



**RESIDENTIAL TRAVEL PLAN**  
**Bakers Quay**  
**Gloucester**

RDL00415/TT3 REV B



## REPORT DETAILS

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## 1.0 INTRODUCTION

1.1 Rokeby (Merchant Place) Gloucester Ltd has planning consent for a mixed use development at Bakers Quay, Gloucester (henceforth referred to as the Site). The location of the Site is indicated on the Figure 1 Location Plan. The Site forms part of the wider Gloucester Quays regeneration area.

## 1.2 OVERVIEW

1.2.1 The Site benefits from planning permission (ref 15/01144/FUL) for:

- Hotel: 104 bedrooms,
- Leisure (8no bars and restaurants): 5,968sm GFA,
- Residential: 162 apartments.

1.2.2 The historic permission contained Condition 45 which stated:

*“No residential unit shall be occupied until a residential Travel Plan has been submitted to and agreed by the Local Planning Authority, setting out;*

- i. objectives and targets for promoting sustainable travel,*
- ii. appointment and funding of a travel plan coordinator,*
- iii. details of an annual monitoring and review process,*
- iv. means of funding of the travel plan, and;*
- v. an implementation timetable including the responsible body for each action.*

*The approved Travel Plan shall be implemented in accordance with the details and timetable therein, and shall be continued thereafter, unless otherwise agreed in writing by the Local Planning Authority.”*

1.2.3 This TP relates to the residential element of the previous development and is presented in relation to a new residential planning application which broadly consists of omitting the historic leisure use in the The Downings residential block and its replacement with additional residential units.

1.2.4 The TP is informed by a separate Transport Statement (TS) report (ref RDL00415/TT1), submitted in support of the previous planning application.

1.2.5 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.

1.2.6 All vehicular access to the development is to be via Baker Street and the Baker Street/St Ann Way traffic signal junction. The Site Layout Plan shows that the western end of Baker Street is to be slightly realigned to provide vehicular access into the development.

### **1.3 TRAVEL PLAN OBJECTIVES**

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.3.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.3.3 It is imperative that the TP measures are effective and efficient.

1.3.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.3.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20140306)

### **1.4 SCOPE OF TRAVEL PLAN**

1.4.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

This TP relates specifically to the residential element of the development and hence this TP is an 'origin' TP. There is a separate destination Framework TP (ref RDL00415/TT2) which relates to the leisure and hotel elements.

1.4.2 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.4.3 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

## **1.5 COMPREHENSIVE STRATEGY**

- 1.5.1 It is essential to recognise that in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.
- 1.5.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.
- 1.5.3 The role of the TPC (refer Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.
- 1.5.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5.
- 1.5.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.

## **2.0 POLICY CONTEXT**

- 2.1 The policy context for requiring a TP for a development is established across the board, at national and local levels.

### **2.2 NATIONAL POLICY**

- 2.2.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.
- 2.2.2 The National Planning Policy Framework (NPPF, March 2012) explicitly refers to travel planning and the need for TPs, in the context of the need to "*protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people*" (para 35). This continues to state that:

*“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 low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.” (para 35), and*

*“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.” (para 36)*

2.2.3 PPG sets out that Travel Plans:

*“...support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.”*  
(Reference ID: 42-00620140306)

## 2.3 **EMERGING GLOUCESTER, CHELTENHAM AND TEWKSBURY JOINT CORE STRATEGY**

2.3.1 Gloucester, Cheltenham and Tewksbury are progressing the preparation of a Joint Core Strategy (JCS). Once the JCS is adopted, it will form part of the Gloucester Local Development Framework. The pre-submission JCS was published in April 2014.

2.3.2 Policy INF1 ‘Access to the Transport Network’ states:

*“Where a significant amount of new trips is anticipated from a proposed development, the local planning authority may require applications to be accompanied by a Travel Plan that has full regard to the criteria set out in the NPPF”*

## 2.4 **GLOUCESTERSHIRE LOCAL TRANSPORT PLAN (LTP) 2015-2031**

2.4.1 Gloucestershire County Council (GCC) is the local highway authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP).

2.4.2 Policy LTP PD 6.2 – “Managing car use from new developments” states:

*“GCC will liaise with Local Planning Authorities and developers to secure Development Plan compliant contributions from developers, businesses and local partners to deliver travel plans and promote smarter travel choices including marketing and incentives to encourage*

sustainable travel and ensure that realistic opportunities for travel choice are taken up in new developments. GCC will do this by implementing the following policy proposals:

- To require the use of travel plans for new development in accordance with the Planning Practice Guidance (or subsequent related guidance). Where a development is deemed to require a Travel Plan to aid mitigating the scale of impact on the highway network
- To use Personalised Travel Planning (PTP) as part of the toolkit of measures for delivering smarter travel choices, where appropriate, in new and existing residential developments
- To secure, monitor and enforce Travel Plans for developments where such plans are deemed necessary and in compliance with Department for Communities and Local Government Planning Practice Guidance 2014
- To promote car-sharing in order to encourage sustainable car use within new employment developments and in association with businesses within Gloucestershire.”

