



Land at Hartnolls Farm, Tiverton

Framework Travel Plan

On behalf of **Waddeton Park Ltd**

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1 Introduction

1.1 Project Brief

- 1.1.1 Stantec UK Ltd have been commissioned by Waddeton Park Ltd to produce a Framework Travel Plan (FTP) in relation to a proposed mixed used development at Hartnolls Farm, Tiverton.
- 1.1.2 This FTP has been prepared with reference to appropriate local and national policy and sets out a series of measures which will seek to reduce the impact of the proposed development on the surrounding highway network, and to maximise the use of non-car modes of travel.
- 1.1.3 This Report should be read in conjunction with the Transport Assessment (TA) that has also been prepared by Stantec in support of the outline planning application.

1.2 Site Location

- 1.2.1 The site is located on the south eastern edge of an existing residential area known as Post Hill. It is situated approximately three kilometres to the east of Tiverton, which is the main commercial and administrative centre of the Mid Devon District, and 1.5km to the west of the village of Halberton. The site is adjacent to an existing employment area known as Hartnoll Business Centre. The site is bound by Manley Lane to the west, agricultural land to the south and Post Hill to the north, which provides local accessibility into Tiverton town centre.

1.3 Development Proposals

- 1.3.1 The proposed development comprises of an extension to the existing business park for up to 3.9ha of new employment land and up to 150 residential units with associated access roads, open space and landscaping.
- 1.3.2 Although the masterplan will be detailed at Reserved Matters Application stage, the concept masterplan presented with this outline application, proposes the residential dwellings to be located on the western side of the site, with a small parcel being located in the north immediately to the south of Post Hill.
- 1.3.3 The employment element of the development is anticipated to comprise of the following land uses:
 - Υ Approximately 3,250m² of B1 employment Land Use.
 - Υ Approximately 3,250m² of B2 employment Land Use.
 - Υ Approximately 1,858m² of B8 employment Land Use.
- 1.3.4 Finally, the proposals also include approximately 929m² of Gym / Leisure uses.
- 1.3.5 Vehicular access to the site is to be gained via a new junction, located approximately 90m to the east of the existing Hartnoll Business Centre access junction. The existing junction is to be stopped up and the land currently used as the access redeveloped as part of the proposals. Access to existing Hartnoll Business Centre will be provided via the internal primary street of the proposed site.
- 1.3.6 Pedestrian and cycle access is provided both in the north west corner of the site, onto Post Hill, as well as from the western site boundary onto Manley Lane.

1.3.7 Details of the proposals as described above are illustrated in the Framework Masterplan, included in **Appendix A**.

1.4 Scoping Consultation

1.4.1 The scope of both the TA and this FTP has been discussed with the Local Highway Authority, Devon County Council (DCC) to establish the extent of assessment required to satisfy an outline planning application for the proposed site. A meeting was held with the Mid Devon Highway Officer on 27th May 2021.

1.5 Aims and Objectives of the Travel Plan

1.5.1 This Travel Plan has been prepared as a Framework Travel Plan to accompany the outline planning application. At this stage, the end users are not known so it is not possible to set precise measures and targets that will reflect the travel behaviour and requirements of both residents and employees who will be based at the site. The requirement to prepare a Full Travel Plan will be secured as part of a planning condition or S106 of any future consent.

1.5.2 This FTP covers all residents, employees and visitors of the proposed development. The FTP will set out a holistic package of measures designed to reduce single occupancy car use associated with the proposed development, by enabling and encouraging alternative forms of transport. These measures will be integrated into the design, marketing, and occupation of the site. Therefore, the broad aims and objectives of the Travel Plan are to:

- Y Reduce reliance on the private car, with a strategy focused on measures to encourage mode shift away from single occupancy private car trips;
- Y Build upon good urban design principles that maximise the permeability of the development for promoting alternative sustainable modes of travel such as walking, cycling, public transport use and car-sharing; and
- Y Reduce road traffic congestion and damage to the environment through mitigating the impact of additional traffic generation through the use of sustainable transport measures, in line with the approach advocated by Government policy.

1.5.3 This FTP constitutes a working document that will be regularly reviewed and updated as part of a commitment to ensuring traffic impacts from the development are effectively managed.

1.6 Structure of the Report

1.6.1 The remainder of this report is structured as follows:

- Y Chapter 2: Reviews all appropriate national and local transport policy
- Y Chapter 3: Considers the existing potential for non-car modes of transport by reviewing the baseline transport conditions
- Y Chapter 4: Details the measures to be introduced on site to encourage and facilitate sustainable travel behaviours
- Y Chapter 5: Establishes the Framework Travel Plan targets for the site
- Y Chapter 6: Outlines the implementation and monitoring strategy for the TP
- Y Chapter 7: Provides conclusions to the report.

2 Policy Review

2.1 Introduction

- 2.1.1 Stantec appreciates that the transportation elements of the planning application submission need to be undertaken in a consistent manner to take account of the other development proposals, policy background, and the strategy for development within Mid Devon. It is therefore important that the development generally accords with all appropriate national and local transport policy. Policy and guidance documents relevant to this site are outlined and reviewed in this chapter.

2.2 National Planning and Transport Policy Context

National Planning Policy Framework (2021)

- 2.2.1 The revised National Planning Policy Framework (NPPF) came into force in July 2021 and replaced the 2019 edition of the NPPF. The presumption in favour of sustainable development remains the core objective of the NPPF (paragraph 10 states that “*so that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development*”).
- 2.2.2 To promote sustainable transport, paragraph 110 states that “*in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*
- Y *appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
 - Y *safe and sustainable access to the site can be achieved for all users; and*
 - Y *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.*”
- 2.2.3 Additionally, paragraph 113 of the NPPF states “*all development that generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.*”
- 2.2.4 In Section 9 ‘Promoting sustainable transport’, paragraph 104 states that “*transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*
- Y *the potential impacts of development on transport networks can be addressed;*
 - Y *opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
 - Y *opportunities to promote walking, cycling and public transport use are identified and pursued;*
 - Y *the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*

Y *patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places”.*

2.2.5 Paragraph 111 of the NPPF states “*development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.*”

Planning Practice Guidance (2014)

2.2.6 The Government launched its Planning Practice Guidance (PPG) on 6th March 2014. The associated website brings together many areas of English planning guidance into a new format, linked to the NPPF. The PPG includes a ‘*travel plans, transport assessments and statements in decision-taking*’ section which is designed to assist in the screening and scoping of TAs, as well as detail the potential to positively contribute to the encouragement of sustainable travel.

2.3 Local Planning and Transport Policy Context

Tiverton Eastern Urban Extension

2.3.1 The Tiverton Eastern Urban Extension (EUE) will comprise the main growth area for the town over the coming years. The eastern extent of the land allocated for the EUE abuts the western boundary of the proposed development at Hartnoll Farm, with Manley Lane running between the two. The Tiverton EUE Masterplan SPD was adopted in June 2018 and comprises of an area totalling 153 hectares and includes the following proposals:

Y 1,580 to 1,830 dwellings

Y A proportion of affordable dwellings subject to further assessment of viability to include at least five pitches for gypsies and travellers

Y At least 30,000 square metres commercial floorspace

Y 47 hectares strategic green infrastructure

Y Highway mitigation measures and transport provision to ensure appropriate accessibility for all modes

Y Environmental protection and enhancement

Y Community facilities to meet local needs arising, including a new primary school and neighbourhood centre

Y An agreed strategy to bring forward development and infrastructure in step and retain the overall viability of development

Y Compliance with the adopted masterplan and completion of a public Masterplanning exercise in respect of the southeast of the site (Area B in the adopted masterplan).

