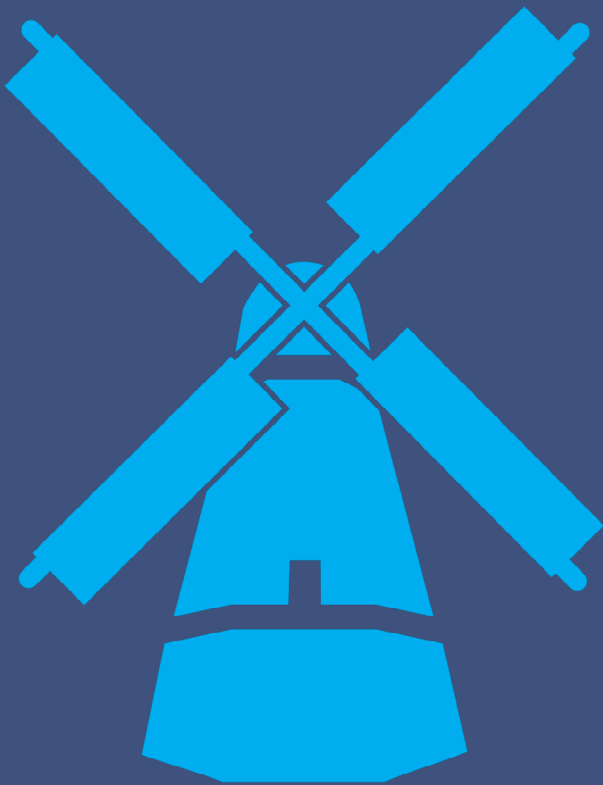


Hindsland, Eastbourne Road
Willingdon, East Sussex
Framework Travel Plan



March 2021



Land at Eastbourne Road, Willingdon

Framework Travel Plan

Client: Danescroft (FREOF V Willingdon) LLP

i-Transport Ref: NM/MD/ITL15734-005a

Date: 04 March 2021

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SECTION 1 Introduction

1.1 Overview

- 1.1.1 Danescroft (FREOF V Willingdon) LLP has appointed i-Transport LLP to provide to provide transport and highways advice to support the proposed development of up to 180 dwellings and a 2,170 sqm medical centre on land to the east of Eastbourne Road, Willingdon. This Framework Travel Plan (FTP) has been prepared to support the planning submission.
- 1.1.2 This FTP is submitted alongside, and should be read in conjunction with, the Transport Assessment (TA) for the development proposal (report reference: ITL15734-004).
- 1.1.3 The primary purpose of this FTP is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling and public transport to reduce the demand for travel by less sustainable modes, most specifically single occupancy vehicle trips.

1.2 Site Location

- 1.2.1 The site is located to the south of Polegate and is bordered to the north by residential properties on Brightling Road and culs-de-sac from it (including Spurway Park), to the east and southeast by open agricultural land formed by Mornings Mill Farm, and to the south and west (on the western side of Eastbourne Road) by further residential areas.
- 1.2.2 The site is within the planning jurisdiction of Wealden District Council (WDC), whilst East Sussex County Council (ESCC) is the local highway authority responsible for the operation and maintenance of the adjoining roads. Highways England (HE) is the strategic highway authority responsible for the operation and maintenance of the A27 (circa 1km to the northwest of the site).
- 1.2.3 A site location plan is provided at Figure 1.1 with an extract as Image 1.1.

Image 1.1: Site Location Plan Extract



1.3 Relevant Transport Policy

National Policy

- 1.3.1 The National Planning Policy Framework (February 2019) sets the policy background for the development of Travel Plans (TP). It states, with regard to applications for new developments, they should:

“a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to

all modes of transport; c) create places that are safe, secure and attractive – which minimise the scope or conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”.

- 1.3.2 The web-based National Planning Practice Guidance (NPPG) brings together planning guidance for England across all disciplines in an accessible way as well as to provide a clear link between guidance and the aims and objectives of the NPPF. The NPPG sets out the importance and requirements for Travel Plans and states:

“The primary purpose of a Travel Plan 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.”

ESCC Local Transport Plan 3 2011-2026

- 1.3.3 ESCC’s third Local Transport Plan sets out the vision, objectives, and the strategy for the next 15 years to 2026. The key objectives are to promote and encourage sustainable travel trips within the County. This includes promoting bus, rail and walking and cycling. The following policies set out the main objectives for these modes.