### **3.0 EXISTING CONDITIONS: KEY INFORMATION FROM THE TS AND ACCESSIBILITY AUDIT**

#### **3.1 SITE LOCATION**

The Site is located in the Gloucester Quays regeneration area. The residential element of the consented development comprises 162 residential dwellings.

#### **3.2 ACCESSIBILITY BY WALK**

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km. There is opportunity for residents of the development to walk to and from the site as suitable pedestrian infrastructure exists.

3.2.2 There is existing pedestrian infrastructure in the vicinity of the application site. This comprises:

- St Ann Way: footway/cycleway along both sides of the road,
- Baker Street: footway on both sides of the road,
- Merchant’s Road: pedestrian friendly environment,
- High Orchard Street: pedestrian friendly environment,
- Llanthony Road: pedestrian friendly environment.

3.2.3 There is existing pedestrian crossing assistance at the Baker Street/St Ann Way traffic signal junction. There is an assisted (ie with push button control) pedestrian crossing, with staggered island, on the Baker Street arm of the junction. There is an assisted crossing of the St Ann Way (E) arm of the junction. The existing Baker Street/St Ann Way junction arrangements are shown on Drg No 1454/01.



3.2.4 The Site is located within the defined city centre boundary. The development offers excellent permeability and pedestrian connections to the core shopping area, and the numerous services and amenities located within the city centre.

### 3.3 ACCESSIBILITY BY CYCLE

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km. Most of Gloucester lies within a 5km cycle ride of the Site. Gloucester Quays is connected to other areas in Gloucester by a network of on- and off-road cycle routes around the city. This provides encouragement to residents of the development to elect to cycle.

3.3.2 There is existing cycle infrastructure in the vicinity of the application site. This comprises:

- St Ann Way: shared footway/cycleway along both sides of the road,
- Baker Street: shared footway/cycleway along the south side of the road,
- Merchant’s Road: predominantly traffic-free environment,
- Llanthony Road: cycle access over canal permitted.

3.3.3 A substantial number of covered cycle stands are already provided on Baker Street. This is in close proximity to application Site.

3.3.4 The development offers excellent opportunity for trips to be undertaken by cycle.

### 3.4 ACCESSIBILITY BY PUBLIC TRANSPORT

3.4.1 The development affords opportunity for development generated public transport journeys to be made by bus and rail.

#### 3.4.2 Bus

3.4.2.1 The nearest bus stops to the application site are located on:

- St Ann Way: immediately to the east of the traffic signal junction with Baker Street,
- Bristol Road: to the south of the junction with St Ann Way.

3.4.2.2 The walk distance between the centre and the application site and the bus stops on St Ann Way is about 150m. The walk distance to the Bristol Road stops is about 400m.

3.4.2.3 The following bus services operate along St Ann Way:

| SERVICE | ROUTE                      | MON-FRI |     | SAT |     | SUN |     |
|---------|----------------------------|---------|-----|-----|-----|-----|-----|
|         |                            | Day     | Eve | Day | Eve | Day | Eve |
| 66S     | Stroud/Kingsway-Gloucester | 60      | -   | 60  | -   | 120 | -   |
| 66Q     | Stroud/Kingsway-Gloucester | 30      | -   | 30  | -   | -   | -   |
| 66E     | Stroud/Kingsway-Gloucester | 60      | -   | 60  | -   | 120 | -   |

3.4.2.4 The following bus services operate along Bristol Road:

|     | SERVICE                          | ROUTE | MON-FRI |         | SAT |         | SUN |     |
|-----|----------------------------------|-------|---------|---------|-----|---------|-----|-----|
|     |                                  |       | Day     | Eve     | Day | Eve     | Day | Eve |
| 10  | Cheltenham/Brockley-Lower Tufley |       | 10      | 30      | 10  | 30      | 30  | 60  |
| 12  | Dursley/Quedgeley-Gloucester     |       | 10      | 30      | 30  | 7 trips | 30  | -   |
| 12A | Quedgeley-Gloucester             |       | 30      | 7 trips | 30  | 8 trips | 60  |     |

3.4.2.5 In addition to the above there are a number of less frequent services calling at bus stops on St Ann Way and Bristol Road. There are typically 3-4 buses per hour in both directions of travel along St Ann Way. Additionally, there are bus connections to the Waterwells Park & Ride facility.

3.4.2.6 There are typically 12 buses per hour in each direction along Bristol Road. These services call at stops within 400m of the Site.

3.4.2.7 Bus travel is available between the site and range of destinations including Stroud, Cheltenham, Dursley and Quedgeley.

3.4.2.8 It is demonstrated that the development has excellent connection to frequent bus services.

### 3.4.3 Rail

3.4.3.1 Gloucester rail station is circa 1 mile (a 20 minute walk) from the Site. There are 32 covered cycle storage spaces at Gloucester station. Gloucester bus station is situated adjacent to the rail station and all bus services outlined in Section 3.4.2 call at Gloucester bus station. The rail station is therefore accessible by walk, cycle and public transport from the Site.