2.3.2 To Support the Tiverton EUE the following transport infrastructure will be provided:

Y Provision of a new grade-separated junction to the A361 and road links to the existing highway network

Y Traffic calming and environmental enhancement between Heathcoat Way and Putson Lane, including Blundell’s Road;

- Y Provision of bus, pedestrian and cycle routes at appropriate locations throughout the development, creating an attractive, permeable network for non-car modes travelling within, into and out of the area;
 - Y Cycle and pedestrian links to the Railway Walk, Grand Western Canal and nearby public rights of way;
 - Y Implementation of Travel Plans and other non-traditional transport measures to minimise carbon footprint and air quality impacts;
 - Y Bus service enhancements between the main residential areas of Tiverton and the employment areas within the Eastern Urban Extension;
 - Y Bus service enhancements between Exeter, Tiverton Bus Station, the Eastern Urban Extension and Tiverton Parkway Station; and
 - Y New and improved offsite pedestrian and cycle links including improvements to a wider green infrastructure network.
- 2.3.3 The provision of appropriate transport infrastructure is a key requirement of the urban extension, minimising impact on adjoining uses and promoting sustainable development. A direct access to the A361 will ensure that the site is both attractive for employment growth and minimises the impact of traffic on other surrounding routes. The new junction is to be provided early in the development, along with improvements to Blundell's Road and traffic calming measures to ensure a safe environment for all users of the highway and adjacent land.
- 2.3.4 The development will be served by an attractive, convenient and safe network of sustainable transport routes and streets appropriate for bus use will be provided with all buildings are within 400 metres of a bus route. Cyclists will have safe, attractive and direct cycle routes within the urban extension, linking together the dwellings, businesses and services in a network, linking to existing cycling and walking provision in the surrounding area.
- 2.3.5 As the largest of Mid Devon's towns, Tiverton is a sustainable location for development to meet the housing and employment needs of a growing population.

Mid Devon Local Plan 2013-2033

- 2.3.6 The Mid Devon Local Plan was formally adopted by Mid Devon District Council (MDDC) in July 2020. The plan seeks to help achieve sustainable development and sets out the strategic policies for development, identifies sites for housing, employment, infrastructure and environmental protection and provides general policies on matters such as the design of development. The Mid Devon Local plan also includes details of the Tiverton EUE as described above. The following therefore sets out relevant details of the Mid Devon Local Plan aside from the policies associated with the EUE.
- 2.3.7 MDDC will use their planning and related powers to achieve four core objectives:
- Y Promote community wellbeing
 - Y Support sustainable economic success
 - Y Conserve and enhance the area
 - Y Respect environmental limits
- 2.3.8 In relation to transport, to achieve the vision MDDC will manage development through their Spatial Strategy, which seeks to:

- Y Reduce the need to travel by car, increasing the potential of public transport, cycling and walking
- Y Reduce carbon emissions in support of national targets
- Y Promote social inclusion and reduce inequalities by enhancing access for all to employment, services and housing

2.3.9 **Policy S1 Sustainable Development** sets out strategic sustainable development priorities needed to achieve the Vision. The most relevant priorities are set out below:

- Y Promoting sustainable transport by delivering appropriate infrastructure, reducing the need to travel by car, integrating public transport and other forms of sustainable travel such as walking and cycling, and providing safe environments while recognising Mid Devon's rural locality;
- Y Promoting healthy communities through the delivery of social, educational, recreational and cultural facilities and services, access to high quality open space, public rights of way, recreational trails, accessible land and other green infrastructure, and opportunities for sport and recreation and the designation of Local Green Space;
- Y Meeting the challenge of climate change by supporting a low carbon future, energy efficiency, increasing the use and supply of renewable and low carbon energy, managing flood risk and conserving natural resources. Encourage the effective use of land, taking into account the economic and other benefits of the best and most versatile agricultural land;

2.3.10 **Policy S10 Tiverton** sets out the development plans for Tiverton, aiming to maintain its status as the largest urban area in Mid Devon and increase the self-sufficiency of the town and its area by improving access to housing, employment and services for its population and that of the surrounding rural areas. Proposals will provide for approximately 2,358 dwellings, of which 660 will be affordable, and 29,400 gross square metres of commercial floor space over the plan period.

2.3.11 **Policy DM5 Parking** states "development must provide an appropriate level of parking, taking into account:

- Y The accessibility of the site, including the availability of public transport; and
- Y The type, mix and use of development.

2.3.12 Design must enable and encourage the maximum use of sustainable modes of transport, including provision for cyclists and low-emission vehicles. Within the towns of Tiverton, Cullompton and Crediton, infrastructure for electric vehicles should be built into development. The Council will seek parking provision and electric vehicle infrastructure according to the following standards, the variation of which must be justified on a case-by-case basis."

2.3.13 The relevant parking standards are set out in **Table 2.1**.

Use Class	Description	Location	Min Car Parking Standard	Minimum Cycle Parking Standard	Electric Vehicle Infrastructure
C3, C4	Dwellings	General	1.7 per dwelling	1 or 2 beds – 2 per dwelling 3+ beds – 4 per dwelling	1 charging point per 10 units
B1, B2	Business and General Industry	General	1 per 30sqm GFA	1 per 300 sqm FGA	2 charging points per 200 sqm FGA
B8	Warehousing and Distribution	General	1 per 46.5 sqm GFA	1 per 46.5 sqm FGA	2 charging points per 10 parking spaces

Table 2.1: Mid Devon Parking Standards

Local Transport Plan: Devon and Torbay Strategy 2011-2026

2.3.14 Devon County Council and Torbay Council have produced a third Local Transport Plan (LPT3) covering the 2011 to 2026 period.

2.3.15 The two local authorities have set out a long-term strategy for economic growth and reducing carbon emissions. The transport vision, included within the LPT3, is that:

“Devon & Torbay’s transport system will offer business, communities and individuals safe and sustainable travel choices. The transport system will help to deliver a low carbon future, a successful economy and a prosperous, healthy population living in an attractive environment.”

2.3.16 The plan has five overarching key objectives:

- a. Deliver and support new development and economic growth
- b. Make best use of the transport network and protect the existing transport asset by prioritising maintenance
- c. Work with communities to provide a safe, sustainable and low carbon transport choices
- d. Strengthen and improve the public transport network
- e. Make Devon the ‘Place to be naturally active’

2.4 Summary

2.4.1 A full review has been undertaken to identify the national and local transport and planning policies and guidance that are most applicable to the proposed site. It is concluded that this proposed development scheme is compliant with current national and local transport policy.

3 Baseline Transport Conditions

3.1 Introduction

- 3.1.1 This section provides details of the site's location in relation to local facilities and amenities and sets out the local transport conditions for all modes, including available infrastructure and opportunities for travelling on foot, by bike, by public transport and by car.
- 3.1.2 This section also includes a review of the Personal Injury Collision data from a study area in the vicinity of the site as well as a summary of the baseline traffic surveys undertaken in June 2021.
- 3.1.3 A site location plan is provided in **Figure 3-1** whilst further details of the local facilities, services and amenities are illustrated in **Figure 3.2**.

3.2 Pedestrian and Cycling Accessibility

- 3.2.1 A footway exists on the southern side of the Post Hill carriageway from Manley Lane westwards through the adjacent residential neighbourhood. A footway is also present on the northern side of the carriageway up to a point 150m west of the Manley Lane junction. Fairway and Mayfair, local residential cul-de-sacs, connect to Post Hill in the vicinity and include footways and dropped kerbs to facilitate local pedestrian movements. A section of the local footway network is shown in **Figure 3-3** below:



Figure 3.3: Local Pedestrian Facilities

- 3.2.2 To the east of the existing Hartnoll Business Centre access on Post Hill there is no formal pedestrian or cycle infrastructure and no street lighting.
- 3.2.3 Manley Lane borders the western edge of the site and connects to Post Hill to the west of the existing Hartnoll Business Centre access junction. Manley Lane is a narrow rural lane with no formal pedestrian or cycle infrastructure, although it does provide access to National Cycle Route (NCR) 3 which bisects the road in an east / west alignment approximately 300m south of the site. NCR3 is a long distance, signed cycle route that connects Bristol with Land's End. Locally, NCR3 runs west into Tiverton, dissecting what will be the southern portion of the Tiverton EUE via an off-road cycleway and joins Old Road, south of the Blundells Road Roundabout.
- 3.2.4 The Grand Western Canal is also located a further 200m south of NCR3. The adjacent canal path offers a high-quality and direct leisure route to Tiverton Town Centre to the west, albeit this route is unsurfaced and unlit.
- 3.2.5 Most of Tiverton is located within 5km of the site and given the existing cycling facilities available as described above, cycling is considered to be a genuine alternative option to the private car for many journeys made to and from the site.
- 3.2.6 In addition, E- bikes have shown considerable growth globally and in the UK. E-bikes offer a longer range and increased distance travelled by bike, whilst also encouraging new users and less mobile people to cycle. The '*Transportation Research Interdisciplinary Perspectives*' report, which is based on data from an online survey in seven European cities, stated that E-bikers reported significantly longer trip distances for both e-bike (9.4 km) and bicycle trips (8.4 km) compared to cyclists for bicycle trips (4.8 km), as well as longer daily travel distances for e-bikers than cyclists for bicycle (8.0 vs. 5.3 km per person, per day, respectively).
- 3.2.7 The location of the facilities described above are illustrated in **Figure 3.2**.

