

For and on behalf of
Boningale Homes Limited

Framework Travel Plan

Albrighton South, Shropshire

**Prepared by
Sustainable Development and Delivery
DLP Planning Ltd
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1.0 INTRODUCTION

- 1.1 This Framework Travel Plan (TP) has been prepared by the Sustainable Delivery and Development (SDD) team of DLP Planning Ltd on behalf of Boningale Homes Limited in support of an outline planning application for circa 800 residential units, an 80-unit elderly persons care facility, a 2FE Secondary School, a neighbourhood centre / supermarket / Doctors Surgery / Pharmacy, start-up employment units and a small shuttle bus service on land to the south of Albrighton, Shropshire.
- 1.2 This TP will form the first stage of a series of assessments and initiatives to encourage sustainable travel at the site. This TP primarily covers the residential, care, retail, health and other employment elements of the site and also sets out key sustainable travel principles that can be included in a specific School TP (STP) which will be drafted in detail and submitted as part of any Reserved Matters (RM) application.
- 1.3 There is no local guidance for Shropshire Council (SC) for the level of development that requires a TP to be produced. Appendix B of the 'Guidance on Transport Assessment' (GTA) (DfT and DCLG, March 2007) can be used to determine the requirement of a TP in support of a Transport Assessment (TA). Appendix B of the GTA guidance document states that applications for 'C3 Dwelling Houses' developments of more than 80 dwellings require a TA and TP to be submitted.
- 1.4 Based on the threshold guidance provided in the GTA document, a TA has also been prepared in support of the proposed development. Where appropriate, this TP adopts the findings of the TA, particularly in respect of the proposed infrastructure to promote sustainable travel and the vehicle and multi modal trip generation proposed.
- 1.5 The remainder of the TP sets out the following:
- The existing site conditions in terms of accessibility, transport and highway matters;
 - The benefits, aims and objectives of the TP;
 - A summary of the development proposals;
 - The Travel Plan Co-ordinator role and responsibilities;
 - Potential measures that will and could be implemented at the development;
 - Mode split targets; and
 - TP monitoring and how the TP shall be enforced and reviewed.

2.0 SITE ACCESSIBILITY

Site Location and Access

- 2.1 The site lies on land approximately 1km to the southwest of the centre of the village of Albrighton. The land is bound by undeveloped land to the north; Cross road to the west; the A464 and residential dwellings to the south, and; Newhouse Lane, residential dwellings and farmland to the east. The indicative site location is shown in **Figure 1**.



Figure 1. Site Location Plan

- 2.2 The existing site measures approximately 49ha and primarily comprises of undeveloped grassland. As set out in the 'Draft Shropshire Local Plan (2016 – 2038)', to the northeast of the site there is a section of allocated 'safeguarded land' for development as in 'Schedule S1.1 (ii) Safeguarded Land: Albrighton Key Centre'. This safeguarded land, identified in the 'Shropshire Local Plan Review: Consultation on Preferred Sites' document, as 'P36 (northern portion including ALB014)' (as shown outlined by the yellow line in **Figure 1**) covers an area of 6.98ha which is located just north of the red line boundary.
- 2.3 The site has 4 existing access points which consist of gated agricultural field accesses. The location of the site accesses are outlined below and in **Figure 1**:

- 2.4 There are four key roads that are of interest for outlining the existing context of the site. these are:

A464 Holyhead Road (to the south of the site);
Cross Road (to the west of and north of the site);
Patshull Road (through the centre of the site); and
Newhouse Lane (through the site towards its eastern boundary).

- 2.5 A detailed review of the key roads listed above is set out below.

Local Highway Network

- 2.6 **Figure 2** illustrates the road network of interest, in proximity to the site.



Figure 2. Local Road Network

A464 Holyhead Road

- 2.7 The A464 Holyhead along the southern edge of the site is subject to the national speed limit. Along the site frontage, the A464 is approximately 6.7m wide and has a single footway which extends west on the northern side of the road from the A464 / Cross Road priority junction shown in **Figure 3**.



Figure 3. A464 / Cross Road Junction

- 2.8 This section of footway terminates at the Cross Road junction and recommences on the northern side of the carriageway at the A464 / Patshull Road junction. The footway on the northern side runs adjacent to the southern boundary of the site. Along the northern edge of the A464 adjacent to the sites southern frontage there are sections of grass verge which range in width from approximately 2 to 12m.
- 2.9 Further afield, to the northwest the A464 extends for approximately 8.5km to Shifnal and 10.5 km to the Castle Farm Interchange (Junction 4 of the M54) where the A464 links with the M54 and Castle Farm Way. To the south east the A464 extends for approximately 4km to meet the A41 at a signalised junction. From here the A41 continues as Holyhead Road and provides a direct connection into Wolverhampton approximately 11.5km to the east of the site.

Cross Road

- 2.10 Cross Road extends northeast from the A464 / Cross Road priority junction and is between approximately 5 to 6m wide; the section of Cross Road between the A464 and the Cross Road / Elm Road / Patshull Road mini-roundabout has no footways.
- 2.11 The majority of Cross Road is subject to the national speed limit; however, this reduces to 40mph and then 30mph approximately 600m and 700m respectively northeast of the A464 / Cross Road junction (see **Figure 4**).



Figure 4. Existing National Speed Limit to 40mph and 40mph to 30mph Speed Limit Changes Along Cross Road

- 2.12 Cross Road benefits from street lighting which starts from approximately 40m east of the national speed limit / 40mph speed limit change signage and continues through the village (to the east).
- 2.13 Between the A464 / Cross Road junction and Cross Road / Elm Road / Patshull Road mini-roundabout there is a grass verge adjacent to both the southern and northern edges of the carriageway which ranges in width between approximately 0.5 and 4m.
- 2.14 Between the Cross Road / Elm Road / Patshull Road mini-roundabout to the Cross Road / Albert Road mini-roundabout to the north east there is an approximately 2m wide footway on the northern side of Cross Road.
- 2.15 This footway is separated from the carriageway by a grass verge which is approximately 1 to 2m wide; there is also a footway on the southern side of the road. However, the southern footway is now almost entirely overgrown.
- 2.16 On street parking bays are provided on the northern side of Cross Road between the Patshull Road mini roundabout junction to the west and the Albert Road mini roundabout junction to the east.
- 2.17 From the Cross Road / Albert Road mini-roundabout to the High Street / Cross Road junction to the east of the site, there are footways on both sides of the road with widths typically varying between 1.5 to 2m. Further detail on the suitability of the surrounding active travel infrastructure is provided later in this TP.

Patshull Road

- 2.18 Patshull Road forms the southern arm of the Cross Road / Elm Road mini-roundabout junction and is an unclassified road between approximately 4.5 to 5m wide.

- 2.20 Patshull Road is subject to a 30mph speed limit from the Cross Road / Elm Road / Patshull Road mini-roundabout which changes to the national speed limit approximately 140m south of the mini-roundabout. The location of the existing speed limit change is shown at **Figure 5**.



Figure 5. National Speed Limit to 30mph Signage on Patshull Road

- 2.21 There are no footways on Patshull Road except from an approximately 25m long section located at the A464 / Patshull Road priority junction (the junction and footway are shown in **Figure 6**).



Figure 6. A464 / Patshull Road Bellmouth Junction and Footway on Patshull Road

Newhouse Lane

- 2.22 Newhouse Lane forms the southern arm of the Cross Road / Newhouse Lane priority junction on the north eastern boundary of the site. Newhouse Lane is an unclassified road which measures between approximately 3m to 3.7m wide for the majority of its length.
- 2.23 However, the northern section of the road widens to approximately 4.5m between the Cross Road junction and the southern boundary of the Albrighton Primary School site which takes vehicle access from Newhouse Lane. The road is subject to the national speed limit from the Newhouse Lane / A464 T-junction and changes to a 30mph speed limit approximately 315m south of the Newhouse Lane / Cross T-junction (see **Figure 7**).



Figure 7. 30mph to National Speed Limit Signage on Newhouse Lane

- 2.24 There is an approximately 1.5 to 2m wide footway on the east side of Newhouse Lane which runs from the Cross Road / Newhouse Lane priority junction up to the southern Albrighton Primary School vehicular access. This footway is set back from the carriageway directly outside the School by an approximately 2m wide grass verge.
- 2.25 There is streetlighting along Newhouse Lane where the footway is present. The remaining section of Newhouse Lane to the south of the Primary School does not benefit from footways or streetlighting.

Accessibility

2.26 Paragraph 114 of the NPPF requires that plans and decisions consider whether:

“appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location”.

2.27 Furthermore, Paragraph 108 of the NPPF states that:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that: opportunities to promote walking, cycling and public transport use are identified and pursued”.

Pedestrian Travel

2.28 The ‘*Planning for Walking*’ Guidance (CIHT, 2015) has been considered as part of this TA. This provides characteristics of pedestrian journeys and the legal framework surrounding the benefits of walking, which is considered to be one of the most important modes of travel at the local level.

2.29 The ‘*Providing for Journeys on Foot*’ Guidance (CIHT, 2000) sets out the recommended ‘desirable’, ‘acceptable’, and ‘maximum’ walking distances for town centres, commuting, and elsewhere. These distances are summarised in **Table 1**.

	Town Centres (m)	Commuting (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Table 1. CIHT Guidelines for Pedestrian Journeys

2.30 The site is within the above recommended walking distances to a variety of nearby services and facilities which future residents (and staff of the care and employment elements) are likely to use.

2.31 Examples of facilities within the 2km walk distance threshold are set out at **Table 2**. Distances are taken from the approximate centroid of the site and measured/routed using the Google Maps walking tool.