3.4.3.2 Trains calling at Gloucester rail station call at a very wide range of destinations including, among others Cheltenham, London, Birmingham, Cardiff, Bristol, Worcester, Newport, Swindon and Bath.

### 3.5 DISABLED ACCESS

There is conventional, level footway on all roads in the immediate vicinity of the Site. This is complemented by assisted pedestrian crossing facilities with dropped kerbs and tactile paving at the Baker Street/St Ann Way junction. This provides opportunity with Site users with varying levels of disability and/or visual impairment to access the Site.

## 4.0 OBJECTIVES AND OUTCOMES

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,

- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.4.1, this TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

## 5.0 TARGETS AND INDICATORS

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

|            |   |
|------------|---|
| Specific   | there must be no ambiguity in the output,                                       |
| Measurable | the policy target(s) can be set against directly observable output(s),          |
| Achievable | the policy must be feasible (rocket science should be avoided...),              |
| Realistic  | target should be within reasonable bounds and not too optimistic,               |
| Time bound | the output of the policy should be observable over a pre-determined time frame. |

The TP provides a mechanism for implementing the above SMART criteria.

### 5.3 BENCHMARKING: CENSUS DATA

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

### 5.4 CENSUS DATA

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Layer Super Output Area (MSOA)/District is the 'origin' of work trips': ie residents travel to work from here. This is applicable to the residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:

- Gloucester (District),
- Gloucester 004 (MSOA).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- Gloucester provides the overall District context,
- The Site is situated in Gloucester 004 MSOA.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 1.

### 5.5 RESIDENTS TRAVELLING FROM AREA

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 1 identifies the following key information:

- Car driver: 50.6% of Gloucester 004 MSOA journeys to work, and much higher for Gloucester as a whole (64.4%),
- Car passenger: Similar for Gloucester 004 MSOA (5.7%) and for Gloucester as a whole (5.9%),
- 'Car driver + car passenger': 56.3% of Gloucester 004 MSOA journeys to work, and much higher for Gloucester as a whole (70.3%),

- Cycle: 4.1% of Gloucester 004 MSOA journeys to work, and slightly higher (5.0%), for Gloucester as a whole,
- Walk: a very high proportion of journeys to work for Gloucester 004 MSOA residents (23.7%), and much lower (11.4%) in Gloucester as a whole,
- Bus: high for Gloucester 004 MSOA (8.7%), and slightly lower, but still relatively high for Gloucester as a whole (7.5%),
- Train: extremely low, being 1.1% for Gloucester 004 MSOA and even lower in Gloucester as a whole (0.7%),
- Working from Home: low for Gloucester 004 MSOA (4.0%) and lower still for Gloucester as a whole (3.3%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Gloucester 004 MSOA and Gloucester as a whole highlights that:

- A much lower percentage of people living in Gloucester 004 MSOA travel to work by car than people living in Gloucester as a whole,
- There is a corresponding higher level of walking in the MSOA than the district as a whole,
- All other modes account for a broadly similar modal split for journeys to work for the MSOA and the district as a whole,

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

## 5.6 RESIDENTIAL TRIP RATES

5.6.1 The AM peak hour residential vehicle generated trip rates adopted for the TS are:

| Residential (per unit) | ARR   | DEP   | 2-WAY |
|------------------------|-------|-------|-------|
| AM                     | 0.070 | 0.274 | 0.344 |
| PM                     | 0.213 | 0.112 | 0.325 |

5.6.2 These vehicle trip rates are used to estimate the number of car trips generated by the consented residential development. For example, for the consented 162 dwellings, there is estimated to be 44 vehicle Departures in the AM peak hour (0.274 x 162).

## 5.7 TP TARGET METHODOLOGY

5.7.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the TP.

5.7.2 The information available for setting of the residential TP target is described above. Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.7.3 The approach/philosophy adopted for the Framework TP target setting is to:

- Set the TP target in terms of the 'Number of weekday trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),
- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

## 5.8 TP RESIDENTIAL TARGET

5.8.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the consented development of up to 162 dwellings.

5.8.2 It is possible that TP monitoring will commence prior to occupation of all the apartments. Therefore, if the TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 162 dwellings (for which outline permission is granted), and the actual number of dwellings occupied at the start of TP monitoring is less than 162, then the TP target may not be sufficiently challenging.

5.8.3 The approach adopted at this stage, with the TP is to set the TP target in terms of 'AM peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of occupied dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of how many dwellings are occupied.

5.8.4 Furthermore, a practical, and pragmatic, advantage of setting the TP target in terms that relates to peak hour vehicle trips is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.8.5 The residential TP target is set as **maximum AM peak hour (0800-0900) 2-way vehicle trip rate of 0.275 vehicles/dwelling.**

5.8.6 The explanation of how this is derived is as follows:

- TRICS 2-way AM peak hour vehicle trip rate, as adopted for TS estimate of traffic generated by the residential development is 0.344 vehicles/dwelling: this represents the 'business as usual' situation,
- Apply reduction factor of 20% to the 2-way AM peak hour trip rate of 0.344, ie  $0.8 \times 0.344 = 0.275$ ; the TP target 2-way daily vehicle trip rate.