Bus

- 1.3.4 To make bus travel an attractive and realistic alternative to the private car, provide sustainable access to services, local facilities and employment opportunities for all residents and deliver increased bus use by; maintaining and improving the quality of commercial services, enforcing parking restrictions and providing bus priority measures as funding becomes more available, improving the standard of provision at bus stop interchanges and providing high quality information both in advance of an intended journey and at the time of travel;

Rail

- 1.3.5 Continue to lobby for improvements to connectivity to London including a new station at Polegate.
- Active Transport – Walking and Cycling
 - Make walking more attractive for short journeys to maximise the opportunities to walk to local facilities and services;
 - Consider appropriate crossing facilities on key corridors of movements when needed;

- Undertake audits of all transport infrastructure improvement schemes to ensure accessibility for all;
- Consider potential new cycle routes and facilities; and
- Encourage recreational cycling and cycle tourism.

ESCC Travel Plans for Development (February 2020)

1.3.6 This guidance document establishes ESCC's reasons for requiring Travel Plans and the contents of Travel Plans. It confirms that Travel Plans can assist in achieving a "decide and provide" transport strategy, as opposed to a more traditional "predict and provide".

1.3.7 This FTP meets the requirements of the guidance.

1.4 Scope of Travel Plan

1.4.1 This Travel Plan has been prepared as a FTP. This FTP will be used by the eventual developer of the site as a basis to develop a full and detailed Travel Plan (TP) in discussion with ESCC.

1.5 Structure of Travel Plan

1.5.1 The remainder of this FTP is structured as follows:

- Section 2 – Objectives and Benefits;
- Section 3 – Existing Conditions and Travel Patterns;
- Section 4 – Site Layout and Infrastructure Measures;
- Section 5 –Travel Plan Management;
- Section 6 – Measures;
- Section 7 – Targets;
- Section 8 – Monitoring; and
- Section 9 – Enforcement.

SECTION 2 Objectives and Benefits

2.1 Objectives

2.1.1 This FTP sets out a sustainable transport strategy for the proposed development. In line with national and local government guidance, the headline aims for the plan will be as follows:

- To reduce the number of single occupancy car journeys to the site; and
- To improve accessibility to the site by non-car modes of transport.

2.1.2 The plan will have the following additional objectives:

- a To support a range of sustainable transport alternatives to provide future residents and medical centre visitors with options for travel to/from the site;
- b To develop an awareness of the options for sustainable travel to and from the site amongst residents and visitors;
- c To promote walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes;
- d To minimise the impacts of car based travel to the site on the local and strategic highway network and environment; and
- e To manage car parking demand across the development.

2.2 Benefits

2.2.1 The benefits of a TP can include:

- Increased travel choice: a wider range of travel options; savings and benefits for residents can be achieved. A TP can lead to greater social inclusion enabling those who do not have access to a car to travel to and from the site more easily;
- A more accessible site - encouraging travel by the most sustainable modes can help the site to become more accessible and safer for all residents and visitors. This can also help the surrounding area become a more attractive place to work and live;

- Health benefits: many alternative forms of travel include an element of exercise that can lead to an improved level of fitness amongst residents. Improved levels of fitness can help businesses that employ residents by improving morale and reducing health related absences;
- Less congestion on local roads: encouraging future residents to travel by non-car modes and increase the uptake of more trips made by active modes and public transport can help reduce the number of private vehicle trips and thus reduce the number of vehicles on the road and in turn reducing congestion on the local highway network;
- Local environment improvements: benefits of improved air and noise quality from the reduced congestion, pollution, and noise, also creating a more attractive and healthier place to work in live; and
- Positive publicity: producing a TP can improve links with the local community.

2.2.2 Overall, it is anticipated that the TP, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Existing Conditions and Travel Patterns

3.1 Introduction

- 3.1.1 This section of the FTP summarises the site location, existing pedestrian and cycle provision, and public transport services.

3.2 Walking and Cycling Provision

A2270 Eastbourne Road

- 3.2.1 The A2270 Eastbourne Road provides the primary pedestrian route from the site north towards Polegate High Street and south through the centre of Willingdon. Routing north from the site, a single footway is provided on the western side of the carriageway, separated by a verge. At the Petrol Filling Station (PFS) a Puffin crossing is provided across Eastbourne Road which provides access to the PFS and the Tesco Express as well as a footway on the eastern side of the carriageway.
- 3.2.2 An uncontrolled pedestrian crossing comprising dropped kerbs, tactile paving and a pedestrian refuge island is provided across the junction with Church Road. The footways on either side of Eastbourne Road continue north, both separated from the carriageway via a grass verge with access to private driveways provided along the route.
- 3.2.3 At the traffic signalised crossroads with the High Street and Wannock Road, pedestrian phases and crossings are provided on all arms. The footways along the A2270 provide a direct connection to the footways on the High Street and Wannock Road.
- 3.2.4 To the south of the proposed site, the western footway continues south along Eastbourne Road. An uncontrolled pedestrian crossing comprising dropped kerbs and a pedestrian refuge island is provided just to the south of the junction with Broad Road. This provides access to the bus stop located on the eastern side of the carriageway. The footway to the south of the site is also separated by a grass verge. It should also be noted that street lighting is provided along Eastbourne Road within the vicinity of the site and north towards Polegate and south towards Willingdon.

