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RESIDENTIAL AND COMMERCIAL DESIGN CONSULTANTS

miller homes

**Miller Homes Limited
Victoria Road West, Hebburn**

Travel Plan

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1 Introduction

1.1 INTRODUCTION

A Travel Plan is a package of practical measures aimed at addressing the transport needs of the occupiers of a development. To do this well, a successful Travel Plan needs to offer users of the development, whether they are employees, residents, suppliers or visitors a choice of travel modes to and from the development site or premises. Moreover, the adoption of a Travel Plan by an organisation or group indicates a commitment, by them, to deliver sustainable access. Travel Plans can be used to address the transport needs of all types of new development and fall into one or more of the following broad categories:

- Workplace Travel Plans;
- School Travel Plans;
- Residential Travel Plans; and
- Visitor Travel Management Plans.

Although a Travel Plan is established as a result of an initial impetus (often in conjunction with a planning application) it needs to be considered as a constantly developing document. It, therefore, needs to be flexible and dynamic enough to take account of the evolving requirements and circumstances of the development to which it applies.

This Travel Plan relates to residential development in Hebburn, by Miller Homes Limited and it identifies the measures to be put in place to support the residents who will live in the new homes.

1.2 BACKGROUND

There is a body of national guidance on travel planning and Regional Agencies and Local Authorities often set out guidance or develop a Supplementary Planning Document (SPD) as part of their Local Development Framework (LDF) process. In this case South Tyneside Council's (STC) Supplementary Planning Document 7 provides that guidance.

Plans for the development have been submitted to STC as Planning Authority. In accordance with national planning guidance and Local Plan policy these applications have been supported by a Transport Assessment (and this Travel Plan document).

1.3 PROPOSED DEVELOPMENT

The proposal is to redevelop an employment site off Victoria Road, Hebburn for housing. The site covers some ten hectares and includes the former buildings, parking areas and green space. It is currently vacant and all of the redundant buildings have been demolished.

The new site for three hundred and thirty-four homes is, therefore, in an accessible location close to a range of employment, education and leisure facilities offered by the South Tyneside area.

The homes will be laid out off a principal loop with two points of access from Victoria Road West. The western kerb of Victoria Road will be realigned to ensure that visibility provision is adequate at these junctions and provision will be included for pedestrians. An existing link to the site from Parkside will be closed.

The changes to the road at the access will be carried out under agreement with the Local Highway Authority. This will include any required changes to signage and lining within Victoria Road West.

The proposed streets within the development will be laid out to current best practice for local streets. The straighter sections of internal street are of such length as to discourage excessive speeds. All streets could be encompassed by the 20mph zone should this prove desirable. It is the intention to offer the new roads for adoption.

1.4 TRAVEL PLAN STATEMENT STRUCTURE

Following this introductory section:

- **Section 2** details the policy context within which the residential Travel Plan (TP) has been developed;
- **Section 3** sets out the objectives of the TP and the benefits that could be derived from the TPS being in place;
- **Section 4** considers the overall accessibility of the site and provides details of the existing provision for sustainable travel in the vicinity of it;
- **Section 5** details and measures that will be implemented by the developer and the initiatives promoted to the occupiers;
- **Section 6** outlines the monitoring and review process;
- **Section 7** outlines the marketing activities that will be undertaken;
- **Section 8** provides a summary of the TP.

2 Policy

2.1 INTRODUCTION

Travel plans are an integral part of the Government's policy for the creation of sustainable communities at the national, regional and local level. Travel Plans are key elements of national transport planning and housing policies as well as regional and local policies. This section details the policy context within which the Travel Plan (TP) has been developed.

Planning policy with respect to transport and land-use planning seeks to support the promotion of accessibility by all travel modes. The proposed development has, therefore, to be viewed in the context of national and local government planning policies, guidelines and strategies. A number of pertinent documents that relate specifically to travel plans in the context of the wider planning policy agenda are summarised below.

2.2 NATIONAL POLICY

2.2.1 *The National Planning Policy Framework*

The National Planning Policy Framework (NPPF) was published in March 2012. This document sets out the Government's planning policies for England and how these are expected to be applied. This replaces a large number of PPSs and PPGs.

The Ministerial Forward states that "the purpose of planning is to help achieve sustainable development."

It further defines sustainable as meaning "ensuring that better lives for ourselves don't mean worse lives for future generations" and states that "development means growth"; proposing that "we must accommodate the new ways by which we will earn our living in a competitive world."

Planning Policy 'Promoting Sustainable Transport'

Paragraphs 29 to 41 (inclusive) of the NPPF states (precised in part):

"Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

"Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport.

"Local authorities should work with neighbouring authorities and transport providers to develop strategies for the provision of viable infrastructure necessary to support sustainable development.

