centre.
- Meeting House Lane, Windmill Lane and Hob Lane are advisory cycle routes within the Solihull Cycle Map.
- There are a series of Public Rights of Way (PROW) in the vicinity of the site, the most notable as follows:
  - Footpath between Hob Lane and Waste Lane through the centre of the site;
  - Footpaths from Waste Lane to Kenilworth Greenway via Old Waste Lane; and
  - Footpath from Old Waste Lane and Kelsey Lane through the Barratts Farm site allocation to Berkswell Station and Meeting House Lane.
  - Bridleway comprising the Kenilworth Greenway, a dedicated active travel link, runs approximately 500m to the east of the site.



**Figure 3-1: Pedestrian and Cycle Infrastructure**



## Public Transport

### Bus

- 3.3.2 The closest bus stops to the site are located on Kelsey Lane and Waste Lane. These stops are approximately 300m and 400m respectively from the centre of the site as the crow flies.
- 3.3.3 The stops on Waste Lane and the westbound Kelsey Lane stop comprise a flag and pole arrangement. The eastbound Kelsey Lane stop has an additional sheltered waiting facility. Services from these stops are summarised in Table 3-1 below.



**Table 3-1: Bus Services Summary**

Service	Stop Location	Operator	Route	Frequency	Day of Operation
87	Waste Lane	Stagecoach Midlands	Coventry to Solihull	1 per hour	Mon-Sat
87A	Waste Lane	Stagecoach Midlands	Coventry to Solihull	4-5 per day (AM + PM peak only serving Jaguar Land Rover)	Mon-Fri

**Figure 3-2: Bus Stop Locations**



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### *Rail Services*

3.3.4 The closest station, Berkswell, is located 1.3km to the north of the site. The walk/cycle route to the station from an access on Waste Lane is 2.1km, equivalent to 25 minutes. Services from the station are summarised in Table 3-2 below.



**Table 3-2: Rail Services Summary**

Route	Operator	Peak Frequency
Northampton via Coventry	West Midlands Trains	2 per hour
Birmingham New Street via Birmingham International	West Midlands Trains	2 per hour
London Euston via Northampton	West Midlands Trains	1 every other hour

3.3.5 Berkswell station has sheltered cycle parking stands with space for eight cycles on the station platform. The station also has 82 car parking spaces (with 5 accessible spaces) which are free of charge for railway users.

### 3.4 Accessibility to Local Amenities

3.4.1 Guidance provided by the Institution of Highways and Transportation (IHT) in their publication ‘Guidelines for Providing for Journeys on Foot’ (2000) suggests that in terms of commuting, walking to school and recreational journeys; walk distances of up to 2km can be considered as a preferred

3.4.2 maximum, with ‘desirable’ and ‘acceptable’ distances being 500m and 1km respectively. It should however be noted that journeys of a longer length are often undertaken.

3.4.3 For non-commuter journeys, the Guidance suggests that walk distances of up to 1-2km can be considered as a preferred maximum, with the ‘desirable’ and ‘acceptable’ distances being 400m and 800m respectively. Again, it should be noted that journeys of a longer length are often undertaken.