Broad Road

- 3.2.5 Broad Road provides a connection between the Eastbourne Road and Willingdon Community School and other local community facilities (including a Church and Primary School). Footways are provided on both sides of the carriageway, tying into the footways provided on the A2270 Eastbourne Road. The footways are separated from the carriageway via grass verges.
- 3.2.6 Broad Road provides a connection to the north via Farmlands Avenue for access to additional local facilities. A raised table is provided at this junction serves to slow vehicles and increase the safety of pedestrians at this junction.

Church Road

- 3.2.7 Church Road is located to the north west of the site and connects with the A2270 Eastbourne Road just to the north of the PFS. Church Road serves primarily as a residential road with footways provided on both sides of the carriageway. At its northern extent, Church Road connects to High Street via a simple priority junction arrangement. The footways provided along Church Road remain continuous, routing north and south on High Street.

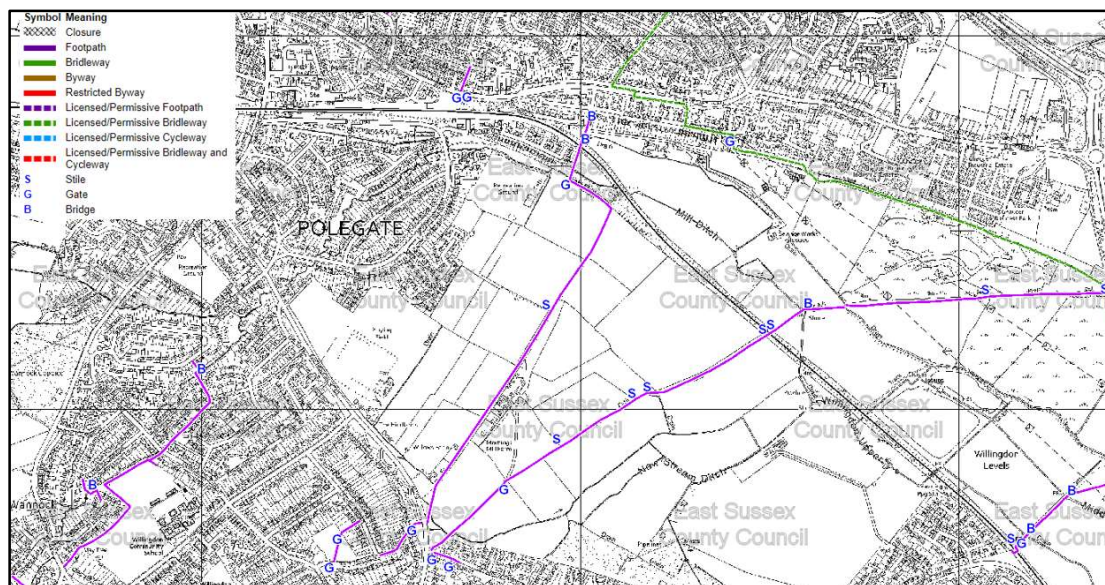
High Street

- 3.2.8 High Street provides access to a number of everyday facilities as well as Polegate rail station. Footways are provided on both sides of the carriageway. Just to the north of Black Path, pedestrians are able to cross the rail line and gain access to Polegate Rail Station.
- 3.2.9 Advisory on carriageway cycle lanes are provided within the carriageway on both sides of the A2270 Eastbourne Road between the PFS to the north and Meachants Lane to the south. Throughout the remainder of the local highway network outlined above, 30mph posted speed limits are enforced. As such, low vehicle speeds help to create an environment conducive to in-carriageway cycling without the requirement for designated cycle facilities.
- 3.2.10 The National Cycle Network Route 21 provides an identified route between Greenwich (Greater London) and Eastbourne. The cycle route is accessible from Polegate station.

Public Rights of Way

- 3.2.11 A number of public rights of way are accessible in the vicinity of the proposed site. Image 3.1, taken from ESCC's definitive map, illustrates the location of the closest routes in the context of the site.

Image 3.1: Local PRow Network



Source: ESXC Public Rights of Way Map

- 3.2.12 As shown above, the closest rights of way are located to the east of the site and comprise the Willingdon and Jevington Footpath 5 and Polegate Footpath 5 which combine to provide a south-north route between the A2270 Eastbourne Road and Lynholm Road to the north of the railway line. There are no PRowS within or adjacent to the site. There are no public links to Spurway Park to the northeast or the neighbouring land parcels.