"All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment.

"Plans and decisions should take account of whether:

- *the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
- *safe and suitable access to the site can be achieved for all people; and*
- *improvements can be undertaken within the transport network that, cost effectively, limit the significant impacts of the development.*

“Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe (para 32).

“Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.

“Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- *accommodate the efficient delivery of goods and supplies; give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.*

“A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

“If setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- *the accessibility of the development;*
- *the type, mix and use of development;*
- *the availability of and opportunities for public transport;*
- *local car ownership levels; and*
- *the overall need to reduce the use of high-emission vehicles.*

2.2.2 The Smarter Choices Agenda

Transport White Paper ‘The Future of Transport’ was published by the Department for Transport (DfT) in July 2004). The guidance aims to facilitate smarter individual travel choices, by encouraging the provision of realistic alternatives to the private car.

A further document, ‘*Smarter Choices: Changing the Way We Travel*’ (DfT) was published alongside the 2004 white paper. This illustrates the significant impact of a number of specific initiatives, including personalised travel planning and effective marketing of public transport information. The document recognises that better use of public transport can help reduce congestion and tackle social exclusion. Furthermore, it describes a long term aspiration to increase walking and cycling in order to reduce car use, improve air quality and increase levels of physical activity.

2.2.3 Transport 2010 – The Ten Year Plan

Annex 2 of the Department for Transport’s ‘Transport 2010 – The Ten Year Plan’ (DETR 2000) outlines objectives to reduce the impact of transport on the environment, and sets targets to reduce road congestion and increase the use of rail, bus and light rail. Travel plans will help to deliver these objectives.

2.2.4 The 1998 White Paper

The adoption of travel plans was an important element of the Government’s Integrated Transport Strategy, which was first outlined in the 1998 Transport White Paper, ‘*A New Deal for Transport: Better for Everyone*’. The White Paper referred to travel plans and identified their promotion as one of the six key objectives for Local Transport Plans. The principal objective of the Paper was to deliver a holistic approach to tackling problems of congestion and pollution, promoting transport choice, and reducing car dependency.

2.3 NATIONAL GUIDANCE

National guidance on travel plans is currently set out in the Department for Transport 2009 publication '*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*',

National guidance, specifically on travel plans for residential areas, was set out in the Department for Transport 2005 publication '*Good Practice Guidelines: Making Residential Travel Plans Work*,

In the case of residential developments with a large number of individuals and groups occupying homes on the site the guidance recommends that Residential Travel Plans are, "*site specific – the detailed choices of measures will be partly determined by the opportunities and constraints offered by the site, for example, the location of existing public transport routes, health facilities and workplaces in the immediate area. They are therefore unique to the site and not a standard combination of measures*". They should, however, "*provide a holistic package in which individual measures are integrated into the design, marketing and occupation of the site rather than 'retrofitted' once the development is established. The measures should aim to achieve more sustainable travel patterns from the outset, rather than cutting car use incrementally once residents are in occupation*". The guidance goes on to recommend that the measures used in Residential Travel Plans should, '*capitalise on any potential synergies with successful local initiatives and partnerships – for example, an authority that is already engaged in a large scale project offering travel advice to individual households will be well placed to extend this service to the new development (with a contribution towards any additional costs from the developer)*.'" It, also, recommends that, "*where appropriate, residential travel plans can include provision or promotion of other types of travel plan – for example, where there is an office or school within the mixed use site there may be arrangements for these organisations to submit individual workplace/ school travel plans linked to an umbrella travel plan for the predominant use*".

National guidance on the assessment of travel plans is set out in the Department for Transport 2002 publication '*Guidance on the Assessment of Travel Plans*',

This guidance sets out an approach to the assessment of Residential Travel Plans. Some of the recommendations within it are, however, superseded by later documents (above).

2.4 LOCAL POLICY

South Tyneside Council has prepared a number of strategic plans that help create sustainable communities in terms of improved access to transport links, better connectivity between boroughs and main destinations as well as increased business and jobs.

The South Tyneside Local Development Framework (LDF) is the current local plan that consists of a number of action plans, strategies and proposals that will help create sustainable communities within the vicinity of South Tyneside area. The LDF document is split into a number of policies and standards each focussing on a different area, e.g. parking, sustainable construction and development, and highways. Those that are of significance are summarised below.

South Tyneside Vision 2011-2031 lists a number of improvements and measures of how sustainable, accessible and active communities will be created. The document is focussed on the following:

- Stable and independent families
- Healthier people
- Increased business and jobs
- Better housing and neighbourhoods

Hebburn, where the proposed Victoria Road development is located, is also included within the local council's plans to improve accessibility and local facilities within the area.