3.3 Public Transport Accessibility

Bus Services

- 3.3.1 The nearest bus stops to the site are located on Post Hill, approximately 200m west of the existing Hartnoll Business Centre access. Whilst it is acknowledged that these stops are located more than 400m from some areas of the site, the proposed development includes the provision of new bus stops on Post Hill adjacent to the northern boundary of the site, described in more detail in Chapter 4. It is envisaged that these new stops would be served by the same services as the existing Post Hill stops.
- 3.3.2 A summary of the destinations accessible by bus from the existing Post Hill bus stops and the current frequency of services is presented in **Table 3.1**. It should be noted that many public transport providers have reduced the frequency of services during the COVID-19 pandemic period. At the time of writing (July 2021), limited travel restrictions were in place in the Mid Devon area and so the level of service that is currently operational is considered to be 'normal'. There are no indications from these public transport providers that this is not the case or that there are any plans to increase frequency or enhance services beyond what is currently offered.

Bus No.	Operator	Route	Frequency		
			Weekday Frequency	Saturday Frequency	Sunday Frequency
1	Stagecoach	Tiverton Bus Station - Exeter Bus Station	Hourly	Hourly	Every 2 hours
1A		Exeter Bus Station - Tiverton Bus Station	Hourly	Hourly	No Service
22	First Buses	Taunton - Tiverton	Every 3 Hours	Every 3 hours	No service

Table 3-1: Summary of Local Bus Services

- 3.3.3 The first bus to Tiverton Town centre from these stops is at 07:37, provided by the Number 1 service, whilst the last eastbound service is at 18:57, with journey times of approximately 8 minutes. The first eastbound service from these stops to Tiverton Parkway Station is at 06:21 and the last returning service is at 19:51, which would offer longer distance commuters to make journeys from the site via a combination of bus and train. Further details of the rail services available from the station are set out in the following section.
- 3.3.4 In addition, the EUE Masterplan SPD includes the enhancement of bus services along Blundells Road / Post Hill, for routes between Tiverton Town Centre and Tiverton Parkway. Whilst the exact nature of these services is not yet known, it is highly likely that future residents and employees of the sites will benefit from these enhanced services once they are operational, further improving the public transport accessibility of the site.
- 3.3.5 These timings of the existing services and potential enhancements are therefore considered to offer a genuine opportunity for commuting to and from the site by public transport, as well as a range of other journey purposes.

Rail Services

- 3.3.6 The nearest railway station to the site is Tiverton Parkway, located approximately 6.5km east of the proposed development site. The station is served by half hourly services to London Paddington via Taunton and Reading. Journey times to London Paddington are approximately 2 hours. The station is also served by hourly services to Bristol Temple Meads, Cardiff and Birmingham, whilst half hourly services also run to Penzance via Exeter St Davids. The journey time to Exeter is approximately 15 minutes.
- 3.3.7 The Number 1 bus service stops at the railway station every hour, which provides future residents and employees with an opportunity to travel longer distances using a combination of the regular bus and train services directly from the site.
- 3.3.8 Tiverton Parkway benefits from having 70 cycle parking spaces covered by CCTV, a 453-space car park and a taxi rank available at the station entrance. The station also has a ticket office, step free access and accessible ticket machines, customer help points, toilets, a hot food takeaway / café, waiting rooms and WiFi. Tiverton Parkway provides sustainable alternative to private cars for travelling to further afield destinations, via bus-train or cycle-train linked journeys.
- 3.3.9 **Figure 3-2** illustrates the public transport routes and services in the vicinity of the site.

3.4 Accessibility to Local Facilities and Amenities

- 3.4.1 There are a wide variety of local facilities accessible from the site. A summary of these facilities is provided in **Table 3.2** and also illustrated in **Figure 3.2**.

Type of Amenity	Name	Approx. Distance from Centre of Site (km)
Food and Drink	The Hickory Inn	2.3km
	Canal Tea Rooms & Garden	3.1km
	Pho Nam	3.5km
	McDonalds	3.6km
Grocery Shops	Halberton Court Farm Shop	1.5km
	Tesco Superstore	3.2km
	Lidl	3.3km
Medical / Dental Facilities	Tiverton Dental Centre	4km
	Clare House Surgery	4.1km
	Lloyds Pharmacy	4.2km
	Tiverton and District Hospital	5.5km
Employment / Retail and Services	Hartnoll Business Centre	On Site
	Tiverton Business Park	3.6km
	Tiverton Town Centre	4.0km
	Woodward Road Industrial Park	4.5km
	Mid Devon Business Park	5.7km
Education	Blundells Preparatory School	1.6km
	Halberton Pre School	1.6km
	Halberton Primary School	1.7km
	Blundells School	2.1km
	Tiverton High School	4.9km
	Petroc College (Mid Devon Campus)	5.0km
Leisure and Recreation	Hartnoll Fitness Hub	On Site
	Tiverton Golf Club	300m
	Great Western Canal Nature Reserve	2.0km
	Great Western Canal Country Park	3.6km
	Exe Valley Leisure Centre	4.7km
Facilities proposed as part of the EUE	Proposed Primary School	900m
	Proposed Local / Neighbourhood Centre	900m
	Proposed sports facilities	900m
	Proposed Employment	1.2km

Table 3.2: Summary of Local Facilities and Amenities

3.4.2 The above Table shows that most of the facilities and amenities are within the recommended 5k cycling distance from the site. In addition, many facilities are also located within 2km of the

site. This means that using a combination of walking, cycling and public transport modes, the future residents, employees and visitors to the site will be able to access many local facilities in the area without the need for a private car.

- 3.4.3 It is important to note that the facilities proposed as part of the EUE development (highlighted above), once delivered, will also be within a 2-kilometre walking distance from the site, thereby providing future residents and employees with additional services and amenities in the immediate vicinity of the site.

3.5 Accessibility by Walking and Cycling

- 3.5.1 In considering the proximity of key facilities and amenities with regards to walking distances, the most recent transport statistics are set out within the DfT's *'National Travel Survey: 2019 (NTS) Report'*¹. This indicates that 24% of all journeys are under one mile and 80% of journeys under one mile are made on foot and that the average walking trip length is 17 minutes.
- 3.5.2 Whilst the NPPF now supersedes the previous Planning Policy Guidance (PPG), the underlying principles of PPG13: Transport (March 2001) remain relevant as they are based on recorded travel behaviour and generally accepted accessibility indicators. The relevant excerpts from PPG13 are therefore set out below:

"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres."

- 3.5.3 In addition, the guidance on this issue is provided by Manual for Streets (MfS) 2007 which, at Paragraph 4.4.1, states that:

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' [up to about 800m] walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and walking offers the greatest potential to replace short car trips, particularly those under 2km."

- 3.5.4 With regards to cycling, the recent NTS (updated August 2019) identifies that the average journey time by bicycle is 23 minutes which is equivalent to 4 miles (6.4km). Furthermore, Table NTS0308a² identifies that 85% of all cycle trips are over 1 mile (1.6km) and 54% over 2 miles (3.2km). A total of 82% of all cycle journeys are made over distances less than 5 miles (8km).
- 3.5.5 These statistics indicate that trips to the majority of the facilities and services in the site surroundings are within either a 2-kilometre walking distance, or 5-kilometre cycling distance from the site and could reasonably be expected to be undertaken on foot or by cycle, and by the majority of people, except where car use is an obvious prerequisite or indeed the reason for the trip.

3.6 Existing Local Highway Network

- 3.6.1 The site is located immediately to the south of Post Hill. Post Hill forms part of the main east / west road between Tiverton and Willand, as well as providing access to local villages such as Halberton and the rural area. **Figure 3.4** below shows Post Hill in its current arrangement adjacent to the site.