**Table 3-3: Walk Distance and Time Thresholds**

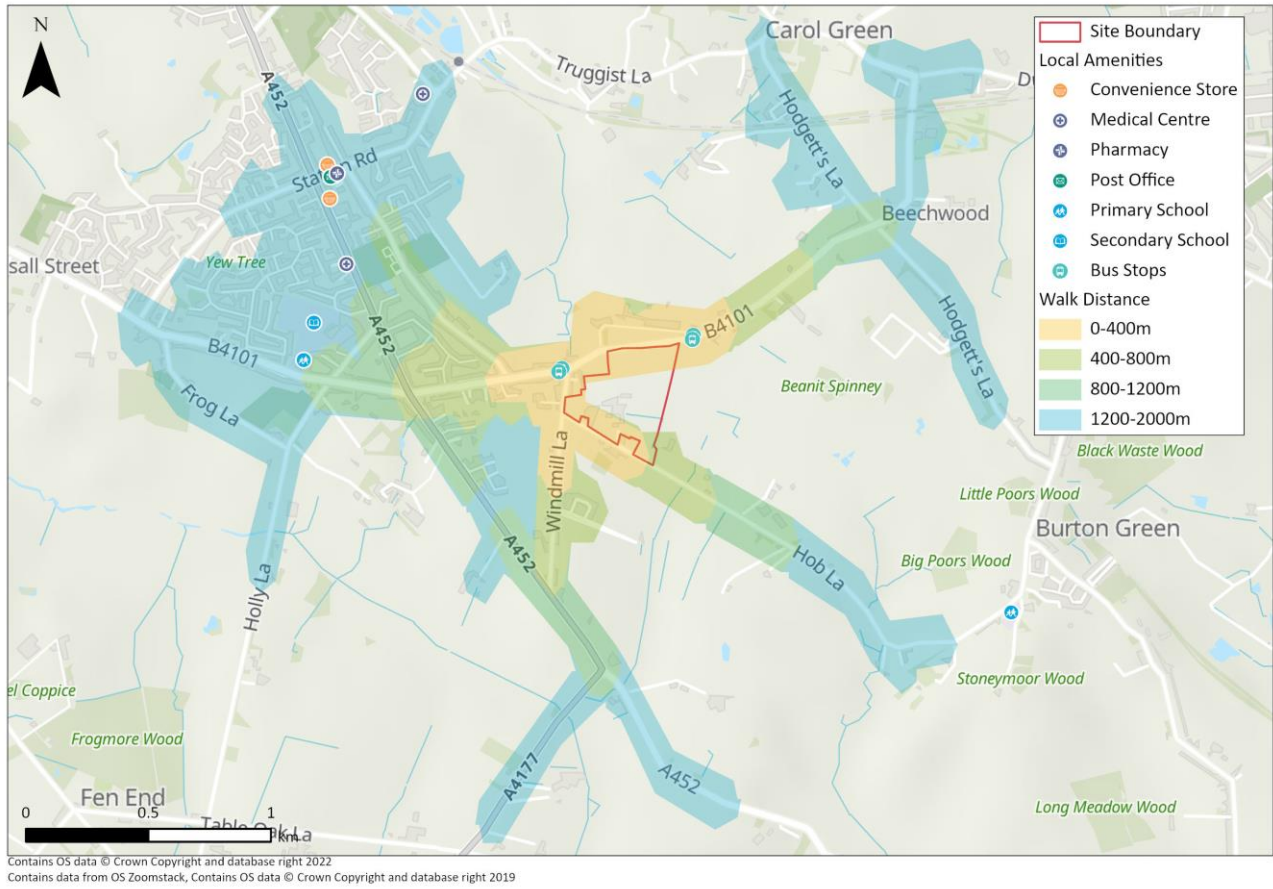
IHT Standard	Distance (m)		Walk Time (mins)	
	Commuting, Walking to School and Recreation	Other, non-commuter journeys	Commuting, Walking to School and Recreation	Other, non-commuter journeys
Desirable	500	400	6	5
Acceptable	1000	800	12	10
Preferred Maximum	2000	1200	25	15

3.4.4 There are a number of local facilities within walking/cycling distance of the site, providing a wide range of services for everyday needs. Taking account of IHT walk journey times and distance thresholds, a summary of journey times from the approximate centre of the site is presented in Table 3.





**Figure 3-3: Walking Isochrones**



**Table 3-4: Local Amenities**

Local Amenity	Amenity Type	Walk Distance	Within IHT Standards
Barratts Green Primary School (TBC)	Primary School	0.5	Desirable
Balsall Common Primary School	Primary School	1.3	Preferred Maximum
Burton Green C of E Academy	Primary School	2.5	-
Heart of England School	Secondary School	1.2	Preferred Maximum
Cooperative Food	Convenience Store	1.7	-
Tesco Express	Convenience Store	1.6	-
One Stop	Convenience Store	1.6	-
Balsall Common Post Office	Post Office	1.6	-
The Medical Advisory Centre	Medical Centre	1.4	-
Balsall Common Medical Centre	Medical Centre	2.0	-
Balsall Common Pharmacy	Pharmacy	1.6	-



## 4 Development Proposals

### 4.1 Development Quantum

- 4.1.1 This Travel Plan accompanies an outline planning application for the development of up to 250 dwellings, including 40% affordable with vehicular access off Waste Lane; demolition of existing buildings/structures; associated landscaping and new public open spaces; community growing area/orchard; and enhancements to Millennium Way through the Site, on land at Pheasant Oak Farm.
- 4.1.2 Further detail regarding the development proposals is provided within the Transport Assessment accompanying the application.