This is highlighted in the Hebburn Town Centre Area Action Plan which sets out the following goals:

- Improve local shopping and leisure facilities
- Improve access between the neighbourhoods and the town centre
- Improve and promote sustainable modes of travel

SPD6 Parking Standards provide guidance and best practices on parking provision that is well integrated and creates a permeable environment for pedestrians, cyclists and motorists. The document looks closely at these key areas:

- Residential and non-residential parking provision
- Local and national standards that help achieve sustainable parking provision
- Vehicle and cycle parking facilities

Development Management Policy DM1 provides key guidance on sustainable development of highways in residential and non-residential areas; the fundamental points highlighted in the policy are as follows:

- Well-designed streets, public spaces and squares with natural surveillance
- Highway capacity and links to main destinations
- Safe routes to local destinations

South Tyneside Urban Design Framework provides key principles of best practice to sustainable urban developments and sets out the implementation steps of the design policy and guidance. The framework covers Hebburn area in more detail defining the key areas of improvement:

- Permeability within the area
- Develop new housing
- Build environmentally friendly communities

LTP3: The Third Local Transport Plan for Tyne and Wear provides a long-term strategy for the area that aims to achieve a fully integrated transport network that will provide a sustainable movement of people and goods, and create pedestrian and cycle friendly communities. The document is focused on sustainable transport provision and smarter travel choices that are reliable and easily accessible for everyone.

As mentioned above, South Tyneside Council's (STC) Supplementary Planning Document 7 provides guidance on the application of Travel Plans.

2.5 MILLER HOMES LIMITED

The developer, Miller Homes Limited launched its sustainability strategy, [A Better Place](#), in 2013. This defines a vision for becoming a more sustainable business and sets out in detail objectives for achieving this up to 2020.

The strategy is based on 21 economic, social and environmental actions all relating to one of four aspects – product, processes, people and partners.

The offer of Travel Planning for the occupants of the new homes sits well with Miller Homes' strategy. Travel Planning is offered to residents in a number of its developments.

2.6 SUMMARY

National and local planning policy has a clear agenda to manage demand on the strategic and local road networks respectively. It does this by setting out guiding principles and details. The proposed development has been designed and considered in the light of these policies and guidance.

3 Objectives

3.1 INTRODUCTION

The Travel Plan (TP) is a document which will evolve over time to best suit the needs of the occupants of the development and to address any issues that may arise over the life of the plan. Thus it should be noted that, while the objectives described below are currently applicable, it is important that they are continually reconsidered and amended as necessary.

3.2 OBJECTIVES

The objectives of the TP are site and use specific whilst reflecting best practice. The Objective of introducing a TP can be summarised as follows:

3.2.1 *Overarching Objective*

- To reduce the environmental impact of transport to and from the site through the promotion of sustainable travel patterns.

3.2.2 *Sub-Objectives*

- To reduce the overall need to travel;
- To reduce the number and length of car trips generated by the residential development while supporting more sustainable forms of travel;
- To minimise single occupancy car use by residents by providing realistic alternatives;
- To provide a safe walking and cycle pedestrian friendly environment within the development, which is linked effectively to the existing external pedestrian/cycle network and
- To provide residents and visitors with up to date information on the facilities and options available to them to allow them to make informed travel choices.

The objectives of the TP are, necessarily, reflected in the package of initiatives to encourage sustainable travel.

3.3 BENEFITS DERIVED FROM IMPLEMENTING A TRAVEL PLAN

The TP will bring a number of benefits to residents and the wider local community. The benefits of implementing a residential travel plan can be summarised as follows:

- **The final occupying residents** can benefit from improved health associated with walking or cycling to work together with the potential for cost and/ or time savings and reduction in stress, both in terms of travelling to work and then finding somewhere to park having arrived.
 - **Visitors and trades people** travelling to the homes on the site can benefit from increased efficiency brought about by better information and access to the full range of travel options.
 - A travel plan can act as **part of a wider strategy** to overcome parking problems and address accessibility issues.
 - **The local community** can benefit from any improvements made to local walking, cycling and public transport facilities in the vicinity of development. Reduced congestion and the potential for accidents to occur will be a consequence of a reduction in vehicle trips. There are also social implications associated with walking/ car sharing with another resident or someone in the local community. The general street environment can be improved as a result of increased pedestrian and cycle activity particularly with respect to feelings of personal security.
- The Environment** can benefit as a result of the introduction of the travel plan with fewer journeys being made by car resulting in improved air quality, less noise and dirt, and the general reduced 'Carbon Footprint' of the site.

3.4 SUMMARY

The objectives of the TP are site and use specific whilst reflecting best practice. The TP will bring a number of benefits to residents and the wider local community.