¹ [2019 National Travel Survey \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

²

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/905950/nts0308.ods



Figure 3.4: Local Highway Network

- 3.6.2 To the west of the site, Post Hill becomes Blundells Road which connects to the A396 on the eastern edge of Tiverton urban area. The A396 forms one of the main connections between the A361 which passes the town to the north, the town centre itself and Exeter to the south.
- 3.6.3 The A361 is the main arterial route to North Devon and parts of North Cornwall, connecting these areas with the Strategic Road Network at Junction 27 of the M5. J27 is located approximately 5.5km to the north east of the site. The M5 connects the south west of England with the rest of the UK via the SRN, providing direct highway routes to Exeter, Bristol, Birmingham and the M4 corridor.
- 3.6.4 Traffic calming measures have been recently implemented on Blundells Road in the vicinity of Blundells School. This scheme was delivered as part of the first phase of the EUE, known as Braid Park. These include an on-carriageway cycle lane on Blundells Road between Post Hill and the school as well as pedestrian improvements on Golf Club Lane.

3.7 Future Highway Network

- 3.7.1 As noted in the previous chapter, land allocated as the Tiverton EUE is located immediately to the west of the site. As part of this allocation, DCC undertook an assessment to establish whether a new highway connection to the A361 would be required. The assessment established that a new junction would be required and so planning permission has now been granted for a grade separated, all movements junction to be located approximately 1.3km to the east of the existing A396 / A361 junction. This will provide an alternative route for traffic to access the town and in particular to facilitate vehicle movements generated by the EUE, reducing traffic that would otherwise utilise the A396 to access the A361.

- 3.7.2 The connection with the A361 will comprise of a priority junction with Blundells Road and a 3-arm roundabout to the north, which will provide access to westbound and eastbound movements onto the A361. The junction will be grade separated and access to the A361 will be achieved through new slip roads from the aforementioned roundabout. The on and off slips to the westbound A361 have already been constructed, albeit they are not yet open to traffic. The general layout plan illustrating the proposals for the junction are included in **Appendix C**.
- 3.7.3 This junction will also improve access between the proposed development and the A361 and SRN. Following discussion with DCC, it is understood that these works are imminent and therefore agreed that the assessment presented in the TA that accompanies this TP assumes that the new junction is in place at the time of development occupation.

4 Proposed Travel Plan Measures

4.1 Introduction

- 4.1.1 The objective of this FTP is to reduce single occupancy car use originating from the development by enabling and encouraging sustainable forms of transport. The FTP seeks to present the physical measures provided by the development that enable and encourage sustainable travel. The FTP also identifies initial financial incentives to encourage residents and staff to travel by sustainable modes and provides a comprehensive travel awareness package to make residents / staff aware of the sustainable travel opportunities available to them.
- 4.1.2 The following section sets out the package of measures proposed to accompany the development proposals, some of which will be implemented prior to occupation and others upon occupation. It should be noted that as the proposed development is of a modest scale and the masterplan is concept level with exact end users unknown at this stage, the measures for residential and employment land uses have been combined and provided in the below section. It is anticipated that a full travel plan may include exclusive measures for employment and residential parcels, which will be discussed with DCC at the appropriate stage.
- 4.1.3 A Travel Plan Co-ordinator (TPC) will be appointed to manage and deliver all aspects of the Travel Plan. The role of the TPC is discussed in more detail below.
- 4.1.4 The proposed Travel Plan measures are summarised in a 'TP Action Plan' included in **Appendix B**.

4.2 Travel Plan Co-ordinator

- 4.2.1 A TPC will be appointed to take responsibility for implementing the individual non-construction related measures of the FTP, liaising with DCC and undertaking the monitoring as required. This role will be undertaken by a person appointed by the developer three months prior to occupation on site and for the duration of the Travel Plan monitoring period, which will likely begin when 75% occupation has been reached, although this will be agreed with DCC in due course. The developer will notify the council of the name of the appointed person/s, including if or when the post-holder changes.
- 4.2.2 It is envisaged that separate TPCs will take responsibility for the proposed residential and employment areas. The respective TPC will liaise directly with employees (or travel plan representative of each of the units) occupying the units or the residents living in in the adjacent areas of the site. The TPC would also look to engage with any existing TPCs operating out of the existing Hartnoll Business Centre and working with any individuals here may help to deliver economies of scale to achieve more successful outcomes for the area. The TPC will not have responsibility for the existing employment area and the targets set in the following chapter will only be associated with the proposed development.
- 4.2.3 The Travel Plan will continue to be monitored annually for the duration of the Travel Plan period, which is envisaged to be 5 years, unless the targets are not met in which case this period may be extended.
- 4.2.4 The TPC will have dedicated time to administer the FTP and, for the residential development, will be in position prior to the occupation of the first residential unit to ensure that the Travel Plan measures are in place from the outset where required.
- 4.2.5 The TPCs will be a familiar face and engage with the residents and employees respectively through door-to-door visits and pre-arranged and publicised 'travel surgeries' where residents and employees will be invited to attend and raise any travel related queries or concerns. Contact details for the TPCs will also be freely available so that residents, visitors and

employees based at the site can raise issues and feel that the Travel Plan process is well supported at all times.

4.2.6 As well as implementation of the FTP measures, the TPC's responsibilities will include the following:

- Y Representing the 'human face' of the FTP and explaining its purpose and the opportunities on offer
- Y Undertaking door-to-door visits and 'travel surgeries'
- Y Providing travel information to those living and working at the development
- Y Marketing and publicising of new initiatives relating to the TP
- Y Creating and updating the travel packs
- Y Creating and updating a Sustainable Travel noticeboard within the development
- Y Reviewing the Travel Plan and reporting to DCC through monitoring reports
- Y Liaising with local public transport operators for the latest information and negotiation of possible discounts
- Y Liaising with existing communities, Hartnoll Business Centre occupiers and any other relevant stakeholders to deliver economies of scale in the implementation of coordinated and shared travel plan measures.

4.2.7 The developer will be responsible for meeting the cost of proposed measures and will allocate an annual budget for marketing and implementing the Travel Plan which will be controlled by the TPC.

4.3 Information Provision

Travel Information Packs

4.3.1 A key driver in behaviour change and travel planning is to provide high quality information in a clear and concise way. Some of the information that would be included in a travel pack has already been introduced in this report and this section outlines the full package of information to be included within the travel packs.

4.3.2 To supply information about the sustainable travel options to the development in an accessible and convenient way, detailed travel packs will be produced and supplied to each household and each employee upon completion. Generally, Travel Packs are provided in a physical form and handed to residents or employees by the TPC. The provision of Travel Packs electronically however has also proved successful, meaning they can be delivered to a wider audience as well as more economically. It is recommended that both physical and electronic version are produced and provided to residents and employees in either form as requested by the individual.

4.3.3 This travel pack is proposed to contain the following:

- Y Details of the TP measures and its objectives and targets
- Y Walking and cycling maps showing safe routes to local facilities
- Y Site specific public transport information with a map showing routes and bus stop locations

- Y Generalised public transport information for the local area
- Y Information on the car sharing arrangements for the development including Car Share Devon leaflets
- Y Information on supermarkets offering home delivery in the local area
- Y Information on the benefit of EV vehicles and government grants for the installation of EV charging point / authorised installers
- Y Information on working from home and its benefits
- Y Contact details for the TPC.

4.3.4 The development of the introductory travel pack is a crucial stage in the project process. It is essential that the travel packs contain the necessary balance of travel information and motivational messages to inform recipients and encourage them to switch without being perceived as patronising. This stage of the process should include the development and design of logos and motivational slogans.

4.3.5 In addition to the travel packs, a TP noticeboard will be provided within the development which will contain the walking and cycling maps for the area as well as public transport information which will be updated by the TPC as necessary. This TP noticeboard will provide up to date information for the residents and will also be useful for visitors to the site.

Travel Newsletter

4.3.6 A travel newsletter will be disseminated on an annual basis for the life of the Travel Plan, to each household and employee, detailing the progress of the TP and the results of monitoring. This newsletter should also act as a promotional tool for the TP by publicising any new measures, national sustainable travel campaigns and improvements to sustainable travel facilities in the local area.

Developer Website

4.3.7 Travel information relevant to the site will be provided on the development sales website which will be accessible to residents, prospective resident, prospective occupiers and employees.