### 4.2 Access Strategy

#### Vehicle Access

- 4.2.1 Vehicle access will be provided via a new priority junction on Waste Lane. The junction will be 6m in width and achieves visibility splays of 2.4x90m.
- 4.2.2 In order to support the single point of access, it is proposed that an additional pedestrian/cycle/emergency access is provided on Windmill Lane, approximately 70m to the north of the Windmill Lane/Hob Lane junction. The access will be a minimum of 3.75m in width and will comprise a vehicle crossover facility.

#### Pedestrian and Cycle Access

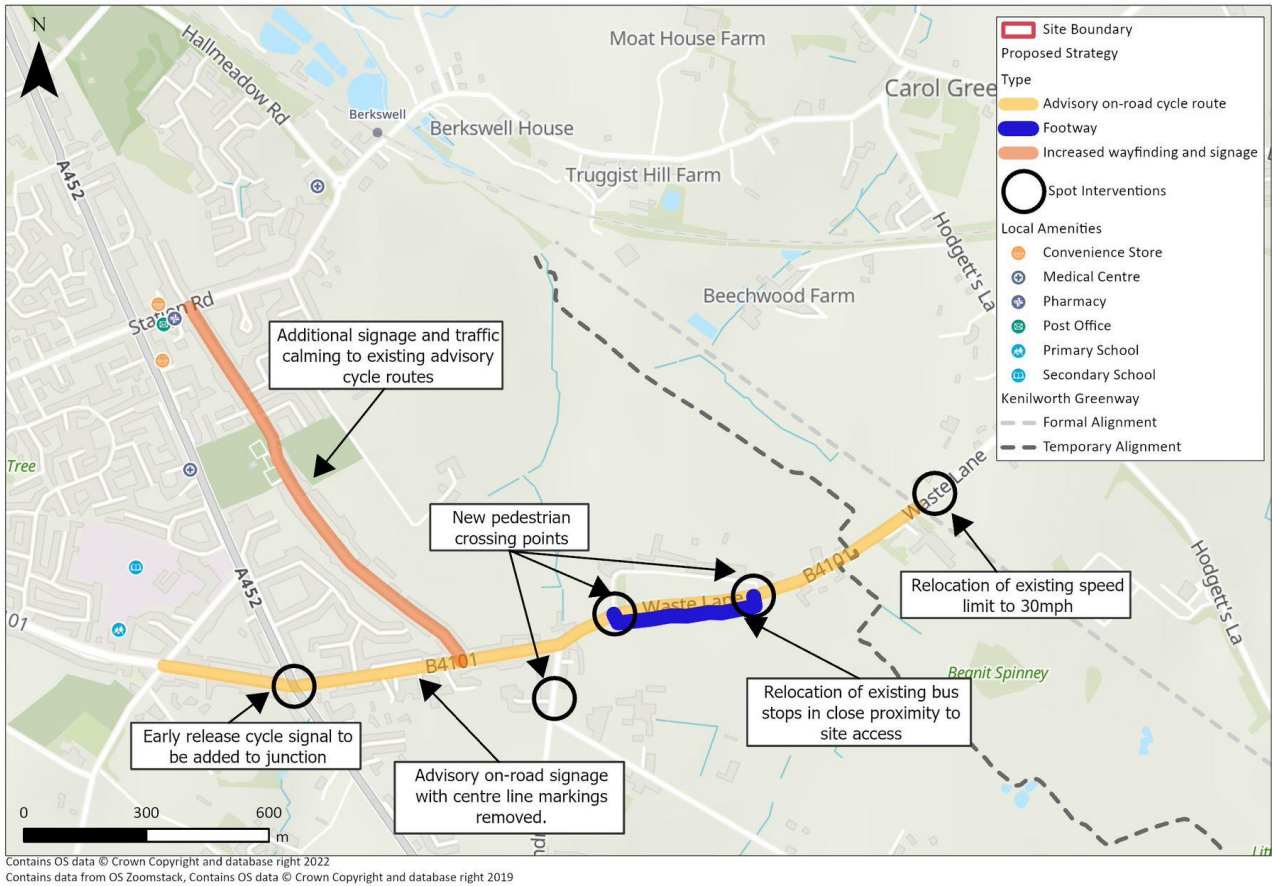
- 4.2.3 Pedestrian and cycle access will be provided via Waste Lane and Windmill Lane, as follows:
- (1) A 2m footway within the site in an east to west alignment. This will connect onto Waste Lane at the eastern and western extents of the site with dropped kerb crossing points;
  - (2) A pedestrian/cycle/emergency access onto Windmill Lane with a dropped kerb crossing point connecting between the site and existing footway infrastructure on Windmill Lane.