4 Current Situation and Accessibility

4.1 INTRODUCTION

This former industrial and employment site is situated west of Victoria Road West (A185) to the south west of Hebburn.

The site extends to approximately 10 hectares. It is a large rectangular site which is generally level with vehicular access off Parkside (via South Drive) located to the north of the site. In addition, there is an access off Victoria Road West. The site is currently cleared.

The site is surrounded by residential development to the north and east and Victoria Industrial Estate to the south. The western boundary of the site abuts the Metro line, beyond which lies parcels of undeveloped land and Riverside Park.

4.2 PEDESTRIANS

The site is located approximately 700m from the edge of Hebburn Town Centre. It is in an urban area and is accessible by a variety of modes of transport to/from shops and service.

All local streets are provided with footways and street lighting. There are verges, containing mature trees, and footway along Victoria Road. There is not, currently a full provision of continuous footway along South Drive (due to previous developments adjacent to this street) and there is a route across the railway line running from the end of South Drive.

All other routes lead along Victoria Road West (north or south) or cross to Burn Heads Road or Hartleyburn Avenue.

Drop kerbs are provided at key pedestrian crossing points. In some locations this is supplemented by tactile paving. Pedestrian routes follow the street layout or utilise public green space.

The nearest Primary School is Toner Avenue Primary on Johnston Avenue (500m).

The nearest Secondary School (11 to 16 years) is Hebburn Comprehensive, Campbell Park Rd (100m via Carr-Ellison Park).

The nearest post-sixteen establishment is St Joseph's Sixth Form College on Mill Lane (800m).

Hebburn Town Centre provides many amenities and is currently undergoing redevelopment.

Green Space is offered by Carr-Ellison Park some 700m to the north east.

4.3 CYCLISTS

Cycling is a viable option for local trips to work in this area. In addition, it can be an effective form of transport for school children of an appropriate age (Secondary).

The Accessibility Plan in **APPENDIX A** shows a 2km isoline to provide an indication of scale. It might take, typically, 20-30 minutes to walk this distance and some 10 minutes to cycle 2 km.

Cycling, as a daily form of transport, is viable up to 5km each way for most people - being less than a 30 minutes' ride.

Gateshead, Jarrow and the Tyne Tunnel are all within 5km of the site.

There are a number of options for travel via less trafficked routes. Free cycle route leaflets are available on line, from libraries, visitor centers and tourist information centers. An extract from one of these can be seen in **APPENDIX B**.

4.4 PUBLIC TRANSPORT USERS

A substantial number of residents on the site will have the option to walk or cycle to work. For those that cannot, options to travel by public transport for all or part of the commuter journey are available.

The whole of the site is within 400m of bus stops on Victoria Road West. There are other bus stops on Mill Lane.

Bus services here run at three per hour during peak hours (0800 – 0900 and 1700 – 1800).

Services include:

North Bound 515; 960; T529 to Bill Quay, Hebburn and South Shields

South Bound 515; 960; T529; S815; S821 to Bill Quay, Hebburn, Heworth and Barmston.

Metro Stations at Hebburn and Pelaw are both within 2km of the site. The Nexus comment from 3.2 above can now be read in conjunction with their recent publication on the future of Local Rail and Metro infrastructure for the area.

As set out above, the Local Authority has published its SPD5. A Strategic Transport improvement contribution is required from development in line with Section 8 of the SPD.

4.5 ROAD ACCESS

The site layout is described in 1.3 above. The A185 forms the main route through Hebburn. It runs, roughly parallel to the River Tyne linking A184 (near Heworth) in the west to A19 in the east (just south of the Tyne Tunnel). Other roads (including Mill Lane and Campbell Park Road) link the area to the A194 to the south east.

The nature of local streets does provide permeability with alternatives to reach more local destinations.

4.6 ACCIDENT CONSIDERATION

This section examines accident records which occurred on the public highway in the vicinity of site access within a five-year period.

Road Accident Map (see **APPENDIX C**) identifies incidents within the area which includes the access points to the proposed development.

Table 4.6.1 Accident Severity and Detail.