4.4 Walking, Cycling and Micromobility

4.4.1 Walking and cycling are sustainable modes of travel which not only protect the environment but also provide many documented health benefits. Micromobility is also a small but rapidly growing form of movement that needs to be considered at the site.

4.4.2 To promote ease of access to and from the proposed development by foot, cycle and micromobility, a number of measures are proposed which are summarised below.

Infrastructure Improvements

4.4.3 Good quality walking links into existing communities are essential for future residents in order to provide everyday access to jobs, education, local amenities and services. Good pedestrian links will help to encourage sustainable travel, reduce vehicular trip generation and benefit the health and wellbeing of existing and future residents. The site allows for high quality pedestrian connectivity into the existing community and provides connections to the existing network of footways.

- 4.4.4 On the southern side of Post Hill, the existing footway will be extended from its existing extent to the west of Manley Lane junction along the northern frontage of the site to the site access junction. This footway will be 2m in width throughout. Dropped Kerbs will be provided at Manley Lane to facilitate crossing of this carriageway, whilst an informal crossing facility with tactile paving will be provided on Post Hill to the west of Manley Lane to allow pedestrians to cross the carriageway.
- 4.4.5 This crossing will provide access to a new proposed bus stop located on the northern side of Post Hill for Eastbound services. A complimentary westbound bus stop will be provided immediately adjacent to the northern site boundary which will also be accessible via the new footway facility. In addition, given increased pedestrian / cycle movements in the vicinity, the extension of streetlighting along Post Hill to the proposed site access can be explored with DCC at the detailed design / s278 stage.
- 4.4.6 As a result of the proposed improvements described above, pedestrians and cyclists will be able to access the site via several routes. A pedestrian / cycle connection will be provided in the north western corner of the site, along the desire line to travel to the town, immediately south of the proposed westbound bus stop and connecting to the internal footways. This will ensure pedestrians can easily travel to and from the site to both the footway for local destinations, or to access the bus stops. Alternatively, pedestrians will be able to access and egress the northern boundary of the site via the vehicle access junction.
- 4.4.7 Further, additional pedestrian / cycle links could potentially be provided on the western boundary of the site, connecting to Manley Lane. In the period before the EUE is fully developed, these access points will facilitate north / south pedestrian and cycle movements. Pedestrians may choose to use the leisure route that uses the canal path for much of its length, connecting Manley Lane to Tiverton town centre. Cyclists could therefore use the links to Manley Lane to travel to and from Tiverton via National Cycle Route 3 that connects to Manley Lane to the south, avoiding Post Hill and Blundells Road.
- 4.4.8 The pedestrian and cycle access points on Manley Lane could also provide connections to the eastern parcel of the EUE, facilitating east / west movements from the site. Future residents and employees of the site could therefore potentially be able to gain direct access to the EUE, including the facilities that will be delivered as part of the development. The proposed access strategy could therefore provide seamless connections to the EUE in the future.

Public Transport Access

- 4.4.9 As described above, new bus stops will be delivered as part of the development access strategy. These bus stops will be accessible via the internal pedestrian network and the new offsite footway improvements, including the uncontrolled crossing point facilitating access to or from eastbound bus services. Both the eastbound and westbound bus stops will be provided with cantilever shelter and timetables.
- 4.4.10 The stops are served by several frequent services, described in more detail in Chapter 3, which provide connections to Tiverton, Taunton and Tiverton Parkway amongst other local destinations. Connections to Tiverton Parkway Rail Station means that residents, employees and visitors could therefore feasibly use a combination of bus and train to easily access the site.

Micromobility

- 4.4.11 There are numerous emerging technologies in this sector, and some of the current potential favourites are reviewed below. Some of these are relatively commonplace and available to buy from a range of outlets – others are new innovations and are somewhat unproven – but show the trend towards ever more niche focussed devices.

- a. Push Scooters – affordable, easy to ride, portable and carriable but small wheels are a limitation;
 - b. Electric Scooters – affordable for electric power, 15.5mph limited speed, easy to ride, easy to recharge, portable and carriable, but small wheels and limited range are a limitation, with average trip length between 0.7-1.15 miles (approx. 8minutes)³;
 - c. Electric Skateboard – range 6 -12 miles, top speed around 20mph, can cope with 1 in 4 gradient, enjoyable to ride, can be used with or without power, however, can be challenging in wet conditions and small wheels means a smooth surface is required;
 - d. Electric Bike – range generally between 30-50 miles, top speed around 30mph, comfortable to ride, can be used with or without power, versatile but heavy, needs somewhere safe to be left and relatively expensive;
 - e. Electric Moped Scooter – range 30-50 miles, top speed 30mph, easier maintenance than a traditional scooter, quiet, but may require a license, bulky, needs to be locked outside and limited space for luggage;
 - f. Hoverboard – range of roughly 12 miles, top speed of 10mph, easy to master, affordable, but not all are waterproof and not as fast or versatile as other modes; and
 - g. Segway – range of 40 miles at a speed of 11mph, handlebars make them easy to ride, enough around to be considered safe and reliable, but bulky, slow and less versatile than other options.
- 4.4.12 Current legislation states, E-scooter users must be covered by motor vehicle insurance policy and must hold a valid driver's licence. E-scooters can use the same road space as cycles and EAPCs, therefore meaning e-scooters are allowed on the road (except motorways) and in cycle lanes and tracks, where possible. However, the controls over where e-scooters can be used are split between central government and local authorities. Regulatory and legislative controls will be continually monitored to ensure any changes to applications of use are considered.
- 4.4.13 Residents will be provided with a range of information regarding micromobility options as follows:
- Y Current legislation and regulations on micromobility options such as e-scooters;
 - Y The operation and results of ongoing e-scooter trials
 - Y Where to access and purchase e-scooters and other micromobility options, when permitted to do so.

Adult Cycle Training

- 4.4.14 The TPC will investigate whether adult cycle training sessions would be attractive to residents of the site. Any available schemes provided by DCC will be advertised and information circulated amongst residents. The bikeability scheme is currently (July 2021) available to all Devon residents outside Plymouth and Torbay and offers a free 2-hour session. If take up is sufficient, the TPC could organise onsite training sessions for residents to attend.

4.5 Public Transport

4.5.1 In addition to the provision of easy pedestrian access to newly delivered bus stops as outlined above, residents will be provided with a range of information regarding their public transport options, including:

- Y Route maps
- Y Timetable and service frequencies (site specific and general)
- Y Location of bus stops and key locations serviced by relevant routes
- Y The national public transport website (www.traveline.info).

4.5.2 An important aspect of encouraging the use of public transport is the provision of financial incentives to do so. Therefore, the TP Co-ordinator will make contact with the local bus service operators to attempt to negotiate discounts on bus tickets for residents and employees of the site which could act as an ongoing incentive.

4.6 Encouraging More Sustainable Car Use

Car Sharing

4.6.1 The measures described thus far provide good opportunities for users of the development to travel on foot, by bicycle or via public transport. However, these modes of transport may not be suitable for everyone, perhaps for convenience or due to disabilities.

4.6.2 Car sharing involves two or more persons travelling in the same car. Car sharing has been observed to work best where the sharers live in the same area, work consistent hours and commute a significant distance. Benefits associated with car sharing occur as a result of fewer cars being on the road, such as reduced vehicle emissions and lower levels of traffic and congestion. There are also several social benefits to car sharing, which include:

- Y Saving money;
- Y Time to relax without driving stress; and
- Y Opportunity to socialise.

4.6.3 To encourage those residents that wish to use a car to share their car journeys wherever possible, Car Share Devon (<https://liftshare.com/uk/community/devon>) will be promoted as part of the TP as an alternative way to travel.

4.6.4 The Car Share service is available to anyone over 18 and joining the scheme is simple and completely free. It allows members to register their frequent and one-off journeys online and the lift share matching service puts people travelling in the same direction or similar directions in contact with each other, allowing them to travel together and share the costs whilst also reducing congestion and pollution.