SERVICE / FACILITY	Distance (from approximate centroid of site)	Walk time (mins) [1.5m/s]	Cycle time (mins) [7m/s]
Albrighton Table Tennis Club	700m	9	2
Albert Road Play Park	800m	11	3
Albrighton Primary School & District Swimming Club	1km	13	3
Nearest Bus Stops (Located on High Street)	1km	14	3
Albrighton High Street (Co-operative Food, Post Office, Chemist)	1.1km	15	4
The Red House (Village Hall)	1.1km	15	4
Albrighton Bowling & Football Clubs	1.2km	16	4
Albrighton Dental Surgery	1.2km	16	4
Albrighton Library	1.2km	16	4
1 st Albrighton Scout Group	1.7km	24	6
Albrighton Medical Practice	1.8km	24	6
Albrighton Railway Station	1.8km	24	6
Albrighton Tennis & Cricket Clubs	1.8km	24	7
St Mary's Nursery Group & Saint Mary's C of E Primary School	1.9km	25	6

Table 2. Local Facilities

2.32 The facilities outlined in **Table 2** (including others) are shown in **Figure 8**.

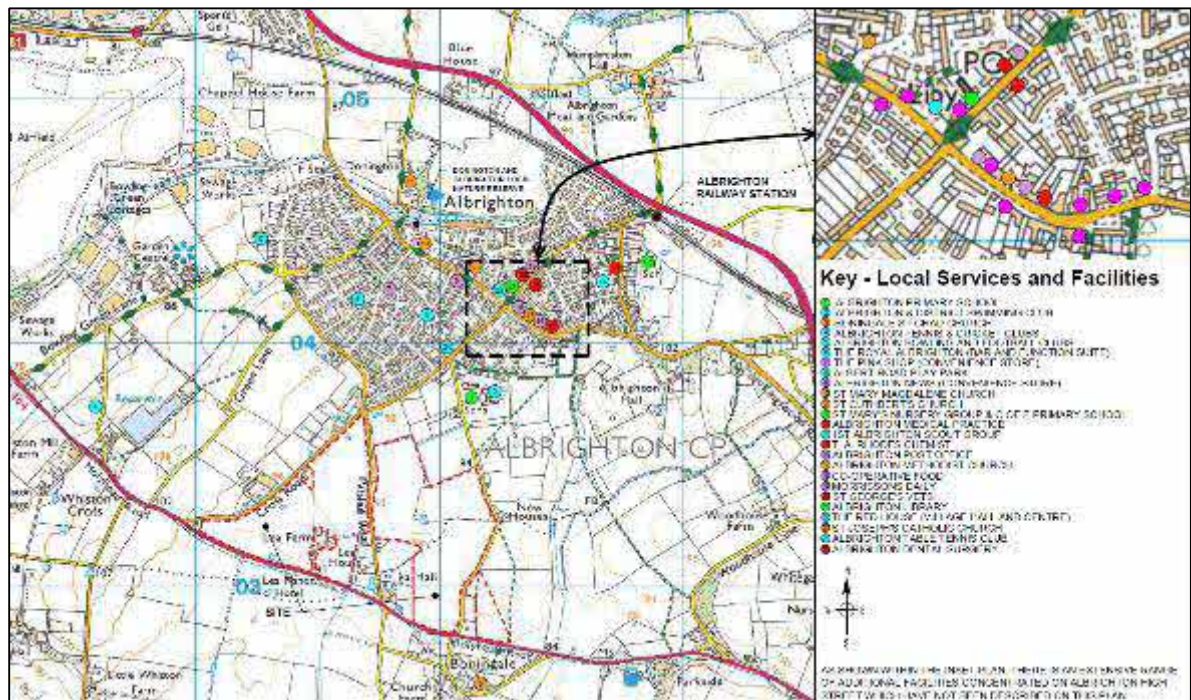


Figure 8. Local Facilities Plan

2.33 In light of the guidance in **Table 1**, **Figure 9** shows a 2km which confirms that from the approximate centre of the site, the entirety of Albrighton is within a comfortable walking distance. This includes all of the amenities within Albrighton and those shown in **Figure 8**.

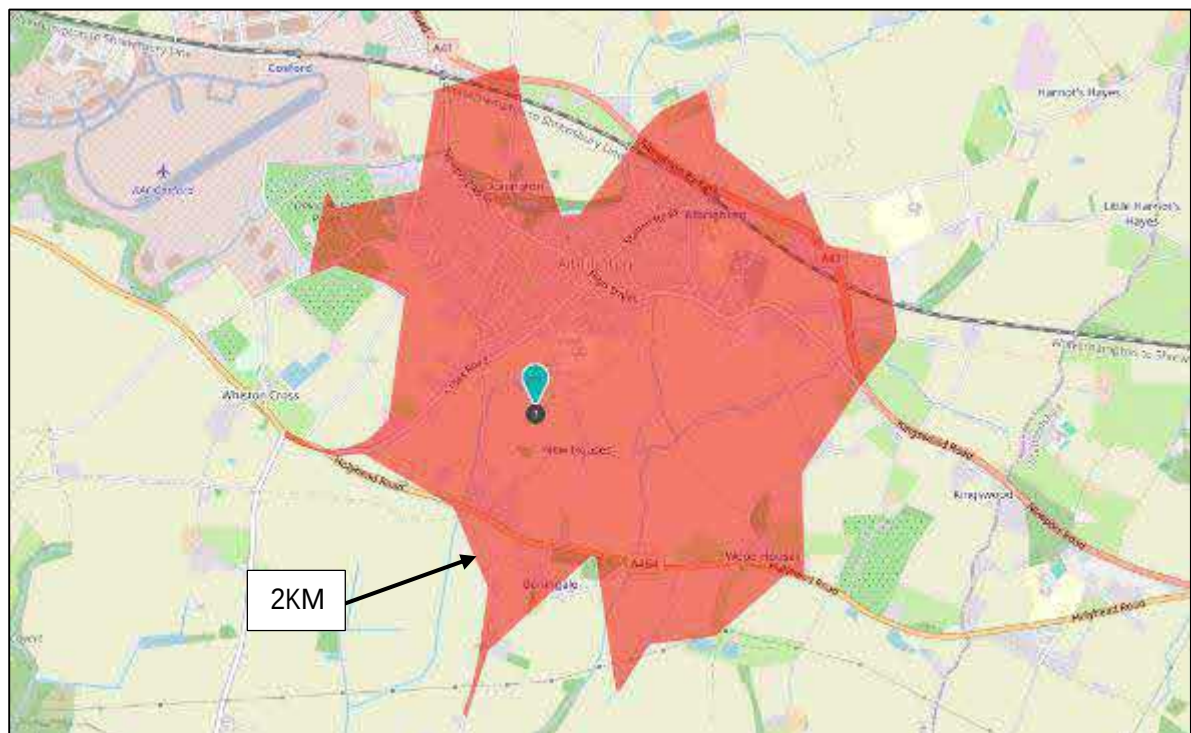


Figure 9. 2km Pedestrian Isochrone (from the Approximate Centre of the Site)

- 2.34 The accompanying TA provides a detailed assessment of the suitability of the existing walking and cycling infrastructure in the locality of the site. In line with industry best practice, an audit of the key active travel routes and desire lines between the site and the key local facilities within Albrighton to the north east has been undertaken to inform the accompanying TA.
- 2.35 The audit, which was informed by an initial desktop review, as well as a site visit undertaken on Monday 15th April, helped to inform the pedestrian improvements that are proposed as part of this application.
- 2.36 These improvements are discussed in detail in the associated TA and include improvements to dropped kerb / tactile paving provision on the routes between the site and key local facilities as well as the provision of a new footway on the southern side of Cross Road and a new 3m wide shared footway/cycleway on the northern side of Cross Road between the Patshull Road and Albert Road junctions.
- 2.37 Further detail on these proposed improvements is set out in Section 4 of this TP.

Cycle Travel

- 2.38 As well as walking, cycling also has the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.
- 2.39 With reference to acceptable cycling distances, 'Cycling England's' 'Integrating Cycling into Development Proposals' (2011) notes that:

"Most Cycle journeys for non-work purposes and those to rail stations are between 0.5 miles [0.8km] and 2 miles [3.2km], but many cyclists are willing to cycle much further. For work, a distance of 5 miles [8km] should be assumed".

- 2.40 Paragraph 1.5.1 of the DfT's 'Local Transport Note 2/08 Cycle Infrastructure Design' also states that:

"In common with other modes, many utility cycle journeys are under three miles (ECF, 1998), although, for commuter journeys, a trip distance of over five miles is not uncommon. Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey."

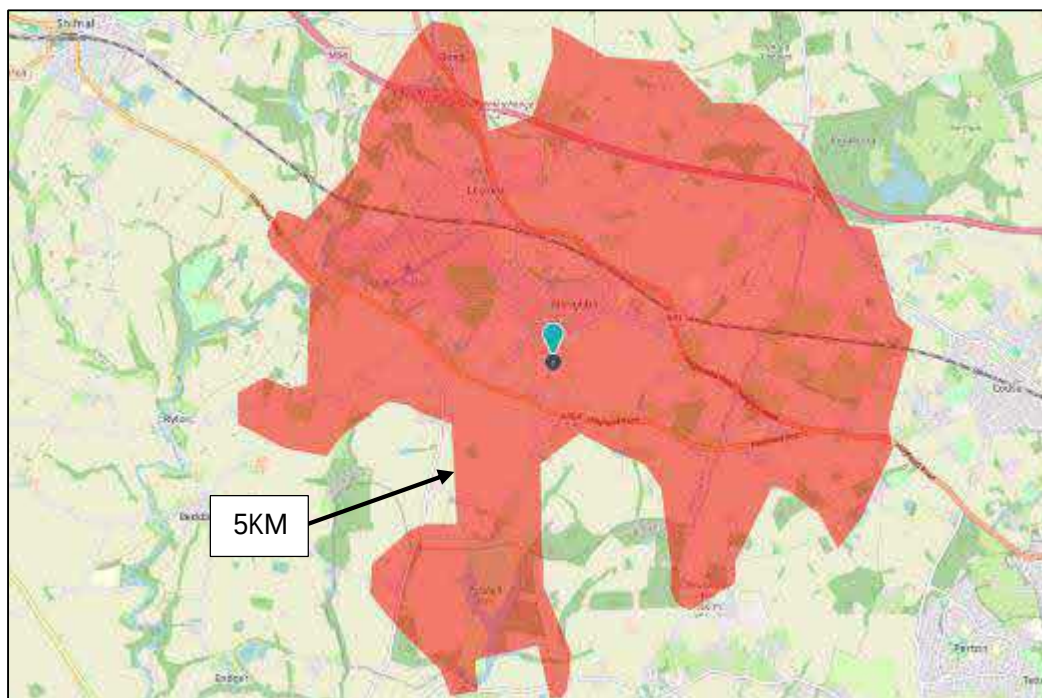


Figure 10. 5km Cycling Isochrone (from the Approximate Centre of the Site)