Reference no.	Date of incident	Severity	Accident occurred at a junction	Details
1	03/08/2010	slight	Yes	Bus slowing down – passenger slightly injured
2	12/10/2012	serious	Yes	Pedestrian crossing road
3	06/08/2012	slight	Yes	Rider falls from cycle
4	13/11/2012	slight	Yes	2 vehicles – one turning right
5	27/05/2013	slight	Yes	2 vehicles – one turning right
6	14/08/2011	serious	Yes	Pedestrian crossing road
7	28/05/2011	serious	Yes	2 vehicles – one reversing
8	29/03/2011	slight	Yes	2 vehicles – one turning right
9	03/04/2013	slight	Yes	3 vehicles on main road – 2 vehicles held up
10	03/04/2010	slight	No	Rider falls from cycle
11	25/01/2011	slight	No	2 vehicles & cycle – right turning manoeuvres
12	06/12/2014	slight	Yes	2 vehicles – driver slightly injured
13	31/06/2013	slight	Yes	Rider falls from cycle
14	24/11/2014	slight	Yes	Pedal cycle changing lane
15	30/07/2012	slight	Yes	Rider falls from cycle
16	11/03/2010	slight	Yes	2 vehicles slowing down
17	19/06/2013	slight	No	Vehicle & cycle – vehicle turning right
18	26/12/2012	serious	No	1 vehicle on main road - driver injured

Source CrashMap

Details of the above are in **APPENDIX D**.

A total of eighteen incidents were recorded within the specified area within five years, i.e. 2010 – 2015 inclusive. Of these, four were serious and the rest slight injuries, with no fatal incidents recorded within the specified timescale and the identified area. There were two serious accidents recorded that involved pedestrians crossing a main road. Seven accidents involved cyclists with the injuries being reported as slight.

Most accidents occurred at junctions as vehicles were slowing down or performing a turning manoeuvre.

4.7 SUMMARY

The new residential site is in an accessible location close to a range of employment, education and leisure facilities offered by the South Tyneside area.

With this number of homes, and options for travel by sustainable means available, there is significant potential for the new residents to shift away from private car use to more sustainable modes of travel for a range of trip types.

5 Measures and Initiatives

5.1 INTRODUCTION

This section sets out the steps that will be taken by the developer of the site and the other measures that will be implemented by or on behalf of the residents/occupiers of the site as part of the process of developing and implementing the Travel Plan. A key factor in the consideration of Travel Plan Initiatives for new sites is their size. The level at which government guidance considers TPs can be effective at reducing measured vehicle trips is above one hundred homes. With this proposal, for sixty homes, there is still potential for the measures and initiatives introduced to make a noticeable difference to the total vehicle-miles generated by the people that come to live here. Perhaps more importantly, however, the provision of information will enable residents to make more informed travel choices.

5.2 KEY MEASURES

5.2.1 *The Design and Construction Phase*

There is an effective Public Transport network in place for the surrounding South Tyneside area. As these new homes are built it is important to create the links that allow access (to and from the site) on foot to be available from the earliest point.

Initiative 1 – The developer will construct the roads and footways to serve each home in accordance with the approved plans. These will be put in place in a timely manner so as to serve the homes that are built as they are occupied - **Prior to full occupation.**

5.2.2 *The Sales and Contract Phase*

New residents will be encouraged to engage with and contribute to the progress of the Travel Plan and get involved with the initiatives from their earliest point of contact. The developer will appoint a person to be the main point of contact for these initiatives from within the Senior Sales Team.

Initiative 2 – The developer’s Sales Team will be briefed and fully informed of the content of the Travel Plan and how best to introduce potential new residents to it. The developer will provide information on the Travel Plan in response to any discussions about the contract documents for house sale, lease or rental and will set out how it intends to comply with any condition or requirement. – **Target to be prior to the opening of the site sales office.**

5.2.3 *The Move-in Phase*

Information on the location of local facilities, cycle and pedestrian routes and public transport facilities will be included as part of a “welcome” package for residents.

Initiative 3 – The developer’s Sales Team will provide residents with information which might include the location of local facilities, cycle and pedestrian routes and public transport facilities. This to be available – **Target prior to first occupation – updated regularly.**

5.2.4 *Travel Plan Coordination*

The site will be occupied by a broad mix of individuals, families and groups from all across the spectrum of society. The majority of the occupants will, therefore, be free to make choices (including travel choices) at their own discretion.

A main driver of the travel plan process will, initially, be the Sales Team. The nominated individual (coordinator) will be tasked with the development, implementation and progression of the Travel Plan.

The developer will identify a coordinator to have ultimate responsibility for delivery of the plan. The coordinator will be tasked with considering the best media to use to effectively deliver the various pieces of information to residents.

Initiative 4 – The developer will identify a member of staff to oversee the implementation of the Travel Plan initiatives – **Target within one month of this Travel Plan being approved.**

5.3 SPECIFIC MEASURES

There are a number of specific initiatives that will be adopted to assist in the promotion of sustainable modes of travel to the site. The initiatives set out here are considered likely to provide the “best returns” and result in the most significant contribution towards meeting the sustainability objectives. These initiatives will be subject to reconsideration once the TP review process is in place. The initiatives are a combination of those proscribed by national guidance or best practice; those specific to the developer’s discussions with South Tyneside Council and those considered most appropriate for this site given the particular conditions on and around this site. See also the discussion on “My Miller Street” in 7.2 below.