5.8.7 One of the varied advantages of setting the TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying

at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of weekday car trips generated should correspond to an equivalent trip generation rate of no more than the TP target rate of maximum AM peak hour 2-way vehicle trip rate of 0.275 vehicles/dwelling.

5.8.8 An illustration of how the TP target represents/is converted to 'number of vehicle trips' is set out below for the entire outline permitted development and assuming 80 dwellings:

- TP target for residential:  $0.275 \times 162$  dwellings = 45 vehicles (AM peak hour total 2-way),
- The estimate of peak hour traffic based on the trip rates included in the TS (AM peak hour total 2-way) generated by the 162 dwellings is 56 vehicles
- Hence, the TP target represents a **reduction of 11 vehicles** (AM peak hour total 2-way).

5.8.9 The above target is set so as to be less than 'business as usual' scenario, being a significant reduction in the AM peak hour.

5.8.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.8.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

## 5.9 **TIMESCALE**

5.9.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound'. The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.9.2 The TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target.

## 5.10 **INDICATORS**

TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

## **6.0 MANAGEMENT STRATEGY**

### **6.1 PRE-OCCUPATION**

PPG highlights that:

*"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation."* (Reference ID: 42-003-20140306)

### **6.2 TRAVEL PLAN COORDINATOR (TPC)**

6.2.1 Consequently, it is a good practice requirement that a TP Coordinator (TPC) is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. In the case of the development this will be the residential TPC.

6.3.2 The developer is responsible for appointing the TPC. The TPC must be appointed and in post at least 3 months prior to first residential occupation.

6.3.3 The appointed residential TPC will provide the following contact details to the local authority:

- Name,
- Position,
- Telephone,
- Email,
- Date of taking up post.

6.3.4 The TPC acts as the promoter of the TP to the residents and provides a key point of contact.

6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material to be distributed to residents eg Resident Induction Travel Packs,
- Set up appropriate management arrangements, eg contact arrangements with local authority, etc.

6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.



6.3.7 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority, and other key stakeholders.

6.3.8 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus and rail travel,
- Promotion of walking and cycling,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

## **6.4 FINANCIAL ARRANGEMENTS**

The residential development must identify a sufficient revenue budget to employ the TPC for 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

## **6.5 COMMUNITY INTERACTION**

The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

## **7.0 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL**

### **7.1 WALK**

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The census data identifies that 23.7% of Gloucester 004 MSOA residents walk to work. This provides an excellent basis for promoting walking to residents of the development.
- 7.1.3 The existing pedestrian facilities are complemented by the pedestrian infrastructure to be provided within the Site, as part of the development. This is illustrated on the Site Layout Plan (PL-MP-01 Rev B) and includes;
- Footway connecting all residential elements building entrances to the wider footway network,
  - Traffic calming features (raised tables and cobbles) within Site to define pedestrian desire lines,
  - Quayside walkway connecting to existing riverside path to the south of St Ann Way.
- 7.1.4 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits. This will include, for example, promotion of participation in national initiatives, such as Walk to Work Week.
- 7.1.5 The TPC will prepare and arrange for distribution of maps showing local walking routes, including the local PROW network.

### **7.2 CYCLE**

- 7.2.1 Information about the existing cycle opportunities is provided in Chapter 3.
- 7.2.2 Secure covered cycle parking is provided within the Malthouse Extension Building basement car park. This area can only be accessed by residents and their visitors providing opportunity for secure long-stay cycle parking in close proximity to the residential dwellings.
- 7.2.3 The TPC will provide residents with a copy of the Gloucestershire County Council (GCC) Think Travel Cycle Map as part of the Residential Induction Pack (refer Chapter 8).
- 7.2.4 The residential Induction Pack will include a voucher for the cost a two-hour On Road Cycle Skills Course. Application forms for the course will also be provided within the induction pack. The course is presently operated by Gloucester Road Safety Partnership and costs £30 for a two-hour session. The sessions are delivered on a 1:1 or 1:2 basis by the instructor.
- 7.2.5 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.

7.2.6 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:

- Promotion of National Bike Week,
- Bike buddy scheme, for those not confident about cycling,
- Promotion of Gloucestershire Bike Project (GBP) cycle loan scheme

7.2.7 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.

### **7.3 PUBLIC TRANSPORT**

7.3.1 The Census data identifies that the bus travel to work is high in Gloucester (7.5%) and even higher in Gloucester 004 MSOA (8.7%). This provides a good platform for promoting bus travel to residents of the development.

7.3.2 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on the bus and rail services. This will include bus stop/rail station locations, routes & destinations, and frequency of services.

7.3.3 The GCC Think Travel Gloucester Bus Map will be provided to all residents as part of the Induction Pack. A link to the interactive GCC Public Transport Map will also be included on the TP website.