### 4.3 Integrated Transport Strategy

- 4.3.1 An integrated transport strategy has been developed to support travel by sustainable modes to/from the development. The strategy is summarised in Figure 4-1, and more details are provided in the Transport Assessment.



**Figure 4-1: Proposed Active Travel Strategy**







## 5 Travel Plan Management and Coordination

### 5.1 Management Structure

5.1.1 As part of the FTP, a Travel Plan Coordinator (TPC) will be appointed for the residential development. The developer would be responsible for appointing a TPC prior to occupation of the site, who would have full responsibility for implementing the agreed elements of the Travel Plan.

### 5.2 Roles and Responsibilities

5.2.1 The TPC will be responsible for the delivery of the Travel Plan for the site. The TPC will ensure the actions within the FTP/TP are implemented and that the targets are met. The main responsibilities would be:

- To produce the residents welcome pack and disseminate to new residents;
- A point of contact to give travel advice to site users e.g. residents, visitors;
- Promote national / local travel awareness weeks to site users for example Bike Week;
- Monitoring the effectiveness of the Travel Plan and adjusting where necessary;
- Be the key contact with authorities and transport operators for the site;
- Undertake annual reviews and monitoring of the Travel Plan, assessing progress towards agreed modal share targets.

### 5.3 Timescales and Liaison

5.3.1 The TPC will be appointed prior to occupation, and will hold the role for five years. The TPC's work hours may vary from week to week, as necessary, to implement the FTP/TP successfully. The work carried out by the TPC will either be on site, through a virtual portal, or a combination of both.

5.3.2 When appointed, the contact details of the TPC including a postal address, telephone number and email address will be supplied to SMBC at the earliest possible date. In event of a change in TPC, the details will be updated.

5.3.3 The TPC will regularly liaise with SMBC to ensure the TP is being implemented effectively.



## 6 Travel Plan Measures and Initiatives

### 6.1 Travel Plan Measures

6.1.1 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:

- Physical Measures
- Walking / Cycling Initiatives;
- Public Transport Initiatives;
- Car Sharing Initiatives;
- Marketing and Promotion of the TP measures; and
- Smartphone Apps.

6.1.2 The majority of measures will aim to promote existing sustainable travel facilities in the area (walking, cycling and public transport); however, car sharing will also be promoted where appropriate. Indicative measures to promote and encourage each form of sustainable travel mode are outlined in more detail below.

### 6.2 Physical Infrastructure

6.2.1 As part of the development, a series of physical infrastructure improvements are proposed (subject to discussion with SMBC). These include:

- Relocation of existing bus stops on Waste Lane to the western extent of the site;
- Provision of dropped kerb crossing points on Waste Lane and Windmill Lane;
- Provision of a 2m footway between the eastern and western extents of the site in parallel with Waste Lane;
- Removal of centre line markings and resurfacing with informal buffer area to encourage slow vehicle speeds, between the Old Waste Lane/Waste Lane (E) junction and the Kenilworth Greenway;
- Relocation of speed limit change to west of the Kenilworth Greenway, and new gateway feature in the vicinity of the existing toucan crossing to encourage slow vehicle speeds for vehicles travelling into Balsall Common. The extent of Waste Lane between the site and Greenway would therefore be subject to a 30mph speed limit;
- Provision of an early release cycle signal and associated marking at Kelsey Lane/A452/Alder Lane junction; and
- Additional wayfinding, signage and traffic calming measures on Meeting House Lane.



6.2.2 The provision of this infrastructure will enhance the existing pedestrian/cycle environment, making travelling on foot or by cycle more attractive to residents. It will also improve the accessibility of public transport opportunities, increasing the likelihood for residents to travel by sustainable modes.