5.3.1 Car Sharing

Car Sharing provides an opportunity to make a significant contribution to the achievement of the travel plan targets. Even car sharing between two people, once per week can bring a 10% reduction in vehicle trips. One of the most effective ways of establishing and operating a car share scheme is through the use of a database such as that managed by local authorities. The TPC will register with the Share Smarter <https://www.sharesmarter.co.uk/x.jsp?ano=0> or similar schemes include those recommended at <http://www.liftshare.com/>.

Initiative 5 – The coordinator will investigate current web-based car share schemes/databases and provide information on appropriate options to the residents on the site – **initially and updated regularly.**

5.3.2 Car Clubs

Car Clubs and the use of short-term car hire are proving a viable option to owning a car (particularly a second family car). By providing up to date information on Car Clubs (such as Co-wheels who are South Tyneside Council’s preferred car club provider) to residents the coordinator will be giving them an opportunity to link rail or bus journeys to car club car use rather than travel longer distances by car alone. There are currently two vehicles operating from near to Gatehead Metro and The Sage and from a number of locations in the Newcastle City Council's area <http://www.co-wheels.org.uk/>.

Initiative 6 – The coordinator will investigate current web-based car club schemes such as Co-wheels and provide information on the most appropriate options to the residents on this site – **initially and updated regularly.**

5.3.3 Other Travel Plans

The impact of individual Travel Plans can be greatly increased if these are coordinated with Area Travel Plans, other residential or employee Travel Plans.

By communication with others, the coordinator will have the opportunity to improve the level of information, contacts and links and to share ideas that will assist residents with their travel choices.

Initiative 7 - The coordinator will investigate current Travel Plans operating in the area with a view to not only bring resident’s attention to them but to forming links for mutual benefit. This to be instigated – **within three months of the Travel Plan being implemented.**

5.3.4 Public Transport – Metro and Bus

There are currently a number of options for public transport to the development; a barrier to the use of public transport is often lack of available information, relating to timings, routes and costs. It is important to provide travel information to residents of the proposed development, in order to raise awareness of the services available. To encourage the use of public transport, the provision of maps, written directions and easy to understand timetables is invaluable. New information could be distributed by a variety of means including notice boards.

Initiative 8 – Existing local public transport services, schedules and costs will be publicised by way of a notice or leaflets within the Sales Office and within the sustainable travel packs - **initially and updated regularly** .

5.3.5 Public Transport – Rail

There is potential for residents to travel to work by sustainable modes including the train. Information should be provided so that all residents are aware of the travel options available using rail and the interchanges with other modes that are required.

Initiative 9 – The coordinator will publicise existing rail services and schedules to all residents. The information will also be available in the Travel Options Information within the Site Sales Office – **initially and updated regularly**.

5.3.6 Initiatives to Promote Walking

Walking on a regular basis can improve fitness levels and have a positive impact on emotional and physical wellbeing. The developer can make walking a safer, easier option by ensuring the site is pedestrian friendly at all times.

The provision of relevant information relating to pedestrian friendly walking routes within the vicinity of the site will benefit residents.

Initiative 10 – The coordinator will publicise local walking events and selected routes that are particularly valuable to those seeking exercise or leisure activity.

5.3.7 Initiative to Promote Cycling

Cycling on a regular basis can improve fitness levels and have a positive impact on emotional and physical wellbeing. The developer can make cycling a safer, easier option by ensuring that the cycle routes into and through the site are cycle-friendly at all times.

Initiative 11 – The coordinator will publicise all local cycling events and selected routes that are particularly valuable to those seeking exercise or leisure activity.

Space for cycles is provided within garages for houses and within the curtilage of flats to encourage people to use their cycles for leisure and recreation. The most important additional measure to implement is the provision of cycle parking at the destination. This immediately removes a significant barrier to cycling. Cycle parking which is secure, safe, covered and within the development site is proposed. There is also a requirement for showering and changing facilities to encourage this mode of transport.

Information on cycle provision in the area will be provided to those that live, work or visit the site in order to increase awareness of the facilities available. This could take the form of a cycle map to be displayed on the travel notice boards or webpage links. Local cycle maps for this area are available for distribution to residents.

Initiative 12 – The coordinator will publicise information on cycle parking at common destinations – **initially and updated regularly**.

5.4 SUMMARY

A suite of Initiatives has been developed for implementation by Miller Homes Limited (the Developer).

These Initiatives and the content of this Travel Plan will be developed in consultation with South Tyneside Council and a person (initially appointed by Miller Homes Ltd) on behalf of the occupants.