7.3.4 The residential Induction Pack will include a voucher for a 1 month Stagecoach Gloucester Megarider ticket. This ticket is valid on almost all services calling within close proximity of the Site and all Stagecoach buses within Gloucester. This provides active encouragement for residents to undertake public transport journeys from first occupation at the Site.

### **7.4 CAR SHARE**

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

7.4.2 The TPC will promote Car Share Gloucestershire ([www.carsharegloucestershire.com](http://www.carsharegloucestershire.com)) to residents of the development. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents in the local vicinity, and indeed residents at other locations that may share a route for journey to work with residents of the development.

7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example Induction Packs, online resources.

7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- A car share scheme is to be promoted to residents,
- Information about this scheme is to be included in Induction Packs,
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

## **7.5 WORK AT HOME**

7.5.1 The development will include provision of infrastructure for broadband service to be delivered to the new houses.

7.5.2 The TPC will highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

## **7.6 BEHAVIOURAL STRATEGIES**

7.6.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.

7.6.2 A transformation of some peoples' behaviour may be achieved with simple strategies, such as, for example highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.

7.6.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.

7.6.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour, and make, sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).

7.6.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel engaged with, rather than the objects of a 'big brother/nanny'

style approach that endeavours to tell them what they should do. The TPC role in developing and overseeing this is critical.

## **7.7 DISABLED ACCESS**

7.7.1 As set out in Chapter 3, there is existing pedestrian infrastructure that makes the Site accessible to disabled users.

7.7.2 There are 2no spaces, one on each floor of the proposed residential car park, which can be adapted for accessible use if required by disabled residents. These spaces are located closest to the lifts, providing convenient step-free access to the car park. Disabled visitors car parking is available in the main commercial car park. There are direct, level pedestrian links between these spaces and the main residential apartment building entrance.

7.7.3 The Site layout includes traffic calming features to define pedestrian desire lines. Some pedestrian crossings include raised tables providing level access for users of varying disabilities. The layout will includes tactile paving at all pedestrian crossing points within the Site, and where necessary, dropped kerbs to ensure level access for all users.

7.7.4 The TPC will liaise with local bus operators to ensure the Site is accessible to users varying disabilities and promote services that are accessible to disabled users, eg those with low floor access.

## **7.8 SUMMARY**

A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

## **8.0 MARKETING STRATEGY**

8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:

- Raise awareness of sustainable travel options,
- Promote individual measures and initiatives,
- Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.

8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:

- Occasional promotional initiatives,
- Resident Travel Induction Pack,
- Internet resources.

8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Resident Travel Induction Pack prior to their residency commencing.

8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.

8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:

- TP objectives,
- TPC: description of role and contact details,
- Walk: health benefits of walking,
- Cycle: health benefits of cycling, sources of cycle route information, bike buddy schemes, cycle training voucher
- Public Transport: information about bus & rail services, eg timetables, maps, bus pass voucher, etc
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
- Information sources: eg TPC, websites, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

## 8.7 **SOCIAL MEDIA**

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

8.7.2 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well established and widely used social media

platform, is suitable. A TP twitter account could be used to provide residents with the following types of information:

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,
- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4 The adopted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.

## **9.0 MONITORING AND REVIEW**

9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.

9.2 Key points about the TP monitoring and review regime are that this:

- Is essential to ensure that the TP objectives are being met,
- Assesses the effectiveness of the TP measures and provides opportunity for review,
- Must be done over time, and hence requires action and resources.

- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the AM peak hour (0800-0900) vehicle trip generation of the residential development,
  - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
- 9.7 The initial travel surveys will:
- Be the vehicle traffic counts during the AM peak hour (0800-0900) period,
  - Be undertaken at the development access,
  - Establish the baseline travel characteristics of the residential development,
  - Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).
- 9.8 Subsequently, vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey.
- 9.9 The residential questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
  - Subsequently, biennially on the anniversary of the initial survey.
- 9.10 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
  - Cycle movements to/from the development.



- 9.11 Data collected from all the surveys will comply with the Data Protection Act. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.
- 9.12 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.13 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report. TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.14 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
  - A schedule of meetings held throughout the year, and other key contact information,
  - A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
  - A record of promotional activities,
  - Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

## **10.0 ACTION PLAN AND BUDGET**

- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: maximum AM peak hour (0800-0900) 2-way vehicle trip rate of 0.275 vehicles/dwelling.

## 10.2 ACTION PLAN

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is not an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual occupancy data,
- TPC to liaise with bus operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC;

Upon occupation and subsequently:

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to arrange online TP resources,
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents and employees cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 50 dwellings:

- Peak hours vehicle traffic count survey at the development access to be undertaken and subsequently analysed,

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation of 50 dwellings:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent traffic count surveys as follows:

- Annually on the anniversary of the initial survey, until completion of the development,

- Then, biennially. This will allow the review of how the Travel Plan targets are being met and extends well beyond final completion of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

### **10.3 FUNDING/BUDGET**

10.3.1 The developer is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP.

10.3.2 A sufficient revenue budget has been identified by the developer to employ the residential TPC for a 5 year period commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

### **10.4 SUMMARY**

Table 2 presents a summary of the residential TP measures with associated timescale, responsibility and funding/budget information.