4.6.5 This website will also be advertised on the TP noticeboard and in Travel Packs.

Eco Driving

4.6.6 Eco-driving means smarter and more fuel-efficient driving and represents a new driving culture that makes best use of advanced vehicle technologies whilst improving road safety and contributing to climate protection and pollution reduction. Eco driving techniques include:

- Y Driving smoothly to avoid unnecessary braking and acceleration;

- Y Changing up a gear early (around 2,000 rpm) to utilise the most efficient gear as soon as practicable;
- Y Avoiding excessive speeds;
- Y Maintaining vehicles well with regular servicing and correct tyre pressures; and
- Y Reducing the load in the vehicle when not required, such as golf clubs and pushchairs.
- Y Information on these and other eco-driving techniques will be disseminated to residents within their travel packs to ensure that those who continue to travel by car do so as efficiently as possible.

Electric Vehicles

- 4.6.7 Electric vehicles produce lower levels of emissions when compared to standard petrol or diesel vehicles and are supported within new developments in Devon. Appropriate levels of EV charging will be established at the Reserved Matters Application stage, to reflect relevant Policy and guidance at that time, with the aim of encouraging and facilitating the use of EV's at the site.

4.7 Home Working Provision

- 4.7.1 It is recognised that not all residents will have a job which can be undertaken from home and so home working does not form a central part of the TP targets. However, during the Covid-19 Pandemic, significant numbers of workers have been required to work at least partially from home for long periods of time. At the time of writing, it is not clear how this will impact on future working practices in the area, but it is expected that an increase in working from home will occur when compared to the period before the pandemic.
- 4.7.2 Therefore, to help facilitate this the developers will work with the supplier of high-speed broadband to ensure that the site is as well served by appropriate infrastructure as soon as possible. The TPC will also provide information on tools and software to conduct meetings virtually rather than face to face, to site users who are not acquainted with it.

4.8 Home Deliveries

- 4.8.1 Information about online shopping and home deliveries, including the benefits to time and to carbon emissions, will be provided within the travel information packs.

4.9 Green Travel Voucher

- 4.9.1 A Green Travel Voucher application form will be provided to the first tenure of each dwelling. The voucher will be redeemable against evidenced expenditure on walking / cycling equipment, bus tickets, or Mobility as a Service subscription (if available at the time). The amount available will be dependent on the dwelling size and will be agreed with DCC in due course.
- 4.9.2 In addition to the Green Travel Voucher, it is intended that the TPC will make contact with the operator of local bus services in an attempt to negotiate discounts / secure free taster tickets on bus tickets for residents of the site.

4.10 Sustainable Travel Promotional Events

The developer could fund promotional events per year for the five-year monitoring period. These will be in the form of an on-street 'fair' and will be manned by the TPC with the aim to promote the Travel Plan and sustainable modes of travel to residents of the development. Up

to £500 per event will be included within a TP management fund to cover the cost of these events.

4.11 Summary

- 4.11.1 It is considered that the combined impact of the proposed infrastructure improvements and the measures included within this Travel Plan will help to improve accessibility to the site and facilitate and encourage sustainable trip making amongst future residents, staff and visitors.

5 Targets

5.1 Introduction

5.1.1 This section sets out mode share targets for the development and identifies a target daily vehicle trip rate.

5.2 Development Travel Targets

5.2.1 Travel Plan targets are generally set in relation to the number of car trips made to and from the development during a specific period of time, based on the number of occupied residential units or employees on site. This is because modal split data is harder to obtain from developments that include residential uses as people, the mode, route and purpose of residential trips is highly variable.

5.2.2 However, monitoring the total number of vehicle trips in and out of the development is a simple and cost-effective form of monitoring, providing an accurate indication of the uptake of more sustainable travel options. The targets presented in this chapter are therefore set for vehicle trips. For reference, indicative changes in the trip generation of alternative modes that may occur due to the reduction in vehicle trips have been included. It should be noted that these calculations have only considered a change of mode, and do not consider a reduction in the overall trip generation of the site due to other changes such as increased remote working. The targets are therefore considered to be robust.

5.2.3 In order to calculate the number of vehicle trips the proposed development would generate under base (no TP) conditions, reference was made to the trip generation analysis undertaken within the TA. The tables below present the AM, PM and daily vehicle trips forecast to be generated by the site.

Land Use	AM Peak			PM Peak			Daily		
	Arr	Dep	Two-way	Arr	Dep	Two-way	Arr	Dep	Two-way
Private Residential	15	41	56	38	16	54	259	259	519
Affordable Residential	7	12	19	11	9	20	93	92	184
B1	32	4	36	3	34	37	108	109	216
B2	14	3	17	1	13	14	68	71	139
B8	5	2	7	2	6	8	30	30	61
Gym / Leisure Uses	4	5	8	11	6	16	66	61	127
Total	77	67	143	67	83	150	624	621	1,246

Table 5.1: Vehicle Trips

5.2.4 The trip generation set out in **Table 5.1** reflects the predicted vehicle trip generation of the development. The mixed-use nature of the site means that different targets need to be considered for different land uses. For the purposes of this TP, the land uses have been split into either 'residential' or 'employment' land uses. Both private and affordable residential land uses are categorised as residential uses, whilst all the other land uses are categorised as employment. **Tables 5.2** and **5.3** below summarise information extracted from **Table 5.1**

above and categorises the total trip generation forecast by either residential or employment land use.

Time Period	In	Out	Two-way
AM Peak	22	53	75
PM Peak	49	25	74
Daily	352	351	703

Table 5.2: Vehicle Trip Rates – Residential Uses

Time Period	In	Out	Two-way
AM Peak	55	14	69
PM Peak	17	59	76
Daily	272	271	543

Table 5.3: Vehicle Trip Rates – Employment Uses

5.2.5 In order to forecast the total person trip generation for the land uses proposed from the vehicle trip generation set out above, modal shares have been derived from the 2011 Census datasets 'QS701EW – Method of travel to work'.

5.2.6 The modal share figures presented in **Table 5.4** are based on data related specifically to the 'Mid Devon 006' MSOA within which the site is located.

Mode of Transport	Proposed Modal Share	
	Residential	Employment
Walk	8.6%	8.7%
Cycle	2.1%	2.8%
Public Transport	4.4%	3.5%
Vehicle Passenger	5.2%	12.0%
Vehicle Driver	79.7%	73.1%
Total	100%	100%

Table 5.4: Mode Split

The residential and employment mode shares set out in **Table 5.4** above have been applied to the respective vehicle trip generation presented in **Tables 5.2** and **5.3** in order to generate the baseline multi modal trip generation of the site. The mode shares have been applied to the total daily two-way movements (shown in bold in **Tables 5.2** and **5.3**). The resulting daily multi-modal trip generation is presented in the tables below.

Year Base	Walk	Cycle	Public Transport	Car Passenger	Car Driver
Base	8.6%	2.1%	4.4%	5.2%	79.7%
Base Trips	76	19	39	46	703

Table 5.5: Residential - Daily Multimodal Trip Generation

Year Base	Walk	Cycle	Public Transport	Car Passenger	Car Driver
Base	8.7%	2.8%	3.5%	12.0%	73.1%
Base Trips	65	21	26	89	543

Table 5.6: Employment - Daily Multimodal Trip Generation

- 5.2.7 The aim of the TP is to reduce the vehicle trips by 10%, with a resulting increase in sustainable modes. The precise mode that residents of the site will switch to has been estimated for the purposes of this report, as the key target is the reduction in car trips. Trip increases in sustainable modes have therefore been split evenly across all alternative options.
- 5.2.8 The target mode split and resulting trip generation for both land use types is presented in the tables below, along with the estimated change in trips for each mode. Again, daily two-way movements are presented.

Year Base	Walk	Cycle	Public Transport	Car Passenger	Car Driver
Target Mode Share	10.59%	4.09%	6.39%	7.19%	71.73%
Target Trips	93	36	56	63	633
Change in Trips	+18	+18	+18	+18	-70

Table 5.7: Target Residential Multi Modal Trips

Year Base	Walk	Cycle	Public Transport	Car Passenger	Car Driver
Target Mode Share	10.52%	4.62%	5.32%	13.81%	65.72%
Target Trips	78	34	40	103	489
Change in Trips	+14	+14	+14	+14	-54

Table 5.8: Target Residential Multi Modal Trips

- 5.2.9 The tables above present the target multi modal trip generation of the site for both the land use types. As noted previously, the increases in non-vehicle travel are indicative only, with the 10% reduction in car trips the key target.
- 5.2.10 During the monitoring period when the progress towards the targets is observed, the occupation of the site may not be at the same level on which these targets are based, i.e. 150 fully occupied dwellings and approximately 3.9ha of employment space. For example, within a

year of reaching 75% occupancy (the trigger for the start of the TP), all units may not yet be occupied. Therefore, it is recommended that the final TP targets are calculated from target trip rates, based on the actual number of occupied residential or employment units on site at the time of the monitoring. Target trip rates can be calculated by applying a 10% reduction to the original trip rates used to generate the base vehicle trip generation figures.