As the site is developed and the homes become occupied residents would be informed of the Travel Plan process and of how to become more involved in it.

By operating an effective Travel Plan the developer seeks to reduce vehicle activity to below that assessed in the TA.

The Travel Plan also presents the opportunity for new residents to discover more sustainable ways to travel.

6 Targets, Monitoring and Review

6.1 INTRODUCTION

This section examines suitable monitoring methods and targets to be established within the TP.

The vehicle trip generation used here matches those considered within the TA. These were based upon vehicle generation figures from a 2016 TRICS dataset. Given the site's location and the fact that a Travel Plan will be established these figures are considered to result in a very robust assessment.

6.2 TRIP GENERATION BY DEVELOPMENT

The vehicle trip rates here are those used in the Transport Assessment for this site.

Table 6.2.1 – Vehicle Trip Generation Rates

Trip rates per dwelling	IN	OUT
AM	0.130	0.390
PM	0.375	0.215

Source TRICS 2016

The Table below quantifies the new peak hour trips, from the 334 homes under consideration.

Table 6.2.2 – Vehicle Trip Generations

Trip Generation	IN	OUT	TOTAL
AM	43	130	173
PM	125	72	197

It can be seen that peak hour (PM), two-way flow is 197 vehicles.

6.3 CONSIDERATION OF TRAVEL MODES

The TRICS dataset was re-interrogated to also provide rates for other modes of travel. The 12 hour total and 2 hour peak flows are given in **Table 6.3.1** below.

Table 6.3.1 – Multi Mode Trips (for 334 homes)

		Number	Percentage
People Trips	12 hour	3459	100%
	Peak 2 hrs	643	100%
Pedestrians, cyclists and PT users	12 hour	1218	35.2%
	Peak 2 hrs	188	26.2%
Car/van as Driver Trips	12 hour	1881	54.5%
	Peak 2 hrs	342	53.2%
Car as Passenger Trips	12 hour	496	14.3%
	Peak 2 hrs	114	17.7%

Source: TRICS 2016

The twelve hour figures cover 7:00am to 7:00pm and the 2 hour figures sum the am and pm peak hours. This indicates the proportion of trips by car as driver might be 54% and the average car occupancy might be 1.3 persons.

6.4 SUGGESTED TRAVEL PLAN TARGETS

A set of targets have been developed from consideration of the data available.

Suggested target are shown in the **Table 6.4.1** below.

Table 6.4.1 – Proposed Target Modal Splits to be taken forward

Mode %>	Initial Level	Target Level	Change
Sustainable Mode	30%	32%	+2%
Car – Driver	54%	51%	-3%
Car - Passenger	16%	17%	+1%

6.5 APPROPRIATE MONITORING AND REVIEW

The twelve Initiatives set out above provide the starting point for the monitoring of progress. These will be updated once personnel are in place to determine more site-specific information. The TPC is likely to make use systems which allows for quick and easy monitoring.

The targets set out above were developed from a review of census and survey information. It is considered that the proposed targets are practical and achievable. These will form the basis of further discussion with South Tyneside Council as the TP is developed.

In addition, specific output targets will be developed to facilitate taking these initiatives forward.

Typical targets might be:

- Number of weekday private motor vehicle trips per occupied unit that will not be exceeded.
- Number of daily weekday private motor vehicle movements (once fully occupied) will not be exceeded.
- Number of peak hour trips generated daily will not be exceeded (with “peak hour” defined).

6.6 SUMMARY

The Initiatives set out above provide the starting point for the monitoring of progress. Specific output targets will be developed to facilitate taking the suggested Initiatives forward. Modal Split Targets are given in **Table 6.4.1** above.

7 Marketing

7.1 INTRODUCTION

Experience has shown that the most successful travel plans are those that enjoy good lines of communication between all stakeholders in the provision and usage of transport. The availability of information related to sustainable modes of transport is particularly important to raise awareness amongst residents. This is because, unlike places of employment, as there is no ‘Management Tell’ structure in place. Information will also be provided for current national existing initiatives such as lift share week, cycle to work week (both of which take place in June) and the National TravelWise Week (which takes place in September each year).

One obvious device for this information exchange is for the developer to provide and maintain “travel choices” pages on their company website for the residents in their developments. Through this and more conventional leaflets and guides, all residents can be made aware of the travel options available to them via a method and media appealing to their individual needs.

The marketing plan for the Travel Plan can be split into four phases:

- The Initial Construction Period;
- The Early Moving-in Period;
- Working with the Established Community;
- Final Review and handover of the governance of the Travel Plan.