## **11.0 CONCLUSIONS**

11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).

11.2 This TP report is prepared to discharge Condition 45 of planning permission ref 15/01144/FUL.

11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) who will be appointed by the developer at least 3 months prior to first occupation.

11.4 The outcomes approach is adopted for the TP.

11.5 A residential TP target is set of: maximum AM peak hour (0800-0900) 2-way vehicle trip rate of 0.275 vehicles/dwelling.

11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development.

The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

| DISTRICT   | MSOA           | TOTAL |     | WORK AT HOME |     | TRAM etc. |     | TRAIN |     | BUS  |     | MOTOR CYCLE |     | CAR DRIVER |      |
|------------|----------------|-------|-----|--------------|-----|-----------|-----|-------|-----|------|-----|-------------|-----|------------|------|
|            |                | No.   | %   | No.          | %   | No.       | %   | No.   | %   | No.  | %   | No.         | %   | No.        | %    |
| Gloucester |                | 61374 | 100 | 2008         | 3.3 | 47        | 0.1 | 429   | 0.7 | 4581 | 7.5 | 677         | 1.1 | 39539      | 64.4 |
| Gloucester | Gloucester 004 | 4188  | 100 | 166          | 4.0 | 3         | 0.1 | 44    | 1.1 | 365  | 8.7 | 39          | 0.9 | 2119       | 50.6 |

(cont)

| DISTRICT   | MSOA           | TOTAL |     | CAR PASSENGER |     | TAXI |     | CYCLE |     | WALK |      | OTHER |     |
|------------|----------------|-------|-----|---------------|-----|------|-----|-------|-----|------|------|-------|-----|
|            |                | No.   | %   | No.           | %   | No.  | %   | No.   | %   | No.  | %    | No.   | %   |
| Gloucester |                | 61374 | 100 | 3646          | 5.9 | 126  | 0.2 | 3070  | 5.0 | 6971 | 11.4 | 280   | 0.5 |
| Gloucester | Gloucester 004 | 4188  | 100 | 240           | 5.7 | 9    | 0.2 | 171   | 4.1 | 994  | 23.7 | 38    | 0.9 |

Notes:

1. Source: 2011 Census

**TABLE 1**

**TRAVEL TO WORK (RESIDENT POPULATION)  
EMPLOYED PERSONS AGE 16-74**

| ITEM             | MEASURE  | TIMESCALE                             | RESPONSIBILITY | FUNDING/BUDGET   |
|------------------|--|---------------------------------------|----------------|--|
| Public Transport | Provision of bus/rail timetable information to residents as part of the residential Induction Pack | Prior to first occupation and ongoing | TPC            | TPC staff time   |
|                  | Provision of voucher for 1 month Megarider in TP induction pack                                    | Prior to first occupation and ongoing | TPC            | Developer funding (£8100 assuming 100% uptake)                                 |
| Walk/Cycle       | TPC to establish cycle action plan   | Prior to first occupation             | TPC            | TPC staff time/Developer funding   |
|                  | TPC to promote GBP cycle loan scheme to residents  | Prior to first occupation and ongoing | TPC            | TPC staff time/ GBP  |
|                  | Provision of voucher for cycle training in TP induction pack                                       | Prior to first occupation and ongoing | TPC            | Developer funding (£4860 assuming 100% uptake)                                 |
|                  | Walk maps and routes to local amenities included in TP induction pack                              | Prior to first occupation and ongoing | TPC            | TPC staff time   |
|                  | Secure, covered cycle parking to be provided to residents  | Prior to first occupation             | Developer      | Developer funding  |
|                  | Participation in promotional initiatives eg Bike Week  | Upon first occupation and ongoing     | TPC            | TPC staff time/ developer funding  |
| Car Share        | Gloucestershire Car share arrangements and promotional strategy to be established                  | Prior to first occupation             | TPC            | TPC staff time   |
| Management       | Residential TPC to be appointed  | 3 months prior to first occupation    | Developer      | Developer funding. Sufficient revenue budget for 5 years from first occupation |
|                  | TPC establishes contact with relevant Council officer  | Prior to first occupation             | TPC            | TPC staff time   |
| Infrastructure   | Provision of broadband to each dwelling to facilitate home working                                 | Prior to first occupation             | Developer      | Developer funding  |