- 2.41 Informed by the guidance above and rationale accepted in previous applications, **Figure 10** shows a 5km isochrone in the vicinity of the site. It should be noted that 5km (approximately 3 miles) is typically often used as an accepted recommended cycling distance.
- 2.42 **Figure 10** shows that the 5km cycling isochrone includes the entirety of Albrighton and Cosford to the north west. It is also important to mention that as stated in the guidance above, cycling journeys of 8km (5 miles) which are associated with commuting are typically seen as acceptable.
- 2.43 Noting this, an 8km isochrone would include places such as Codsall and Pattingham to the east and south and, Shifnal to the north west.
- 2.44 The National Cycle Network (NCN) is a “UK-wide network of signed paths and routes for walking, wheeling, cycling and exploring outdoors” with a total of 12,739 miles of signed routes. **Figure 11** shows that NCN Route 81 passes through Albrighton, along High Street.

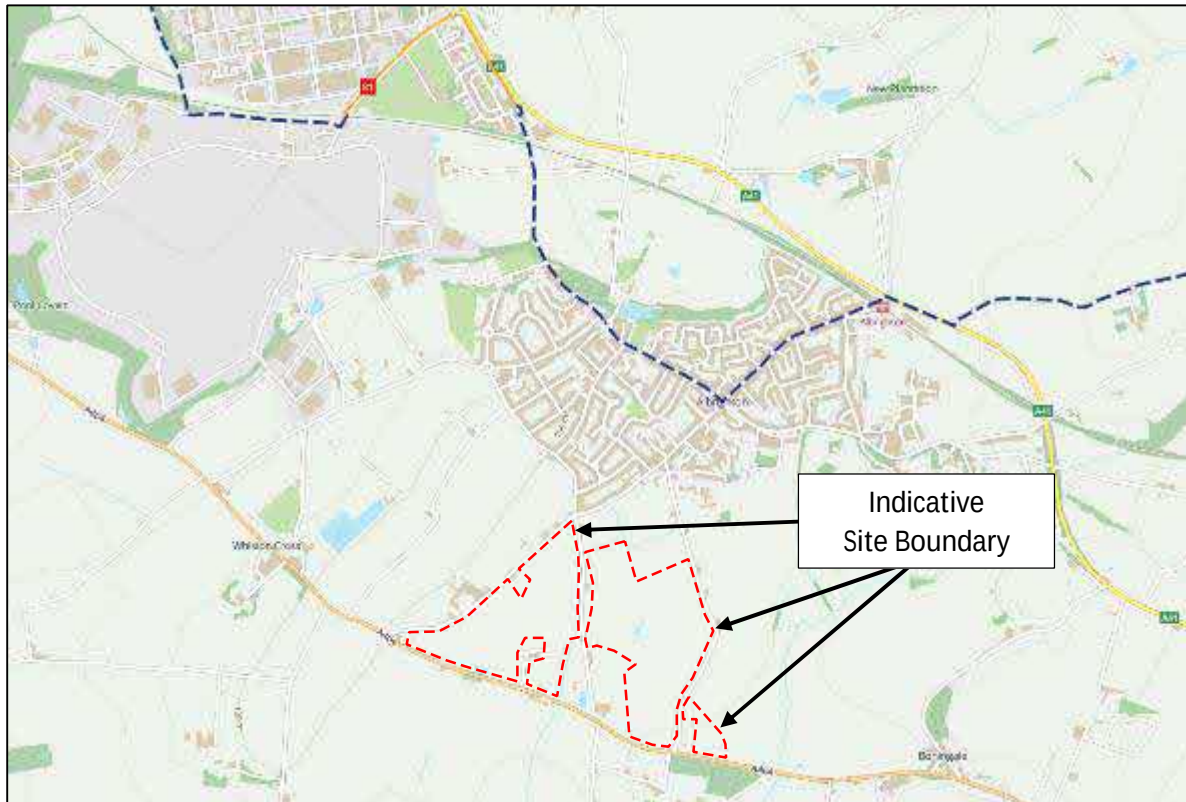


Figure 11. NCN Route 81 Passing Through Albrighton (Extract from OS Maps)

- 2.45 NCN Route 81 is a 191.2km route, of which almost 50% is traffic-free, which runs from Aberystwyth to Wolverhampton. The route passes through Shifnal, Codsall, Telford and Shrewsbury.

Public Rights of Way

- 2.46 As shown in **Figure 12**, there is one Public Rights of Way (PROWs) located within the site boundary. PROW 0111/4/1 runs through the south eastern parcel of the site; as part of any future Reserved Matters (RM) application, an appropriate crossing would be provided over the new southeastern access road (which passes through the south eastern land parcel) to maintain the PROW.
- 2.47 In total there are 3 PROWs which connect to Newhouse Lane which forms the eastern boundary of the site. These are PROW 0102/9/1, PROW 0111/3/1, and PROW 0111/4/1.
- 2.48 **Figure 12** shows that the two latter PROWs provide a connection from Newhouse Lane to the A464 and Boningale St Chad Church to the south. PROW 0102/9/1 provides a footpath route from Newhouse Lane to High Street in the northeast, exiting onto High Street adjacent to the Harp Hotel.

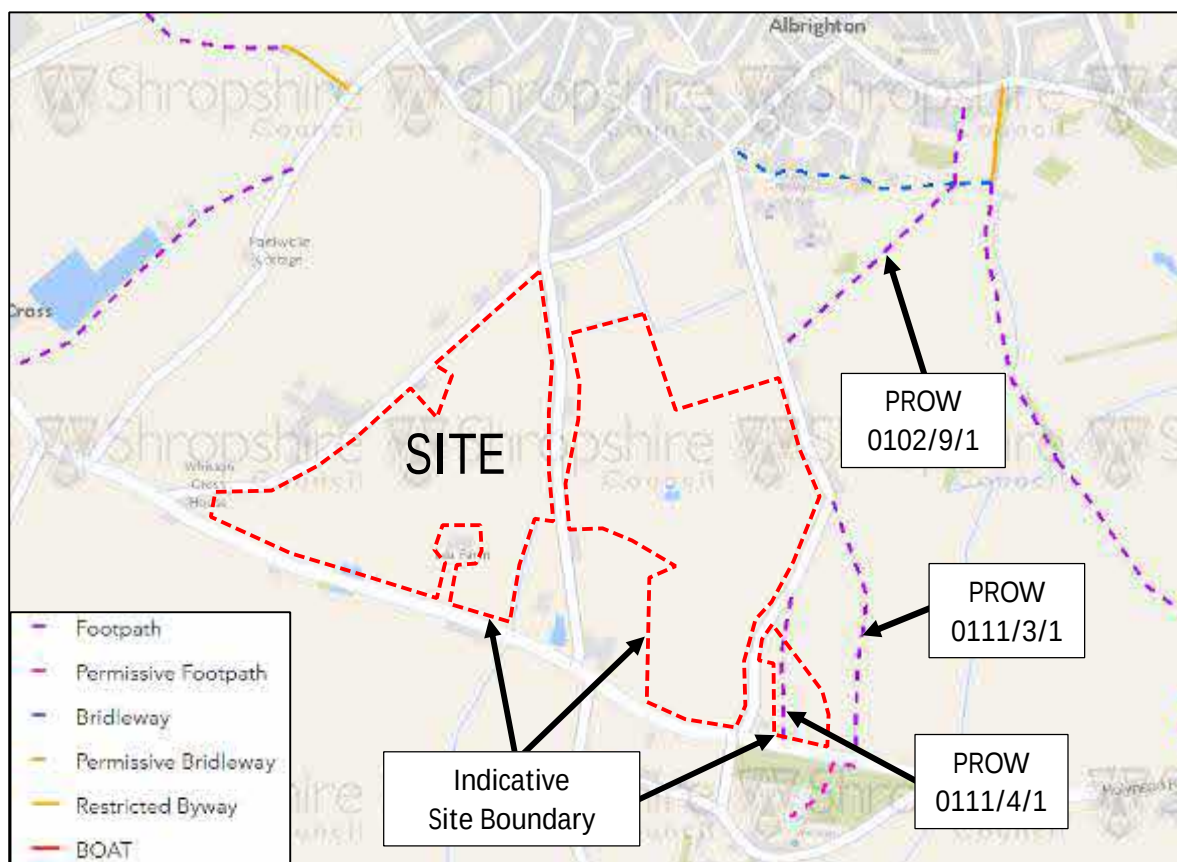


Figure 12. Public Rights of Way in the Vicinity of the Site (Extracted from the Shropshire Outdoor Recreation Map)

Public Transport – Bus

2.49 It is stated in Section A.20. Access to Bus Services of SC's 'SMART' (2021) guidance document that:

“The aim is to have at least one bus stop within 400 metres walking distance of every dwelling. This should be reduced to 200 metres on hilly sites.”