### **6.3 Walking / Cycling Initiatives**

6.3.1 The measures outlined below will be implemented to promote and encourage all users of the site to travel on foot or by bike for local trips:

- Local maps showing walking and cycling routes and journey times to key local facilities and public transport infrastructure to be disseminated through the Welcome Pack.
- Information on local and national walking and cycling events, such as Walk to Work Week, disseminated through the Welcome Pack.
- Website links to national websites (such as Sustrans) to be disseminated through the Welcome Pack.
- Information on the economic, social, environmental and health benefits of walking and cycling, disseminated through the Welcome Pack.
- Information on local Bicycle User Groups (BUG) disseminated through the Welcome Pack.
- Negotiation with local cycle shops to secure discounts for residents.

### **6.4 Public Transport Initiatives**

6.4.1 The measures outlined below will be implemented to promote and encourage all users of the site to use public transport:

- Links to journey planning websites e.g. Traveline, disseminated through the Welcome Pack.
- Bus/Rail route maps, timetables and fare information disseminated through the Welcome Pack.
- Information on the benefits of public transport use disseminated through the Welcome Pack.

### **6.5 Car Sharing Initiatives**

6.5.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For site users with common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work, school and/or recreational activities. The measures listed below will be implemented to promote car sharing at the site:

- Distribute information on free to use public car sharing schemes such as Share-a-Lift (<https://share-a-lift.co.uk/>).



- Information about what car sharing is and its benefits will be disseminated through the Welcome Pack.
- Information on car sharing events such as Liftshare week (<https://liftshare.com/uk/liftshare-week>) will be disseminated through the Welcome Pack.

## **6.6 Measures to Reduce the Need to Travel**

6.6.1 Encouraging home working, where appropriate, can be effective in reducing traffic and facilitating the achievement of sustainable travel objectives. The measures outlined below are to be implemented to facilitate and encourage residents of the proposed development to work from home:

- Infrastructure to facilitate broadband access and subsequent home working will be provided;
- Information on what home working is and its potential benefits will be disseminated through the Welcome Pack.

## **6.7 Marketing and Promotion**

6.7.1 To ensure that car use is minimised in and around the site, it is important to make all site users aware of the alternatives available to them. Information provision and publicity is therefore an important part of the Travel Plan. The following channels of information dissemination are proposed:

### **Welcome Packs**

6.7.2 A Welcome Pack will be prepared by the TPC for new residents upon moving in.

6.7.3 This pack will give details of travel options in an informative and appealing format, using maps and text. The content of this information pack will likely include:

- Walking and cycle maps to show routes in relation to nearby amenities;
- Information on the health benefits of walking and cycling;
- Site specific public transport information, with timetables included;
- Information on lift share car share schemes;
- Information about the Travel Plan and other services supporting sustainable travel;
- Contact details for the TPC and other contacts for travel information; and
- Baseline travel survey to be completed and returned to the TPC.

### **Personalised Travel Planning**

6.7.4 The TPC will also offer a personalised travel planning service to all site users with sustainable travel queries. This will be marketed to residents in the Welcome Packs and then at regular



intervals through newsletters and posters to ensure that all residents are aware of the service available to them.

## 6.8 Smartphone Apps

6.8.1 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.



## 7 Targets and Monitoring

### 7.1 Targets

7.1.1 Targets are used to monitor whether the FTP is meeting its objectives. These targets should be '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.

7.1.2 Whilst the exact mode shift targets will be established following the initial baseline surveys, as established during scoping discussions, an initial mode shift target of 10% away from single occupancy car use is considered suitable. Specific targets for all modes will be provided within the detailed Travel Plan. These will be identified by the TPC and agreed with SMBC.

### 7.2 Consultation Methodology

#### Consultation with Residents

7.2.1 It is recommended that consultation with residents who will be occupying the site, is undertaken in two stages. The first stage will take place though working closely with the developers and sales / marketing team at the site and the second throughout the development and operation of the site.

7.2.2 Residents will receive a Welcome Travel Pack as soon as they move into the development. The Welcome Travel Pack will introduce the concept of a Travel Plan, the associated benefits and how they can get involved.

7.2.3 The second stage of consultation commences as the site becomes occupied. This will form part of the monitoring process and will involve distributing Baseline travel surveys to all residents. Providing an incentive to complete it, such as a free prize draw, will help sustain interest and result in higher return rates.