- 5.2.11 This way, the progress towards the targets can be established before the completion of the development, allowing the TPC to adjust or alter the implementation of measures as required.
- 5.2.12 The target daily arrival and departure trip rates for each specific land use are presented in the table below:

Land Use	Daily		
	Arrive	Depart	Two-way
Private Residential	2.22	2.22	4.45
Affordable Residential	1.85	1.83	3.69
B1	2.98	3.00	5.98
B2	1.88	1.95	3.84
B8	1.47	1.47	2.94
Gym / Leisure Uses	7.10	6.59	13.70

Table 5.9: Target Trip Rates

5.3 Summary

- 5.3.1 This section has set out the TP targets in terms of vehicle trips generated by the site. It has also provided an indication as to the potential changes in trips by sustainable modes at the site, although these are only an estimate and the key targets for which the development must adhere to is the reduction of vehicle trips by at least 10%.
- 5.3.2 The following section will present the monitoring strategy through which these targets will be expected to be achieved.

6 Implementation and Monitoring

6.1 Introduction

- 6.1.1 The previous sections set out the targets for the development and an outline package of measures that will enable the targets to be reached. This section looks at how these initiatives will be implemented, and their performance monitored.
- 6.1.2 A TP requires a frequent process of monitoring and review in order to ensure the aims and objectives are delivered in practice. Where the monitoring reveals that the targets have not yet been met, the TP can then be reviewed and refocused in order to get the plan back on track. Even when the monitoring identifies that the TP targets are being met, the plan may still need to be adapted over time in order to deliver ongoing changes in travel behaviour.
- 6.1.3 As a live document, the TP should be routinely updated and amended to ensure that the most up to date information is included throughout the 5-year monitoring period.

6.2 Monitoring

- 6.2.1 An initial vehicle survey will be undertaken within one month of the first phase of the development reaching 75% occupation. The timing of the baseline survey will be discussed with DCC however for the purpose of this TP we have assumed it to be development reaching 75% occupancy based on our professional experience. This will provide the baseline vehicle trip generation, from which the 10% reduction target can be measured against. Consideration will need to be given to the location of these surveys within the site. Given that separate targets are specified for the residential and employment land, it is likely that two vehicle count surveys will need to be undertaken. One will be located at the entrance to the proposed employment area, whilst the second will be located at the entrance to the residential area of the site, therefore ensuring that the traffic flow data captured can be differentiated between the separate land uses. The surveying methodology will be established and agreed with DCC in due course, once more detailed street layouts have been submitted at the Reserved Matters planning application stage.
- 6.2.2 The baseline trip generation will then be agreed with the TP officer from DCC and the trip rate targets presented in Chapter 5 will be utilised to assess progress against the 10% vehicle reduction target.
- 6.2.3 Further monitoring periods will be implemented on an annual basis to determine progress against the targets and to establish the point at which they have been met.
- 6.2.4 The TPC will produce an annual monitoring report demonstrating the progress of the TP over time, drawing upon the monitoring results provided by the surveys and documenting the introduction of measures. This will be submitted to DCC for review and approval.
- 6.2.5 All evidence relating to the implementation the travel plan will be collected and stored by the TPC throughout the lifetime of the development.
- 6.2.6 The TPC will be the first point of contact for residents and outside organisations for all matters regarding travel to and from the development. The TPC will establish and maintain a database containing all correspondence to and from residents relating to the TP

6.3 Enforcement

- 6.3.1 If the results of the monitoring indicate that the targets have not been met, the implementation of additional TP measures may be required. The focus of any contingency TP measures will be determined with reference to the TP survey and in discussion with DCC to identify existing

and perceived barriers to sustainable travel to and from the site. Such contingency measures could include:

- Υ More active marketing incorporating a shift of focus; e.g. A site-specific travel awareness campaign
- Υ Further promotional support for non-car modes of transport
- Υ Personalised Travel Planning, providing tailored information to each household

6.3.2 Ultimately, the developer will remain responsible for the TP until such a point that it has been successfully implemented and the targets achieved and therefore, if the TP targets are not met, their period of responsibility for the operation of the TP is also likely to be extended.

6.4 Timescales and Responsibilities

- 6.4.1 The responsibility of achieving the targets set out in this report and agreed with DCC will lie primarily with the TPC, although they will have the full support of the developer in undertaking this role. The TPC is a key link in the operation and delivery of the TP on a day to day basis and will manage the relationship between the developer, the local highway authority (DCC) and the site users.
- 6.4.2 The progress of the TP towards achieving the targets set out above will be tracked by the TPC, who will be responsible for monitoring the trip generation, implementing measures and submitting updates to DCC.
- 6.4.3 Baseline surveys will need to be undertaken within one month of the development reaching 75% occupancy, but measures could be implemented ahead of this point if required. It is estimated that the TP will have a lifetime of at least 5 years, although this could continue if the targets are not met.

7 Summary and Conclusion

7.1 Summary

- 7.1.1 This TP forms the basis of an organisational tool that will be set up to enable and encourage use of sustainable forms of transport for future residents and employees.
- 7.1.2 This TP includes a range of measures to improve sustainable travel at the site, including behavioural / informational initiatives to encourage improved sustainable travel activity which will be managed by the TP Co-ordinator.
- 7.1.3 Annual reviews will be undertaken by the TP Co-ordinator in the form of a traffic count survey. The results will indicate the performance of the TP and will be submitted to DCC.

7.2 Conclusion

- 7.2.1 The key factors to the success of the TP are summarised below:
- Y Awareness of it and buy in from residents and employees
 - Y A fully funded and enthusiastic TPC to deliver the measures required
 - Y Active participation and resources from all stakeholders.
- 7.2.2 The success of the scheme will depend on the support of the future site users. The management of the project is a key element in maintaining support and should be actively encouraged. Regular reviews are envisaged with the purpose of monitoring the success of the scheme.
- 7.2.3 There are a range of measures proposed to improve sustainable travel at the site and behavioural initiatives to encourage improved travel activity which will be managed by the TPC.
- 7.2.4 Provision of a full Travel Plan will be secured through a S106 agreement or suitable planning condition associated with any future planning permission for this site.
- 7.2.5 The eventual aim that the TP will grow into a self-managing service which will deliver on its own without the need for the TPC.