**TABLE 2 RESIDENTIAL TP ACTION PLAN SUMMARY**

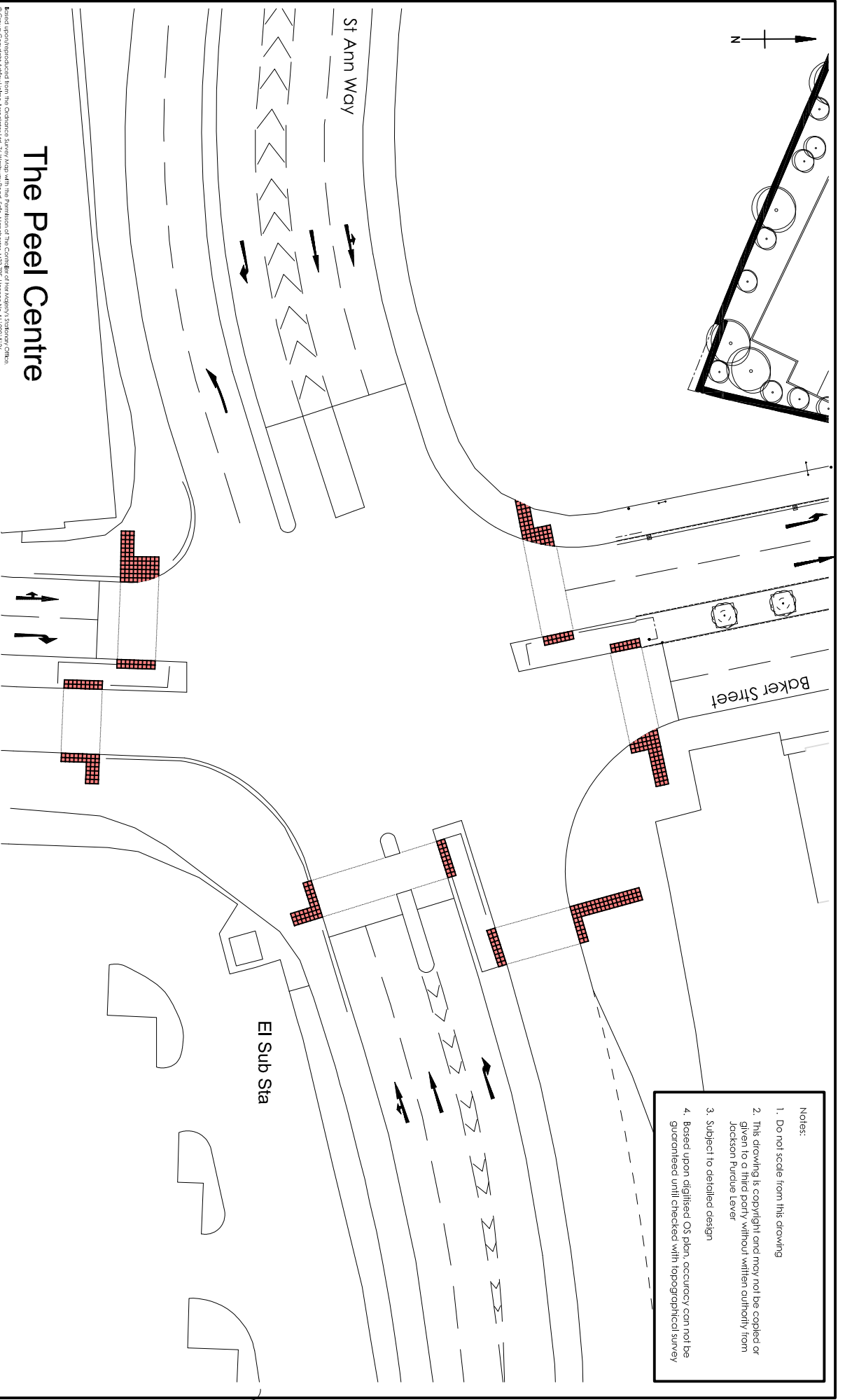
|                         |   |   |                |                                   |
|-------------------------|---|---|----------------|-----------------------------------|
| Monitoring and Review   | Provisional date for AM peak hour vehicle traffic count survey based on sales projections | Prior to first occupation   | TPC/sales team | TPC/sales staff time              |
|                         | AM peak hour vehicle traffic count survey to be undertaken and subsequently analysed      | Within 3 months of occupation of 50 dwellings. Annually until 5 years after first occupation                    | TPC            | TPC staff time/Developer funding  |
|                         | Preparation of Annual Monitoring and Review report to Council                             | Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation | TPC            | TPC staff time/ Developer funding |
|                         | Questionnaire travel survey to be undertaken and subsequently analysed                    | Within 9 months of occupation of 50 dwellings, biennially until 5 years after first occupation                  | TPC            | TPC staff time/ Developer funding |
|                         | Ongoing monitoring of TP indicators   | Start within 9 months of occupation of 50 dwellings   | TPC            | TPC staff time/ Developer funding |
| Promotion and Marketing | Resident Induction Pack prepared  | Prior to first occupation, updated every 6 months until full occupation   | TPC            | TPC staff time/ Developer funding |
|                         | TP sales marketing information  | 1 month from TPC appointment  | TPC/sales team | TPC staff time/ Developer funding |
|                         | TP online resource to be established  | Prior to first occupation   | TPC            | TPC staff time/ Developer funding |
|                         | Induction meeting for sales staff   | Prior to first occupation and ongoing   | TPC            | TPC staff team                    |
|                         | Each household to be issued with Induction pack   | Upon first occupation   | TPC/sales team | Developer funding                 |
|                         | Promotional activities to residents by a variety of means                                 | Upon first occupation & ongoing   | TPC            | TPC staff time/Developer funding  |