2.50 The nearest bus stops are to the northeast of the site on High Street in the centre of Albrighton. The bus stops are located approximately 750m walking distance from the northern corner of the site and approximately 1.2km walking distance from the (approximate) centre of the site.

2.51 These bus stops would be accessible via a mixture of proposed and existing footways and crossings.

2.52 The existing eastbound stop includes a flag and pole, as well as a shelter and seating. The westbound stop consists of a shelter and seating, with the timetable being located within the shelter. **Figure 13** shows both existing bus stops.



Figure 13. Existing Nearest Bus Stops – Westbound (Left) and Eastbound (Right)

2.53 **Table 3** provides a summary of the services available at the bus stops described above, confirming that there is a bus every 60 minutes in both directions on a weekday.

Service No.	Route	Weekday Frequency	Saturday Frequency	Sunday Frequency
891	Wolverhampton to Telford via Albrighton, Cosford, and Shifnal	60 mins	120 mins	No Service

Table 3. Local Bus Services

2.54 It is important to note that the existing westbound weekday service runs from (based on the timetable information for the bus stops) 06:38 to 17:03. The eastbound weekday service runs from 07:50 to 18:07. The westbound Saturday service runs from 07:48 to 15:58 and the eastbound service runs from 08:55 to 17:06.

2.55 Improvements to existing public transport services including bus routes and infrastructure are included as part of the development proposals detailed in the accompanying TA. In addition to this, the ability for new or re-routed bus services to travel through the site and link with key facilities in Albrighton to the north east are also detailed the accompanying TA. A shuttle bus service which will provide a sustainable mass transport service between the site and the wider facilities in Albrighton and Albrighton Railway Station is also included as part of the development proposals.

Public Transport – Train

2.56 Based on the '*Providing for Journeys on Foot*' (CIHT, 2000), outlined in **Table 1**, the maximum walking distance typically accepted for journeys on foot is 2km.

- 2.57 Albrighton Railway Station is to the north east of the site and located on Station Road approximately 1.5km walking distance from the northern corner of the site and approximately 1.9km from the (approximate) centre of the site.
- 2.58 Access to the station is via the existing footway infrastructure and crossing points. Proposed improvements to the route between the site and the station to the north east have been described earlier in this section with further detail provided later in this TP.
- 2.59 The station is operated by West Midlands Railway and has two platforms; a car park of 17 spaces, and; 32 cycle store spaces which are covered and monitored by CCTV (see **Figure 14**).



Figure 14. Cycle Parking at Albrighton Railway Station (CCTV Monitored)

- 2.60 Albrighton Station provides hourly express service in eastbound and westbound directions which operate between Shrewsbury and Telford to the west and Wolverhampton and Birmingham New Street to the east.
- 2.61 The line which passes through Albrighton, also stops at locations such as Cosford, Shifnal and Wellington to the west; and Codsall, Wolverhampton, Coseley, Sandwell & Dudley, and Smethwick Galton Bridge, and Birmingham New Street to the east. UK-wide services are available from Birmingham New Street, Wolverhampton, and Shrewsbury.
- 2.62 For services to Birmingham New Street, on a weekday there are 2 services every hour

between 06:00 and 09:00 in the morning and between 17:00 to 18:00 in the evening; for the remaining parts of the day there is 1 service every hour. On the weekend there is typically 1 service every hour.

- 2.63 For services to Shrewsbury, on a weekday there are 2 services every hour between 06:00 and 08:00 in the morning and 17:00 and 19:00 in the evening; for the remaining parts of the day there is 1 service every hour. On the weekend there is typically 1 service every hour.

Sustainable Travel Summary

- 2.64 Overall, the proposed development is considered to be in a good location for travel by sustainable modes, within walking distance of key local facilities and bus services and within 2km of Albrighton Rail Station which links to larger surrounding urban areas. As a result, residents, staff and pupils of the 2FE Secondary School will be provided with a wide range of realistic sustainable travel options other than to travel via private car.
- 2.65 In addition to the existing pedestrian infrastructure provision, the active travel audit undertaken on the 15th April 2024 (detailed in the TA) highlights a number of improvements that could be made to further encourage walking and cycling movements between the site and the wider Albrighton area to the north.
- 2.66 A shuttle bus service is also proposed to link the site with Albrighton village centre and Albrighton Railway Station to the north east.
- 2.67 The fact that the site is considered to be proposed in a sustainable location is supported by the recently published '*Shropshire Local Plan Additional Sustainability Appraisal Report*' (April 2024) in which the site (referenced as P37b) is allocated a sustainability score of 18 out of 24 based on access to Primary Schools, GP Surgery, convenience store and public transport services.

3.0 WHAT IS A TRAVEL PLAN? POLICY, BENEFITS, AIMS AND OBJECTIVES

What is a Travel Plan?

3.1 A TP seeks to reduce car use and to encourage alternative sustainable transport choices. It sets aims and tangible targets (where appropriate) so that a 'real' change in travel behaviour can be achieved.

3.2 According to the 'Travel Plans, Transport Assessments and Statements (DfT, March 2014) document, a TP is:

"long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."
(Paragraph 003)

3.3 The document continues on and advises that the primary purpose of a TP is:

"to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as a way of unfairly penalising drivers."
(Paragraph 005)

3.4 The overall aim of any TP should be to influence long-term changes in travel behaviour by providing the right package of measures that promote and value sustainable transport initiatives. It is important that the measures of a TP are site-specific and tailored to the needs of existing and future users of the site in order to succeed in its aim.

Benefits of a Travel Plan

3.5 Experience shows that the benefits of a TP can be extensive. For this development, the measures set out in the TP can potentially:

Reduce the likelihood of any off-site or inappropriate on-site parking;

Reduce the overall vehicle trip generation of the site;

Encourage more sustainable transport modes; and

Promote healthy lifestyles, particularly through encouragement of more physical activity and active travel.

Aims and Objectives

3.6 The purpose of the TP is to set out a package of measures to encourage the desired modal shift towards more sustainable forms of transport and to increase accessibility to and from the site by more sustainable travel modes.

- 3.7 The following is a list of identified aims and objectives specific to the site which will guide the measures proposed in the TP:

Ensuring that all those travelling to and from the site aware of the TP and widen the sustainable travel options available at the development. This will take place in the form of TP promotion measures and the provision of Travel Information Packs outlined in **Section 6**;

Encouraging less reliance on the car, wherever practicable, particularly for single occupancy journeys. The measures referenced in this document are intended to not only encourage and facilitate walking, cycling and public transport use but also to make better use of the car through initiatives such as a car share scheme; and

Monitoring and developing the TP over time. It is imperative to the success of the TP that the right mechanisms are in place to monitor and manage it, so that it is effective year on year. **Section 7** sets out a monitoring and mode shift target strategy.

- 3.8 As the TP develops year on year, it will be appropriate to consider the adoption of additional objectives and, where appropriate, the potential setting of further targets.
- 3.9 The implementation of the TP and the measures contained within it will be relatively flexible to allow for alterations and new measures to be introduced as and when required.
- 3.10 The TP should not be viewed as a finite document but, if required, a rolling programme of measures that will continue to evolve over the longer term to adapt to changing needs and mode choice.

4.0 PROPOSED DEVELOPMENT

Overview of Development Proposals

4.1 The development proposals comprise:

- Up to 800 residential dwellings;
- An 80 bed elderly persons care home facility;
- A 2FE Secondary School (up to 750 students);
- Retail / Foodstore (up to 1,700 sqm);
- GP and Pharmacy (circa 950 sqm);
- Flexible E Class space for community uses (circa 150 sqm)
- A shuttle bus service; and
- Associated car and cycle parking, landscaping and open space.

4.2 The application is submitted in outline only except for access which is applied for in detail.

4.3 As per the requirement in the '*Shropshire Local Plan*', the residential element of the development will be a mixture of market and affordable dwellings of varying sizes.

4.4 The indicative site masterplan is provided at **Appendix A** and an extract is provided at **Figure 15**.



Figure 15. Framework Site Masterplan

4.5 From this it can be seen that:

The Secondary School will be located towards the north eastern boundary of the site to be close to the main population centre of Albrighton;

The care, doctors surgery and retail, employment and shuttle bus facilities will be provided relatively centrally within this the site with access from a new walking/cycling 'green route' provided on Patshull Road and the new pedestrian provision on Cross Road to the west of the Patshull Road junction;

Two new junctions are proposed into the site from the A464 Holyhead Road. These junctions take the form of a roundabout and a right turn lane ghost island arrangement;

A spine road will be provided between the two new access junctions on to the A464 Holyhead Road. This road will cross Patshull Road and Newhouse Lane;

Bus stops will be provided along the spine road subject to discussions with the local bus company(s) to provide a new route or divert an existing route;

A new north/south spine road link will be provided between the main east/west spine road to link with Cross Road to the north; and

Both Patshull Road and Newhouse Lane will be downgraded to access only. These roads will still facilitate vehicle movements to and from the existing dwellings served off them but will not be available for 'through' movements between Cross Road and the A464 Holyhead Road.