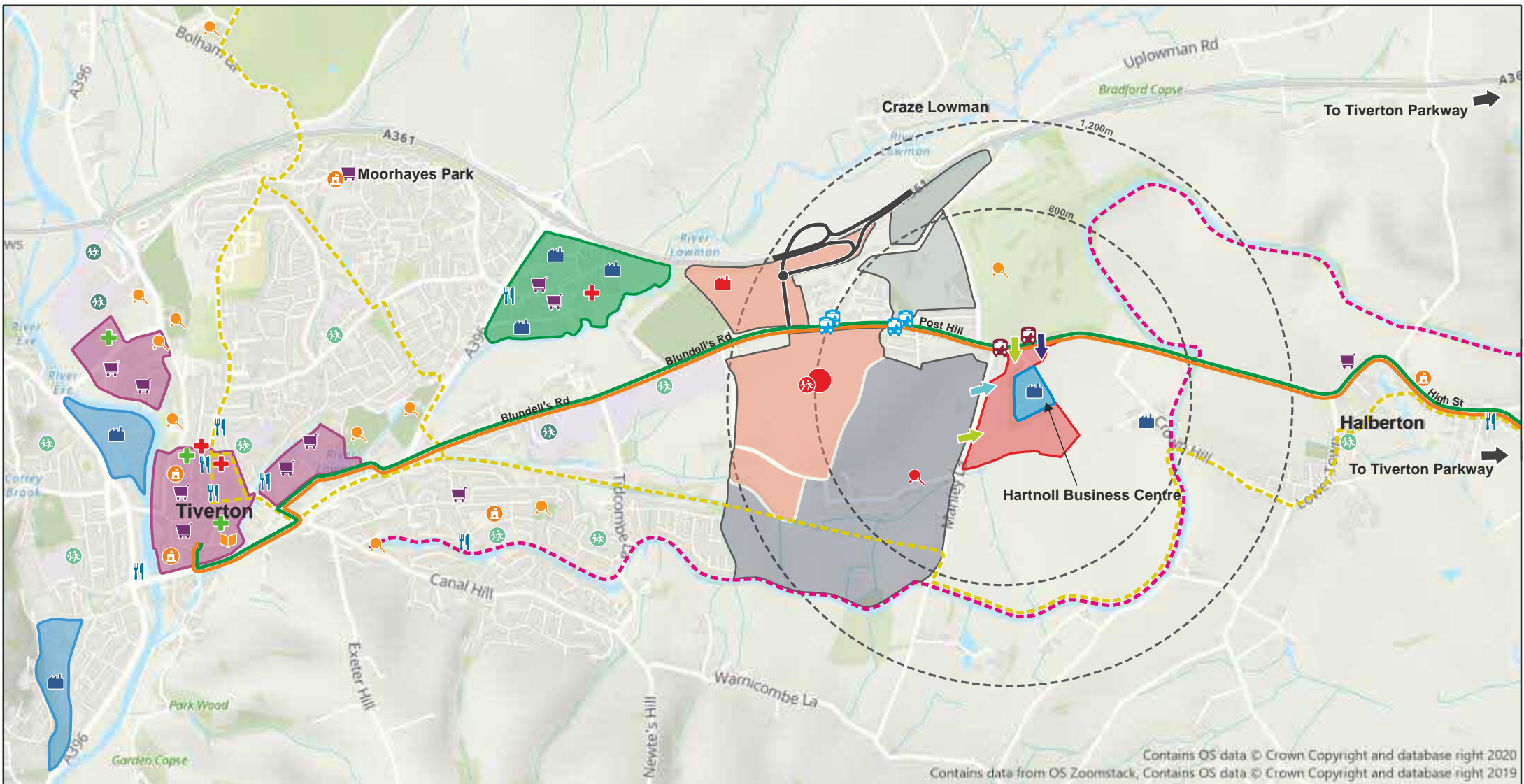
Figures



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Key			
	Site Location		Tiverton Eastern Urban Extension (EUE)
	Proposed Vehicle Access		Constructed EUE Parcels (Braid Park)
	Proposed Pedestrian / Cycle Access		Permitted EUE Parcels (14/00881/MOUT)
	Proposed Pedestrian / Cycle Access and Future Potential Connection to EUE		Future EUE Phases
	Proposed A361 Link Road / Junction		Existing Bus Stop
	PRoW Route - Canal Path Leisure Route		Proposed Bus Stop
	National Cycle Route 3 (NCN3)		Hartnoll Business Park
	No. 1/1A Stagecoach Bus Service		
	No. 22 First Buses Service		

	Client	Waddeton Park Ltd	Project Hartnolls Farm, Tiverton Site Location Plan	Mark		Drawn	Date	Chkd
	Contains Ordnance Survey data © Crown copyright and database right 2020			Date	12/07/21			
				Scale	NTS		Figure 3.1	
				Drawn By	NL			
				Checked by	JH			



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 Contains data from OS Zoomstack, Contains OS data © Crown Copyright and database right 2019

Key	
	Site Location
	Proposed Vehicle Access
	Proposed Pedestrian / Cycle Access
	Proposed Pedestrian / Cycle Access and Future Potential Vehicle Connection to EUE
	Tiverton Eastern Urban Extension (EUE)
	Constructed EUE Parcels (Braid Park)
	Permitted EUE Parcels (14/00881/MOUT)
	Future EUE Phases
	Proposed A361 Link Road / Junction
	Existing Bus Stop
	Proposed Bus Stop
	National Cycle Route 3 (NCN3)
	No. 1/1A Stagecoach Bus Services
	No. 22 First Buses Service
	Retail Area / Local Centre
	Employment Area
	Tiverton Business Park
	Shops
	Employment
	Primary School
	Secondary School
	Public House / Café / Restaurant / Takeaway
	Hospital / Medical Centre / Dental Centre
	Pharmacy
	Leisure / Sport Facilities
	Public Library
	Community Centre
	Proposed School
	Proposed Mixed-Use Centre
	Proposed Sports Facilities
	Proposed Employment

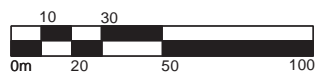
	Client	Waddeton Park Ltd	Project Hartnolls Farm, Tiverton Existing and Proposed Facilities and Amenities	Mark		Drawn	Date	Chkd
	Contains Ordnance Survey data © Crown copyright and database right 2020				Date	12/07/21		
				Scale	NTS	Figure 3.2		
				Drawn By	NL			
				Checked by	JH			

Appendix A Illustrative Masterplan



Legend

- Red Line Site Boundary
- Primary Road
- Secondary Road
- Tertiary Road
- Pedestrian/Cycle Route
- ➔ Vehicular Link to TEUE
- ➔ Vehicular Site Access
- ➔ Employment Access Point
- ➔ Residential Access Point
- ➔ Pedestrian/Cycle Access Point
- ➔ Proposed Bridge - Vehicular Access
- Canal Beach - No build
- Open Space (incl. SuDS)
- New Woodland Planting
- Development / New Homes
- Development / Employment



D	Rev
DE_425_SK11	Drg No
Waddeton Park LTD	Client
425 Hartnoll Park, Tiverton	Project
Framework Plan	Title
1:2500@A3	Scale

Appendix B TP Action Plan

Measure	Action	Date of Implementation	Responsibility	Monitoring and Maintaining
Walking and Cycling	Implementation of site access strategy as detailed in TP report	Construction phase	Developer	-
	Offer of Green Travel Vouchers to enable purchase of cycle equipment	Upon occupation	TP Co-ordinator	Reimbursement upon request of residents
	Provision of cycle parking	Construction phase	Developer	-
	Provision of information on walking / cycling routes and information on approximate distances and walk times	Upon occupation	Developer	-
	Establishment and supporting of walking / cycling groups, including a potential walking bus to schools within the area	Upon occupation	TP Co-ordinator	-
Public Transport	Production and distribution of information on local bus routes, timetables, and journey planners	Upon occupation	TP Co-ordinator	Updated as necessary
	Offer of Green Travel Voucher to purchase discounted tickets	Upon occupation	TP Co-ordinator	Reimbursement upon request of residents

	Offer of a 4 week 'taster ticket' to each household (if secured)	Upon occupation	TP Co-ordinator	Provided upon request of residents
	Contact local bus company to negotiate any discounts	Upon occupation	TP Co-ordinator	On a regular basis
Car Sharing	Promotion of Liftshare Devon website via leaflets, noticeboard, newsletter, and Travel Packs	Upon occupation	TP Co-ordinator	Updated as necessary
Eco-Driving	Provision of electric vehicle charging infrastructure in line policy guidance at the time	Construction phase	Developer	-
	Provision of eco-driving information to all residents	Upon occupation	TP Co-ordinator	-
Homeworking Provision	Work with suppliers of high speed broadband to ensure site can be connected as soon as possible	Construction phase	Developer	-
	Green Travel Voucher can be used to purchase homeworking equipment	Upon occupation	TP Co-ordinator	Reimbursement upon request of residents
Information Provision	Provision of a Travel Pack to each household and employee	Within 1 week of occupation	TP Co-ordinator	For a minimum of 5 years
	Situation of a TP noticeboard within the development	Prior to occupation	TP Co-ordinator	Updated as necessary
	Production and distribution of annual newsletter informing residents about	Following survey periods	TP Co-ordinator	-

	the TP and progress against targets			
	Initial door-to-door visits to each dwelling to introduce the TP	Upon occupation	TP Co-ordinator	-
TP Management	Appointment of TP Co-ordinator	3 months prior to first occupation	Developer	-
Monitoring	Baseline TP surveys	within one month of the first phase of the development reaching 75% occupation	TP Co-ordinator	-
	Regular ATC / TP surveys	Monitoring and reporting periods at years 1, 3, and 5	TP Co-ordinator	-