Notes:

1. Costs are indicative, based on March 2017 prices.

**TABLE 2 RESIDENTIAL TP ACTION PLAN SUMMARY**

**TABLE 2 RESIDENTIAL TP ACTION PLAN SUMMARY**



# The Peel Centre

Project  
**BAKERS QUAY,  
 GLOUCESTER**

Client  
**ROKEBY (MERCHANT PLACE) GLOUCESTER LTD**

Title  
**EXISTING JUNCTION ARRANGEMENTS:  
 BAKER STREET/ST ANN WAY**

Drawing No  
**1454/01**

Date  
**JULY 2015**

Rev

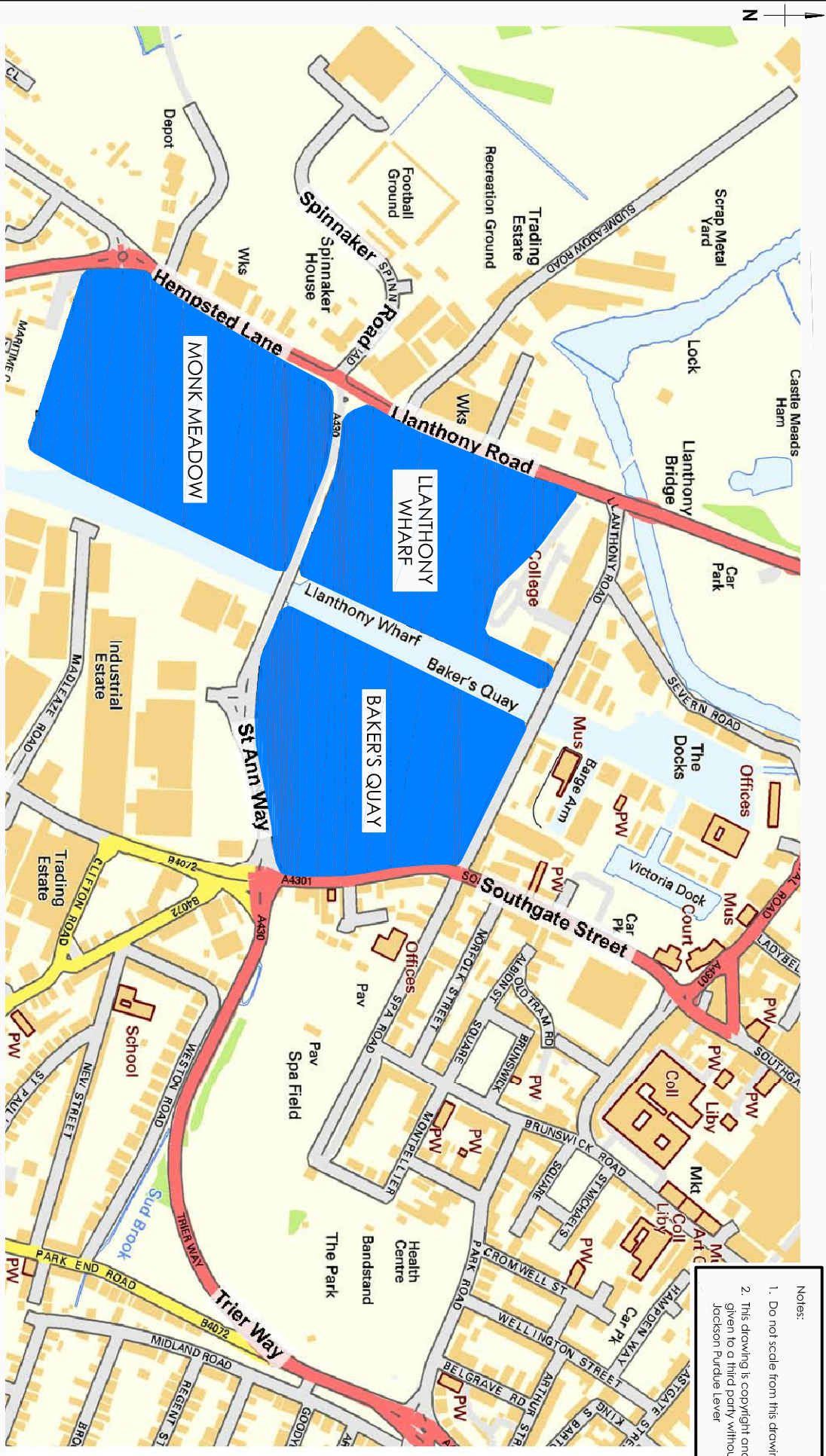
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Background mapping sourced from PEP 17A, June 2014

FIGURE 1 LOCATION PLAN