Proposed Site Access Strategy

- 4.6 The proposed access strategy for the site is demonstrated at **Drawing Number SH5034-4PD-001** (contained at **Appendix B**) and includes for the provision of a new north / south spine road that will extend from Cross Road to the east / west spine road within the site. The east / west spine road will then connect into the A464 Holyhead Road to the southwest in the form of a 3-arm roundabout and southeast in the form of a ghost-island right turn lane priority junction.
- 4.7 The proposals will include stopping up the Patshull Road arm of the 4-arm mini-roundabout with Cross Road and Elm Road, with the junction being modified to a priority T-junction with Elm Road forming the minor arm and Cross Road being the through road. The northern section of Patshull Road will be downgraded to provide a 'green route' to encourage walking and cycling movements with no vehicle through movements permitted. The southern section of Patshull Road will be severed at the MT Muscle Mechanic access with all existing dwellings / land for the south section being gain from the existing A464 / Patshull Road junction.
- 4.8 A short section of Cross Road would also be stopped up from the A464 Holyhead Road with all existing vehicular traffic being re-routed to the southwestern site access arrangement and through the spine road of the site. The existing A464 Holyhead Road / Cross Road junction would subsequently only serve the existing Albrighton Feeds shop.
- 4.9 A short section of Newhouse Lane will be stopped up and downgraded to remove vehicle 'through movements' on these roads. This will reduce the number of vehicles travelling past Albrighton Primary School thus improving the pedestrian environment in this key location.
- 4.10 The proposals would include reducing the existing national speed limit along the site frontage to create a new 1.6km stretch of 40mph speed limit along the A464 Holyhead Road to encompass both site access arrangements. This would include a package of traffic calming measures to design to the reduced speed limit.
- 4.11 The form of the proposed junctions and the wider highway improvements, speed reducing measures to be put forward as part of the development are discussed in detail in the accompanying TA.

Sustainable Transport Improvements

- 4.12 One key objective of the development is to encourage all those travelling to and from the site to travel by sustainable modes and to limit the number of single-occupancy vehicle movements that are generated. This objective would be achieved by:

Encouraging the use of alternative modes of transport to the private car in order to reduce environmental impacts for all journeys to and from the proposed development;

Delivery of a new pedestrian/cycle route adjacent to the internal spine road to encourage walking and cycling trips within and to and from the site;

Delivering walking and cycling links to the existing road network from proposed access junctions;

Downgrading Patshull Road and Newhouse Lane to remove the 'through' vehicle movements on these roads;

Improving pedestrian and cycling provision of Patshull Road to provide a 'green route' to facilitate walking and cycling movements to Cross Road to the north;

Providing a new section of footway / cycleway on Cross Road to the east of the new vehicle link in to the site to encourage walking movements to Albrighton village centre to the east as shown at **Drawing Number SH5034-4PD-004** (contained at **Appendix B**;

Improving active travel infrastructure at off-site junctions on key walking and cycling routes between the site and the key local facilities in Albrighton to the north as shown at **Drawing Number SH5034-4PD-009** (contained at **Appendix B**);

Upgrading the existing footway on Cross Road to the east of the site to the junction with Newhouse Lane to provide a shared footway/cycleway active travel route as shown at **Drawing Numbers SH5034-4PD-004 and 005** (contained at **Appendix B**);

Commitments to improve existing public transport services travelling to/from or through the site;

The provision of a new bus shuttle service between the site and Albrighton village centre and Albrighton Station to the north east;

Delivering long-term commitment to changing travel habits by minimising the percentage of journeys to and from the development made by single occupancy cars, and maximise the proportion of trips to the development made by public transport, by car share, on foot and by cycle;

Educating residents / staff / pupils and visitors regarding the health benefits of walking and cycling;

Addressing residents' / staff / pupils and visitors need for access to a full range of facilities for work, education, health, leisure, recreation and shopping;

Reducing traffic generated by development to a significantly lower level of car trips than would be predicted without the implementation of a Travel Plan; and

Promoting healthy lifestyles and communities.

Public Transport Strategy, Improvements and Promotion

- 4.13 It is considered that travel by bus could, subject to improvements and the rerouting of existing services / delivery of a new site specific bus route, represent an attractive sustainable transport mode for users of the development, particularly for travel to / from Albrighton and the wider Shropshire area.
- 4.14 Public transport would be promoted via the provision of a new on-site shuttle service to link the site to Albrighton and Albrighton Rail Station to the north as well as diversions to existing or new longer distance regional services which would travel through the site using the new access junctions with the A464.
- 4.15 Further detail on the proposed public transport and shuttle bus TP measures are provided later in this document.

Parking

- 4.16 As set out, the internal site layout is indicative only and submitted in outline only as part of this application. As such, the quantum and design of car / cycle parking is not for consideration or determination at this time and will instead be confirmed at the RM application stage.
- 4.17 Notwithstanding this, it is anticipated that car parking will be provided in line with relevant SC parking standards and best practice guidance at the time of the submission of the RM application and if this is not the case, appropriate justification for any deviation from standards will be provided.

Electric Vehicle (EV) Charging

- 4.18 EV charging requirements will be assessed at the time of any RM application and will take in to account current SC guidance and appropriate Building Regulations etc.
- 4.19 it is, however, anticipated that each land use will provide a quantum of EV charging spaces with all residential units that provide on plot parking to provide an EV charging point as part of the build out of the dwelling.

5.0 TRAVEL PLAN MANAGEMENT

Travel Plan Management and Strategy

- 5.1 The management of a TP represents an important element in pursuing the overall aims of the NPPF and wider national and local government planning principles.
- 5.2 It is proposed that a TP is developed through the planning process to ensure site specific targets are set to create a positive impact for the new residents and staff at the employment elements of the site, as well as surrounding highway network users.

Travel Plan Co-ordinator (TPC) for the Residential, Care & Employment / Retail Elements

- 5.3 As set out, this TP primarily focuses on the residential, care and retail / employment elements of the application; a specific School TP would be prepared in due course for the education element of the site. It is anticipated that this would be at the RM stage for this element of the site and will reflect the specific requirements and sustainable travel principles of the proposed occupier of the education land use at the time of the RM application.
- 5.4 Notwithstanding this, the key principles of sustainable travel set out in this TP can be applied to the education land use which will also benefit from the on and off-site active travel improvements proposed as part of the wider application.
- 5.5 A TPC / TPCs will be appointed by the future developers of the residential, commercial / employment / retail and care elements of the site to implement and manage the TP for the full monitoring period (at least 12 months prior to the first occupation of the site and would be retained in their role until the end of the TP monitoring period). The TPC will be responsible for the implementation and delivery of the measures set out in the following Sections of this document.
- 5.6 The TPC will undertake the following tasks:

Set up of a TP Steering Group (SG) and ongoing management of this group;

Preparation of sustainable material, distribution and promotion of the 'Sustainable Travel Pack' (TIP) to residents / staff and visitors;

Implement and promote the sustainable travel measures set out in this and subsequent detailed TPs;

Delivery of the sustainable travel information to be provided on the development website, in the housebuilder marketing suites and in the TIPs;

Undertake or co-ordinate the data gathering exercises (e.g. Conducting / overseeing resident / staff travel surveys) and monitoring reviews;

Monitor the success of the TP, using the results of future travel surveys;

Liaise with public transport operators and members of the Council to improve the opportunities for sustainable travel; and

Be the point of contact for any queries associated with the TP.

- 5.7 The TPC will be responsible for the co-ordination of all Travel Planning measures for the development and will also liaise with the future residents and staff of the various employment elements regarding any TP issues via telephone / email.
- 5.8 In practice, if required, a number of the proposed land uses on site (care, retail/employment) could appoint their own TPC to deliver their bespoke TP. However, these use specific TPCs would be required to work with the overarching TPC for the site who would be in place to oversee and manage the full implementation of the overarching TP.
- 5.9 The overall TPC will also be the key point of contact for SC Travel Plan officers. The TPC contact details will be provided to all those living at the residential element and staff working at the employment elements of the development via Travel Information Packs (TIP), sustainable travel notice boards and TP update documents.
- 5.10 The requirement to implement, manage and fund the TPC role could be secured by way of a S106 legal agreement.

School Travel Plan

- 5.11 The future developer of the Secondary School would be required to liaise and work in partnership with the Local Authorities to prepare a site specific School Travel Plan (STP).
- 5.12 SC do not have their own TP / STP guidance document. As a result, the following paragraphs have been set out in line with best practice and TP / STP guidance offered by the neighbouring authority of South Staffordshire Council (SCC).
- 5.13 It is recommended in SCC's adopted '*Guidelines for Transport Assessments and Travel Plans*' (2008) that any STP submitted by the future developer of the 2FE Secondary School:

"Shall be prepared in conjunction with a Working Group or TPC. The Working Group or TPC will ideally be set up at the outset to develop and agree the STP although in some circumstances it may only be possible to set up such arrangements when the TP has been prepared.

In any event, the Working Group or TPC will be responsible for the TP's implementation and for producing annual monitoring reports (see Monitoring and review)."

- 5.14 It is recommended that if a Working Group is formed, members of this group should ideally include:

“Teachers / pupils (essential);

Governor / parent (desirable); and

Travel Plan officer of the County Council who will provide support to the Working Group and or TPC and provide assistance and attend annual monitoring reviews.”

- 5.15 In addition to the above, the site wide TPC would also be invited to join the STP working group as would the STP TPC be invited to join the wider development TP Steering Group.
- 5.16 The SCC guidance recommends that specific reference should also be made to the DETR document ‘*School Travel – Strategies and Plans*’, published in June 1999, which provides guidance on developing a STP including surveys, monitoring, evaluation and other practical measures.
- 5.17 The STP process should introduce a range of measures in order to reduce the number of car journey trips made by both parents and staff. STPs typically combine measures to address safety issues on the School journey. However, it is intended that safety concerns near Schools within the development are ‘designed out’ through good urban design principles.

6.0 TRAVEL PLAN MEASURES

- 6.1 As set out in this TP, the development is well located to accommodate trips by sustainable modes via the existing walking, cycling and public transport facilities. However, in order to reduce the number of single occupancy vehicle journeys by both residents and staff at the employment elements, additional measures should be provided such that journeys by foot, cycle or public transport are encouraged. These measures could also apply to the 2FE Secondary School element of the proposals.
- 6.2 This TP has therefore identified measures to encourage such sustainable modes of travel and achieve the targets set out in this report. In time, the need to further improve some of these facilities may arise through feedback from residents / staff.
- 6.3 The TP measures set out in this section will be applied to both residents and staff of the employment elements to ensure that all those making regular trips to the site are fully aware of the sustainable travel measures available to them.
- 6.4 As previously addressed a STP would be prepared by the future 2FE Secondary School to encourage sustainable travel. These could include a number of the measures set out in this TP.