7.2 DEVELOPER’S ESTABLISHED CULTURE

Miller Homes is an experienced developer with a strong customer focus. Miller Homes have already established a valuable communication device in their “My Miller Street” Website.

To help new residents settle in, they’ve developed an exclusive website dedicated to each new development. Here they provide a range of useful information about the area.

“My Miller Street” will be the key vehicle implementing and delivering the Travel Plan initiatives that are set out in Section 5, above.

For more general information see the link to <http://www.MillerHomes.co.uk>

7.3 INITIAL CONSTRUCTION PERIOD

A visit by a prospective ‘customer’ to the Company’s Website or Sales Office provides the first opportunity to inform them of the options for reaching the site by methods other than by car and of introducing the idea of a travel plan to prospective residents.

The developer will appoint a person to be the main point of contact for these initiatives from within the Senior Sales Team.

The Sales Team will be provided with current information on the built features that open up the development for walking and cycling and to access bus stops.

The Sales Team will be consulted on the best form of branding for the Travel Plan.

Copies of all publicity material will be available to the Sales Team; including the Home User Guide where appropriate.

7.4 EARLY MOVING-IN PERIOD

Residents will be encouraged to engage with the Travel Plan process and get involved with the initiatives from their earliest point of contact through the purchase process. Early occupants may be asked to take part in surveys or attend focus group meetings.

Initial clarification will be sought on how best to target the different groups – residents, visitors, deliveries etc. – through the Travel Plan process.

The initial focus of marketing will be on cost/time saving for new residents.

Indicative budget for initial set up promotion and marketing (time and materials) is £2,000 in the first year.

An indicative budget for Travel Plan Coordination is £3,000 in the first two years. Much of this will be the nominal, incremental cost of the enhancement of existing sales' processes and materials and the gathering of information on travel trends.

7.5 THE ESTABLISHED COMMUNITY

The main focus as the Travel Plan matures will be upon the promotion of time and cost savings and of developing healthy lifestyles and sustainable, vibrant local communities as part of the development company's overall Brand.

The coordinator will seek to actively engaging with residents to maximise the value of operating the Travel Plan for them and (as a consequence) for the developer.

Indicative budgets for promotion and marketing are £10-20 per household per annum. The Travel Plan Coordinator will also be engaged in reviewing funding sources for the continued travel plan process once this is established.

7.6 REVIEW AND HANDOVER OF GOVERNANCE

The key (outcome) measure of the effectiveness of this Travel Plan will be the number of vehicle trips to and from the site when the site is fully occupied. This point is likely to be five or more years after commencement on site.

The continued success of a residential Travel Plan is not dependent upon there being a planning condition in place that requires it to be maintained. The developer has undertaken to put in place the infrastructure and to promote the site's Travel Plan for an initial period.

The developer understands that a partnership approach provide the best way to deliver sustainable transport use. It is possible that enough residents will be motivated to maintain some or all elements of the Travel Plan thereafter.

8 Summary

8.1 INTRODUCTION

This Travel Plan is currently being developed with a view to it being agreed with the local authority in 2016. This section of the report identifies an indicative programme for the implementation of the measures/initiatives contained within this Travel Plan.

8.2 MARKETING

All site sales staff will be informed of the intention to implement the Travel Plan for residents of the development site. It is estimated that (subject to programming) this might begin during 2017.

8.3 SHORT TERM MEASURES

Short-term measures are those that raise awareness which can be implemented within a short timescale at low cost. They consist of those initiatives which are required to be initiated 'within one month of this Travel Plan being approved'. These are as follows:

- Developer to appoint a contact point and coordinator;
- Sales Team to develop and issue additional information for residents;
- Provide information in the sales office with regard to access and transport services; and
- Provide leaflets and education regarding the health, environmental and cost benefits of sustainable modes.

8.4 MEDIUM TERM MEASURES

Medium term measures are those that will be implemented in the first few months after occupation of the site. They consist of those initiatives which are required to be initiated 'within three or six months or prior to occupancy'. They include measures for all residents making them aware of their alternatives and allowing them to make the switch from private car. These are as follows:


- Continue to offer travel options information to new residents;
- Undertake to obtain travel information and feedback from new residents on site;
- Sales staff to offer individuals assistance to residents to identify personal travel plan options; and
- Publish regular updates as part of general marketing and communication, to keep all residents informed of progress and changes.

8.5 LONGER TERM MEASURES

The remaining measures are long term measures which might require a critical mass of residents on site in order for them to be effective. These would be very much dependent upon the number of residents wishing to take the Travel Plan forward at that time.

8.6 THE LIFE OF THE TRAVEL PLAN

The travel planning process described in this document is likely to continue for a number of years, depending on the rate of build of dwellings on the site. Current programme estimates a build period up to three years.

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