7.2.4 These consultation methods will be used as monitoring tools and a means of establishing any gaps in the transport services. They provide scope to demonstrate the successes and problems, strengths and weaknesses, associated with the Travel Plan, and provide an opportunity to highlight any initiatives which could be implemented.



7.2.5 Throughout the consultation process, it is vital to obtain the following information regarding residents' travel behaviour and attitudes:

- Specific details on all frequent journeys made, including the location, origin, destination, distance travelled, time travelled, and mode of transport used etc.;
- Reasons why the current modes are used, including health, environmental, time, financial, and comfort etc.;
- Willingness to use alternative modes;
- Incentives to use more sustainable modes; and
- Any transport related issues residents wish to raise.

### **Monitoring Methodology**

7.2.6 The success of the Travel Plan will be measured using data collected during monitoring. Baseline surveys will be undertaken within three months of site occupation, and repeated a year later then annually for at least a period of 5 years post build-out of the site.

7.2.7 The results of the monitoring will be reported to SMBC within two months of the monitoring surveys.





## 8 Action Plans

8.1.1 The measures outlined in this FTP have been organised into an action plan, clearly identifying the timescales for each measure and the party responsible.

**Table 8-1: Action Plan for Residential Travel Plan Measures**

Action	Target Date	Method of Monitoring	Responsibility	Method of Publicity
<b>Management</b>				
Appointment of TPC	Prior to occupation	N/A	Developer	N/A
Production of Welcome Pack	Prior to occupation	N/A	Developer	N/A
<b>Marketing, Promotion and Awareness</b>				
Distribution of Welcome Pack (via the Sales Office team)	On occupation	N/A	TPC via the Sales Office team	N/A
Marketing regime to include promotion of public transport and cycling & walking (static information and annual travel events)	On occupation and ongoing	N/A	TPC	Via social media and emails/newsletters Posting to any relevant social media channels
Personalised travel planning	Ongoing	Number of requests	TPC	Welcome Pack & Marketing Regime
<b>Measures to Promote Public Transport</b>				
Links to journey planning websites	On occupation	Public transport mode share change	TPC	Welcome Pack & Marketing Regime
Provision of public transport information (benefits, frequency, bus stops, train stations, information on fares and discounts)	On occupation	Public transport mode share change	TPC	
<b>Measures to Promote Walking and Cycling</b>				
Negotiate with local cycle shops to try and secure discounts for residents of the development	Within six months of first occupation	Take up of any initiatives	TPC	Marketing regime
Provision of information on the health benefits of walking and cycling	On occupation	Walking/cycling mode share percentage change	TPC	Welcome Pack
Provision of information on local footways and cycle routes	On occupation	Walking/cycling mode share percentage change	TPC	
Promotion of annual events (Bike to Work Week etc)	Ongoing	N/A	TPC	Marketing Regime
Website links to national websites (such as Sustrans) to be disseminated through the Welcome Pack.	On occupation	Walking/cycling mode share percentage change	TPC	Welcome Pack
Information on local Bicycle User Groups	On occupation	Cycling mode share change	TPC	Welcome Pack



(BUG) disseminated through the Welcome Pack.				
<b>Measures to Reduce Car Use</b>				
Promotion of Staffordshire's Share-a-Lift scheme	On occupation	Car sharing mode share percentage change and single occupancy car mode share percentage reduction	TPC	Welcome Pack
Information on what car sharing is and its benefits	On occupation	N/A	TPC	
Information on car sharing events such as Liftshare Week	On occupation	N/A	TPC	
Information on the benefits of home working (and home deliveries, entertainment and education)	On occupation	N/A	TPC	
<b>Monitoring Strategy</b>				
Baseline Monitoring Survey	Within 3 months of occupation	N/A	TPC	Marketing regime / by post or email as required
Baseline Monitoring Results Report	Submitted to SMBC within 2 months of completion of the baseline survey	Submission to SMBC	TPC	Marketing regime
Annual Monitoring Survey	Annually for a period of five years after full occupation	N/A	TPC	Marketing regime / by post or email as required
Annual Monitoring Results Report	Submitted to SMBC within 2 months of completion of each survey	Submission to SMBC	TPC	Marketing regime