Travel Plan Coordinator(s) (or Working Group)

- 6.5 As set out, a TPC will be appointed for the full residential and employment elements of the site; with either a Working Group or TPC required for the 2FE Secondary School. The TPC / Working Group) will be responsible for the co-ordination of all Travel Planning measures for the proposed development and will also liaise with the future residents / staff / pupils and parents regarding any TP issues via in person visits, telephone and email.
- 6.6 The TPC will also be the point of contact for SC TP Officers.
- 6.7 The future developer will be required to secure funding for the role of the TPC from appointment until the end of the proposed five-year monitoring period. The TPC will be responsible for the implementation and delivery of the measures set out in the following Sections of this document.
- 6.8 Depending on the scale of the other retail/employment/health land uses, these may need to provide separate TPs to support any RM applications. If so, the separate uses could appoint their own bespoke TPC but this person would work with the overarching site wide TPC to manage and oversee the full TP delivery.

Travel Plan Steering Group

- 6.9 The TPC will be responsible for setting up and managing a TP SG for the new development. It is anticipated that this group will be made up of a number of residents living at and staff working at the development, representatives of local public transport providers, representatives of District and Parish Councillors. SC TP Officers will also be invited to attend

the SG meetings. The School TPC would also be invited to join the SG.

- 6.10 These meetings will be held every 12 months with minutes and key actions included in the TP reporting and monitoring documents prepared by the TPC for the development.
- 6.11 An indicative list of those that could be asked to join the TP SG is provided below:

Site wide TPC;

Other TPC/Travel Plan Representatives for specific users within the development;

SC TP, public transport and walking and cycling officers;

Bus Operators;

Car club operators;

Member of the site wide Bicycle User Group;

Website and database support (consultants);

Resident Group representatives; and

Cycling/Walking group representatives.

Sales Staff

- 6.12 The first step towards behavioural change is for an individual to understand the benefits of the sustainable travel options which are realistic and feasible to them. The key barrier to behavioural change is often a person not being aware of the sustainable travel options available to them.
- 6.13 Training will be provided to all sales staff that will be responsible for meeting the prospective residents when they visit the on-site sales suite. The training focuses on ensuring all sales staff are familiar with the objectives of the TP and are able to communicate to a prospective resident the sustainable travel opportunities available to them, including prior to occupation.

Public Transport Information

- 6.14 Information on bus services, timetables and route maps would be provided in the Sustainable TIPS, on the residents' information board and on the bespoke site marketing website and as such would be easily accessible to all residents/staff and visitors, in advance of occupying the site. Information would include details on routes, services, timetables and fares.

Site Based Shuttle Bus Service

- 6.15 In order to facilitate sustainable travel movements between the site and the local facilities in Albrighton village centre an Albrighton rail station, a new shuttle bus service will be operated from the site. At this time, it is anticipated that the shuttle service would be delivered by an EV vehicle or vehicles.

- 6.16 The shuttle service would operate from a central 'transport hub' which is anticipated to be provided within the retail/local centre land use area. The detail of the proposed 'transport hub' would be set out at the time of the RM application and could include, real time information boards, timetables and seated waiting areas.
- 6.17 It is anticipated that services would operate with a 20-30 minute frequency during peak times throughout the day Monday – Friday.
- 6.18 Services will pick up and drop off at the internal transport hub as well as at key locations on route to the local facilities on Albrighton High Street and Albrighton rail station;
- 6.19 Services will be scalable with the ability to 'ramp' up frequencies and change the size of the bus service on demand.
- 6.20 Whilst the final detail of the service will be provided as part of any RM application, it is anticipated the requirement to provide a shuttle service in line with that set out in the TA could be secured by way of a S106 Legal Agreement.

Wider Bus Services Strategy

- 6.21 During the early phases and before the critical mass of residential units are occupied, either a bespoke local bus service or a diversion to an existing route through the site could be provided to connect the proposed development with the centre of Albrighton to the north. The longer-term aim is for this connection to be operated as an ongoing service to connect the site to the wider area. This would be phased in accordance with the build out of the development.
- 6.22 In terms of timing of delivery, this would be influenced by the occupation of dwellings and associated facilities within the development. Phasing the bus service proposals alongside certain 'trigger points' gives the greatest opportunity for the service to become established according to the particular level of demand to and from the development, making best use of any agreed financial subsidy package, with the aim of providing a new service which could become commercially viable in the longer term. In the long run it is considered that existing bus services could be diverted in and through the site to accommodate movements with the full built out development.
- 6.23 An initial 'trigger' occupation figure of 100 units could be appropriate to introduce a bus service through the development. This allows the service to be provided at an early stage of the development to foster sustainable transport patterns, whilst avoiding operating a service too early when there is not sufficient demand from passengers.
- 6.24 Discussions will be undertaken with SC Public Transport Officers as part of any post application work to agree the scope and form of any new/revised/diverted bus services. In addition to this, discussions are already taking place with local bus operators to agree the overall public transport provision for the site in terms of potential routes and viability. In

particular, discussions are being progressed with 'Banga Buses' who currently operate service 891 which runs through Albrighton (High Street) via the A41 Albrighton bypass to the north. These discussions will also confirm the trigger points for the bus service and the level of subsidy that could be required to support a wider diversion of an existing/new commercial service to a point where the route can flourish as a commercial operation. The exact level of this support is to be discussed and agreed with SC and could be secured by way of a S106 contribution agreement. A suitably worded planning condition could be introduced in this regard.

- 6.25 To ensure that an attractive service is provided, it is anticipated that any public bus service through the site would (in addition to the shuttle service to be provided as part of the development) need to operate with a maximum 30-minute frequency during the AM and PM peak times.
- 6.26 The anticipated minimum service specification is for a Monday to Saturday hourly service with arrivals in Albrighton centre before 09:00 and departures to the proposed development from Albrighton after 17:00. However, to provide an attractive route that has the real potential to reduce vehicle movements, it is proposed that the service would operate from 07:00 to 20:00 Monday to Saturday, with a minimum half hourly frequency during peak times.
- 6.27 In line with best practice each bus stop within the site would have a flag, a timetable case and hard-standing, including a raised kerb to give level access to and from the bus. All new stops within the proposed development would be designed to meet these requirements. Shelters would also be provided with the exact form of the bus stop provision agreed with SC post application.
- 6.28 Again, to ensure compliance with best practice guidance, bus stops within the proposed development will be located to ensure, wherever practicable that residential properties are within 400m of the bus service. At this stage it is anticipated that bus stops within the site would be provided as 'on-street' bus cages. The location of the new stops within the site stops will be subject to agreement with SC as part of the post application discussions.

Sustainable Travel Information Pack

- 6.29 A Sustainable Travel Information Pack (TIP) will be issued to new residents prior to occupation as part of the contract / purchase package. This document will be reviewed, updated and re-issued to residents on an annual basis or upon the TPC being informed of a change of tenure of one of the dwellings within the residential element.
- 6.30 The TIP will also be issued (and updated on an annual basis) to staff working within the retail/employment and health elements of the site upon the commencement of their employment alongside their standard contract and payroll information.
- 6.31 This will ensure that staff are aware of the sustainable transport choices available to them as soon as they start working at the site, in order to help avoid fixed car-dependant travel patterns becoming established.

6.32 The information contained in the TIP will also be provided on the developer's website and on sustainable travel notice boards (details later in this section) to be provided in both the residential and care elements of the development and will include:

A plan showing the nearest bus stops and details of the bus and rail services available within close proximity of the site, including frequency and journey times to key destinations to promote the use of public transport;

Details on how to use the on-site shuttle service for trips to and from Albrighton village centre and Albrighton Rail Station;

Key walking and cycling routes (including local maps) to encourage their uptake for shorter journeys;

Bus timetables and route maps;

Details of the site specific and wider car share schemes;

Information on the on-site car club options;

Information on local EV charging points;

Details of the closest bike and walking accessory shops;

Details of useful websites such as: Trainline, National Rail, Sustrans etc;

Information on the cycle to work salary sacrifice scheme (staff only, if appropriate);

Information on the 'emergency lift home' scheme for staff using sustainable travel modes (if appropriate);

Information on local taxi services; and

Information on how to arrange personalised travel planning meetings with the TPC.

Sustainable Travel / Bus Pass Voucher

6.33 Through the provision of the TIPs the developer could provide vouchers to cover the purchase of sustainable travel items including bikes or wider cycling and walking equipment. An alternative option would be for the developer to provide a single, free, time-limited bus pass per household or staff member. These vouchers / bus passes would be redeemable through the TPC who would oversee and manage the delivery of these incentives to eligible residents.

6.34 At this time, it is anticipated that if a free bus pass is provided, this would be valid for a period of up to 3 months. The exact length of the bus passes would be a matter for discussion with SC following the submission of the application.

6.35 The sustainable travel/bus vouchers will be heavily promoted in the TIP and on sustainable travel pages of the development website to ensure that people are aware of the public

transport options available to them from first occupation which is typically a time when travel behaviours can be moulded.

Personalised Travel Planning

- 6.36 Residents and staff will be able to book a one to one 'personalised travel planning' session with the TPC, during which the alternative sustainable travel methods available to them will be discussed, explored and promoted by the TPC. The ability to book this session will be advertised in the TIP and on the sustainable travel notice boards.

Sustainable Travel Notice Boards

- 6.37 Sustainable travel notice boards, will be provided in both the residential and employment/retail/care/health elements of the development to update residents, staff and visitors on the sustainable travel opportunities available to them in order to help avoid fixed car-dependant travel patterns becoming established.
- 6.38 The notice boards will be maintained by the overarching TPC or if relevant, by the use specific TPC and will illustrate the key information included in the TIP. They will be provided in prominent locations within the residential development and within in prominent locations such as the staff room, communal areas or close to the main building entrance for the employment/retail/care/health uses.

Car Share Scheme

- 6.39 Car sharing is when two or more people share a journey by car and travel together. It allows people to take advantage of the benefits of using the car, whilst at the same time reduces the overall number of vehicle trips made, and subsequently the impact on the environment. On a personal level, car sharing allows individuals to significantly reduce the cost of travelling by car.
- 6.40 Car sharing is often arranged informally. However, to assist residents/staff that wish to make more formal arrangements to either offer or find a lift 'Lift Share', (<https://liftshare.com/uk>) which is the UK's biggest car sharing community, will be promoted at the site. The website will be promoted within the TIP and on the sustainable travel notice board for the site.
- 6.41 In addition to this, a site specific car share database will also be promoted to all residents and staff working the site. This scheme will be created and managed by the overall on site TPC and will take the form of a spreadsheet with the TPC matching those who have similar travel patterns and wish to car share.

Car clubs

- 6.42 Car clubs aim to encourage reduced car ownership by offering a viable alternative to owning a car but still providing the convenience of having access to a car for specific journeys or events.
- 6.43 Given the size of the site consideration would be given to the provision of car club vehicles

that are readily available to residents and staff. Car clubs involve the booking of cars via an app, phone or website, thus allowing the user to undertake car trips not achievable sustainably or when transporting large items for example.

- 6.44 Typically, the user of the car club vehicle would pay an annual membership, then pay a fee per mile and for the time booked. At this time it is considered that the initial annual membership fee to join a potential onsite car club would be paid by the resident in the first instance but reclaimed following the submission of proof of purchase to the site TPC.
- 6.45 Based on the current movement away from fossil fuels, it is anticipated that the cars would be electric which benefit from allocated parking spaces and in this instance, with EV charging points. Discussions over the provision of car club spaces would be held with key car club providers such as Co Wheels (who already provide car share services in Shropshire) and SC following the submission of the planning application.

Travel Plan Promotion Events

- 6.46 The TPC will promote sustainable travel and TP awareness events within the TIP and on the travel notice boards. These could include 'Dr Bike' events or walking / cycling awareness events to coincide with national sustainable travel promotions including, but not exclusively, Cycle to Work Day, National Walking Month, and Green Transport Week.

Taxis

- 6.47 The contact details of local taxi firms will be provided to all residents and staff within the TIP and kept up to date on the sustainable travel notice boards.

E-Bike Hire Scheme

- 6.48 The TPC would investigate the potential for an E-Bike hire scheme to be implemented at the site. This would be investigated prior to the occupation of the site and would be confirmed as part of any RM applications for both the residential and employment/care/retail/health elements.

Bicycle User Group (BUG)

- 6.49 The TPC for the site would set up a Bicycle User Group (BUG) which would be advertised in the TIPs, on the residents notice boards and promoted as part of any cycle related TP promotional day. This group would advocate cycle trips to and from the site and encourage both recreational and commuting trips in association with the TPC. A member of the BUG would be included in the Travel Plan SG.

2FE Secondary School – Additional Measures

- 6.50 Once again, SCC guidance has been used to inform some potential additional measures that are more relevant to the 2FE Secondary School. The SCC guidance states that *"evidence suggests that the most effective school travel plans involve a mixture of measures involving both pupils and parents."*

6.51 The majority of the TP measures are applicable to the residential and employment elements. However, a range of measures will be specific to the new 2FE Secondary School element; as recommended by SCC guidance and other consented schemes including Schools, these could include:

Walking measures, e.g. walk to School initiatives;

Provision of drying facilities and lockers;

Provision of covered waiting areas;

Cycling measures, such as the provision of secure, covered cycle storage on site;

Arrangement of a 'walking bus' or 'cycle train' for pupils;

Car sharing measures e.g. using the Liftshare database;

Road safety training and education;

Public transport issues;

Highway and traffic engineering measures;

Implement an 'active travel passport' scheme where each child is issued with an 'active travel passport' where pupils record how they travel to School – Schools can provide stickers or other forms of recognition each time a pupil uses a sustainable mode of transport;

Curriculum work;

School management issues;

Parent involvement; and

Consideration of mechanisms to reduce the impact of business, visitor and delivery travel.

7.0 TRAVEL PLAN TARGETS, MONITORING AND REVIEW

Action-type Targets

- 7.1 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved. The action-type targets specific to this travel plan can be found in the previous section of this TP, where specific measures for delivery have been identified. The subsequent Action Plan details roles, responsibilities and timescales for delivery.

Aim-type Targets

- 7.2 Aim-type targets are quantifiable targets against which the effectiveness of the TP in achieving its stated aims and objectives can be measured.
- 7.3 A key aim of a TP should be to reduce single-occupancy car trips by promoting access by sustainable methods. This target is usually set around the agreed trip generation figures provided within the TA.

Anticipated Vehicle Trip Generation

- 7.4 As part of the TA submitted with this application, a series of trip generation assessments have been undertaken to establish the potential number of vehicle and multi modal trips that could be associated with the site. The results of these assessments are summarised below with full detail provided in the TA document. The proposed vehicle trip generation for each element of the site are set out in the Tables below.

Residential Vehicle Trip Generation

Time Period	Arrivals	Departures	Two-Way
08:00 – 09:00 Trip Generation (800 units)	74	230	304
17:00 – 18:00 Trip Generation (800 units)	223	107	330*

Table 4. Residential (15% Internalisation Factor) TRICS Assessment Trip Generation

***330 vehicle trips reflects the full potential vehicle trip generation of 388 movements taking in to account the 15% internalisation factor.**

Care Vehicle Trip Generation

Time Period	Arrivals	Departures	Two-Way
08:00 – 09:00 Trip Generation (80 beds)	7	4	12*
17:00 – 18:00 Trip Generation (80 beds)	2	5	6

Table 5. Proposed Care Facility (15% Internalisation Factor) TRICS Assessment Trip Generation

***12 vehicle trips reflect the full potential vehicle trip generation of 14 movements taking in to account the 15% internalisation factor.**

Secondary School Vehicle Trip Generation

Time Period	Arrivals	Departures	Two-Way
08:00 – 09:00 Trip Generation (598 Pupils)	92	80	172
15:00 – 16:00 Trip Generation (598 Pupils)	24	45	69
17:00 – 18:00 Trip Generation (598 Pupils)	17	13	30

Table 6. Proposed Secondary School Trip Rates

GP/Pharmacy Vehicle Trip Generation

Time Period	Arrivals	Departures	Two-Way
08:00 – 09:00 Trip Generation (950sqm)	19	11	29
17:00 – 18:00 Trip Generation (950sqm)	9	14	23

Table 7. Proposed GP Surgery / Pharmacy Trip Generation (25% Internalisation Factor)

Retail/Supermarket Vehicle Trip Generation

Time Period	Arrivals	Departures	Two-Way
08:00 – 09:00 Trip Generation (1700sqm)	17	17	34
17:00 – 18:00 Trip Generation (1700sqm)	40	38	78

Table 8. Proposed Supermarket Trip Generation (25% Internalisation Factor)

Multi Modal Trip Generation and Proposed Mode Shift Targets

Resident Mode Split Targets (Residential and Elderly Persons Care Elements)

- 7.5 For the proposed residential element of the site, an assessment of the potential multi modal trip generation of the site has been undertaken using 2011 Census 'Method of Travel to Work' (QS701EW) data and applying the total number of peak hours vehicle trips to this data to establish the number of other alternative movements based on Census data percentages. To ensure that the Census data was relevant to the site, the 'Super Output Areas - Lower Layer' of 'Shropshire 027A, 027B and 027D' were included, with 'Shropshire 027C' (Cosford) excluded as it included data from residents living on the RAF base which resulted in abnormal survey data with a high proportion of walking and low proportion of driving.
- 7.6 The same methodology as above has been used to calculate the potential number of multi modal trip rates for the elderly persons care facility element of the site. In practice, this may overestimate the total number of walking and cycling trips as residents given their ages are less likely to be travelling to work during these peak times and are more likely to travel outside of peak times for leisure rather than work based trips. In addition, residents of the land use are less likely to be as active particularly during peak times as those living in the wider residential development. The mode split obtained from the Census data and the total number of multi modal trips generated by the residential element of the development are shown in **Table 9**.

Travel Mode	Census Percentage	Peak Hour Movements (Based on 800 Dwellings and 80 Beds)	
		Residential	Elderly Care
Underground, Metro, Light Rail, Tram	0.2%	1	0
Train	3.9%	21	1
Bus, Minibus or Coach	1.1%	6	0
Taxi	0.3%	2	0
Motorcycle, Scooter or Moped	0.9%	5	0
Driving a Car or Van	72.2%	388	14
Passenger in a Car or Van	6.0%	33	1
Bicycle	6.1%	33	1
On Foot	8.6%	46	2
Other Method of Travel to Work	0.7%	4	0

Table 9. Method of Travel to Work – Residential and Care Home Elements

- 7.7 Given the information obtained from the Census data, and that the LHA have no specific guidance for setting targets for reducing single car occupancy, a 10% reduction to 62%, in single-occupancy vehicle trips over the 5 year monitoring period is deemed to be realistic for the main residential/care elements of the proposed development.
- 7.8 Based on the TRICS based vehicle trip generation set out in the TA, a 10% reduction would

lead to a reduction of 40 vehicle trips during the worst case road network peak hour.

- 7.9 The proposed indicative target would be reviewed and potentially revised following the completion of the first annual survey, to ensure that they are directly representative of the level of vehicle trips generated at the site.

Proposed Secondary School – Multi Modal Trips and Targets

- 7.10 For the Secondary School element of the development, the multi modal data obtained as part of the TRICS trip rate assessment has been assessed to establish the likely number of walking, cycling and public transport trips. This Information is shown in **Table 10** with a calculation of the likely number of trips per mode also set out based on the total number of pupils anticipated to attend the School.

Travel Mode	TRICS Trip Rate Per Pupil (AM Peak)	Peak Hour Movements (Based on 750 Pupils)
Train	0.024	18
Bus	0.157	118
Taxi	0.004	3
Bicycle	0.027	20
On Foot	0.198	149

Table 10. Secondary School Multi Modal Trips

- 7.11 Given that SC do not have detailed guidance for mode shift targets for Schools, it is anticipated that a 10% reduction in vehicle movements could be appropriate at this time. This, based on the information set out in **Table 6**, equates to a reduction of 17 vehicle movements in the AM peak period.
- 7.12 The final mode shift targets for the School element of the proposals will be confirmed as part of any detailed TP submitted for the School element of the site at the RM application stage.

Proposed GP Surgery / Pharmacy – Multi Modal Trips and Targets

- 7.13 For the GP Surgery / Pharmacy element of the development, the multi modal data obtained as part of the TRICS trip rate assessment has been assessed to establish the likely number of walking, cycling and public transport trips. This Information is shown in **Table 11**.

Travel Mode	TRICS Trip Rate Per 100sqm	Peak Hour Movements (Based on 950sqm)
Train	0.307	3
Bus	0.478	5
Taxi	0.102	1
Bicycle	0.051	0
On Foot	1.042	10

Table 11. GP Surgery / Pharmacy Multi Modal Trips

- 7.14 Given that SC do not have detailed guidance for mode shift targets for GP Surgeries, it is

anticipated that a 10% reduction in vehicle movements could be appropriate at this time. This, based on the information set out in **Table 7**, this equates to a reduction of 3 vehicle movements in the key peak period.

Proposed Supermarket – Multi Modal Trips and Targets

- 7.15 For the Supermarket element of the development, the multi modal data obtained as part of the TRICS trip rate assessment has been assessed to establish the likely number of walking, cycling and public transport trips. This Information is shown in **Table 12**.

Travel Mode	TRICS Trip Rate Per 100sqm	Peak Hour Movements (Based on 1,700sqm)
Train	0.434	7
Bus	2.631	45
Taxi	0.000	0
Bicycle	0.835	14
On Foot	9.811	167

Table 12. Supermarket Multi Modal Trips

- 7.16 Given that SC do not have detailed guidance for mode shift targets for retail units, it is anticipated that a 10% reduction in vehicle movements could be appropriate at this time. This, based on the information set out in **Table 8**, equates to a reduction of 8 vehicle movements in the AM peak period.

Multi Modal Trip Summary

- 7.17 As shown in the Section above, it is anticipated that the majority of sustainable travel movements to and from the proposed land uses would be made on foot and would be associated with the proposed Secondary School and Supermarket use.
- 7.18 These movements would be split between pupils / customers travelling from the new residential units proposed on the site and those travelling to the site from the wider Albrighton area to the north.
- 7.19 As set out in the pedestrian audit undertaken to inform the accompanying TA, active travel improvements are proposed to and from the site along the key links to and from Albrighton to the north. These improvements are detailed in **Appendix B** of this TP.
- 7.20 Based on the above, it is anticipated that the potential number of active travel trips can be accommodated on the wider active travel network taking in to account the extensive active travel improvements proposed as part of the development.
- 7.21 With respect to cycle movements, it is considered that the general layout of the highway network should adequately accommodate cycle journeys within the carriageway. On-site observations and data obtained from the Strava website confirms that the surrounding roads are already well used by cyclists.

- 7.22 In addition to this, a shared footway / cycleway will be provided adjacent to the internal spine road carriageway with a connection provided towards Albrighton on Cross Road and transition points on and off the existing road carriageway provided. Therefore, it is considered that the existing and proposed road network is appropriate to accommodate additional cycle movements associated with the development.
- 7.23 In terms of public transport movements, the data indicates that the movements associated with the development would be significantly higher than the current census indicates. As such, the proposals include for a new bus appropriate route through the site with stops provided either side of the carriageway to adhere to the potential demand and further encourage public transport movements for those living at the site when compared to the 2011 Census data. In addition, the provision of a new site specific shuttle bus service to transport residents/staff to and from Albrighton village centre and Albrighton Rail Station would further encourage sustainable mass transport use.

Monitoring and Reporting

- 7.24 The progress of the TP will need to be monitored to ensure it is in line with the targets set and that the measures implemented are effective. Monitoring of the TP will be the responsibility of the TPC.
- 7.25 Further to the above, Resident Travel Surveys will be undertaken with Initial baseline monitoring completed three months after occupation, and then on an annual basis thereafter for a period of five years following 75% occupation of the residential units. Depending on the build out rates and strategy, it is anticipated that this requirement will be applied to each individual parcel of residential land as they come forward with their RM application.
- 7.26 Initial Staff Travel Surveys will also be undertaken within three months after occupation of the key care/retail/health and employment uses and then on an annual basis thereafter for a period of five years. For consistency, the TPC will aim to undertake the resident and staff travel surveys at the same time following the initial survey with the exact timing of the surveys to be agreed with TP officers at SC. If appropriate, these surveys will allow the initial proposed mode shift targets set out in this TP to be refined in agreement with SC TP officers.
- 7.27 For the STP, in the absence of guidance from SC, the SCC guidance requires that once a new School is developed, *“a survey of travel patterns should be undertaken preferably within 3-6 months.”* As such, this strategy is recommended for the proposed School.
- 7.28 The developer of the residential element, care facility, retail and employment elements and School respectively, will be required to submit via the TPC / Working Group, a written report to the SC TP officer within an agreed period (anticipated three months) after each monitoring date.
- 7.29 As outlined above, annual Monitoring Reports for the residential element, care facility, retail /employment elements and School would be prepared following baseline survey data collection. At this time, it is anticipated that this reporting could, depending on timing of

surveys, form one consolidated report. Reports will be provided to SC for comment and discussion.

- 7.30 Following the submission of the report and subsequent discussions a new action plan would then need to be prepared for the following year, to ensure sustainable travel at the site is maintained and sustainable travel opportunities are supported and maximised for residents, pupils and staff. Along with a new action plan, TP targets will also be revised if necessary.

8.0 ACTION PLAN

- 8.1 The Action Plans set out in this section summarises the TP measures / initiatives required prior to first occupation and over the five-year formal monitoring period covered by the TP for the respective residential and care/retail/employment and health elements of the development.
- 8.2 It should be noted that these Action Plans reflect the current proposals and could be adapted by individual occupiers following the submission of RM applications for specific uses. However, it is anticipated that any bespoke Action Plans would broadly reflect the measures and timeframes set out below.

Residential Action Plan

- 8.3 **Table 13** below outlines the programme for the development of the residential TP alongside key milestones.

Timescales	Action
Construction Stage	Implementation of physical infrastructure measures such as bus stops, pedestrian improvements/cycle provision and traffic calming measures etc Provision of cycle parking in line with SC guidance at the RM application stage.
Prior to First Occupation	Appoint TPC. Preparation of the Sustainable TIP. Preparation of sustainable travel information for the TIP, sustainable travel notice boards and development website. TPC to set up car share scheme. Set up TP SG. Set up bus shuttle service Agree and confirm public transport routing and improvements to be delivered
On Occupation of Each Residential Unit / Ongoing	Issue the TIP packs to all new residents for the duration of the TP monitoring period which will include invite to PTP.
Within 3 Months of Occupation	Issue Baseline Resident Travel Survey.

3 Months after Completion of Baseline Residential Travel Survey / Ongoing	Prepare update / monitoring report for submission to SC. Promote measures in TP and promote annual national initiatives such as 'Walk to Work Week', 'Bike Week' and 'Car Free Day'.
Annually After Baseline Travel Survey Completion (to end of fifth Year following 75% occupancy of each land parcel in line with RM application)	Complete travel surveys. Review TP performance and submit findings of new travel surveys / counts to SC. Review TP Action Plans and measures. Update TP as appropriate and submit to SC. Update any information in the TIP and on the notice boards.
Before the Completion of the Five Year Monitoring Period	TPC to liaise with SC to, if required, determine the requirement for any ongoing period.
After Five Years TP implementation	Review of TP performance as a whole and effectiveness measured against set targets. Prepare handover TP summary to submit to SC.

Table 13. Residential Element Action Plan

Employment/Retail/Care/Health Element (Staff) Action Plan

- 8.4 **Table 14** below outlines the programme for the development of the staff (employment elements: 80 bed care home facility; Retail / Foodstore (up to 1,700 sqm); GP and Pharmacy (circa 950 sqm); and Flexible E Class space for community uses (circa 150 sqm) TP measures / document alongside key milestones.

Timescales	Action
Construction Stage	Implementation of physical infrastructure measures Provision of cycle parking in line with SC guidance at the RM application stage. Potential marking of 'car share' preferential parking spaces.

Prior to First Occupation / Ongoing	Appoint use specific TPC (if appropriate). Preparation of the Sustainable TIP. Preparation of sustainable travel information for the sustainable travel notice boards and developers website. TPC to set up car share scheme TPC to issue TIP to all new staff
3 Months After First Occupation	Undertake initial staff travel surveys. Annual national initiatives such as 'Walk to Work Week', 'Bike Week' and 'Car Free Day'.
3 Months After Initial Survey Completion	Prepare a TP update note for SC setting out targets for staff.
Annually After Baseline Travel Survey Completion (to end of Fifth Year)	Review TP performance and submit findings of new travel surveys / counts to SC. Review Travel Plan Action Plans and measures. Update TP as appropriate and submit to SC. Update any information in the TIP.
Before the Completion of the Five Year Monitoring Period	TPC to liaise with SC to, if required, determine any ongoing monitoring period.
After Five Years	Review of TP performance as a whole and effectiveness measured against set targets. Prepare handover TP summary to submit to SC.

Table 14. Employment Elements Action Plan



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