3.3 Public Transport

Bus

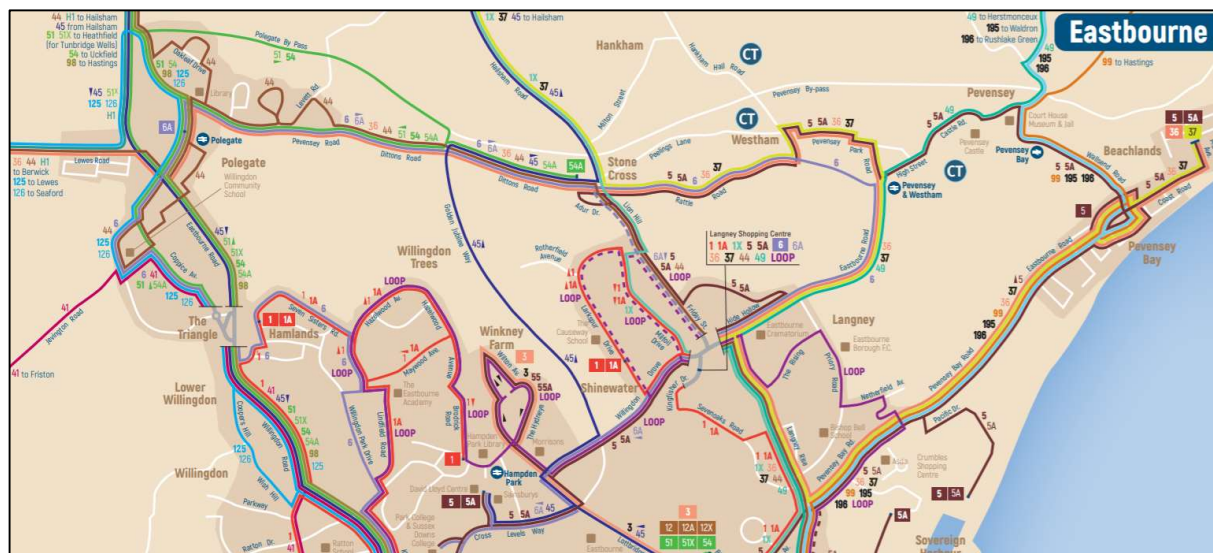
- 3.3.1 The closest bus stops to the site are located on Eastbourne Road, on the site boundary. The bus stops provide access to a number of services which serve destinations such as Stone Cross, Uckfield, Lewes, and Eastbourne town centre. The stops consist of a simple flag and pole. In addition, additional bus stops are located along Brightling Road, to the north of the site. A summary of the typical frequencies of the bus services available from these stops is provided in Table 3.1 below.

Table 3.1: Bus destinations and typical frequencies

Bus Route	Destinations	Typical Frequency		
		Mon - Fri	Sat	Sun
44	Berwick - Polegate - Langney - Eastbourne	1 per day on Thurs	No service	No service
45	Hailsham - Eastbourne	1 per day on Fri	No service	No service
51	Eastbourne - Heathfield	2 per hour	2 per hour	2 per hour
54	Eastbourne - Uckfield	1 per hour	1 per hour	1 per hour
54A	Eastbourne – Stone Cross	1 per hour	1 per hour	1 per hour
125	Lewes - Alfriston - Polegate - Eastbourne	1-2 per day	No service	No service

Source: Traveline, accessed February 2021. Note that services may be reduced at present due to Covid-19 travel restrictions.

3.3.2 The existing bus network within the wider Eastbourne area is illustrated in Image 3.2. This illustrates the wide range of bus routes available within the Eastbourne town centre area and ability for future passengers to interchange across the services.

Image 3.2: Public Transport Connectivity


Source: ESCC

Rail

3.3.3 Polegate railway station is located circa 850m walking distance (equivalent to a 11 minute walk) from the site's proposed site access on Eastbourne Road. The station is served by Southern Railway trains with direct services to Eastbourne, Hastings, Brighton, and London Victoria. The destinations, durations and typical frequencies are summarised in Table 3.2.

Table 3.2: Summary of Rail Frequencies – Polegate Station

Destination	Duration	Typical Frequency
Eastbourne	8 mins	4 per hour
Hastings	44 mins	4 per hour
Brighton	32 mins	4 per hour
London Victoria	1 hour 22 mins	4 per hour

Source: National Rail Enquiries, accessed February 2021. Note that services may be reduced at present due to Covid-19 travel restrictions.

3.4 Existing Travel Characteristics

Journey Purpose

- 3.4.1 When promoting sustainable transport, it is important to consider the reasons why future residents of the proposed development will make journeys. The Department of Transport's National Travel Survey identifies the proportion of all trips by purpose as set out in Table 3.3.

Table 3.3: Proportions of Trips per Year by Journey Purpose

Journey Purpose	Proportion of Trips
Leisure	26%
Shopping	19%
Commuting / Business	18%
Education / Escort Education	13%
Personal Business	9%
Other Escort	9%
Other (Including Just Walk)	6%

Source: Table NTS0409 Average number of trips (trip rates) by purpose and main mode: England, 2018, National Travel Survey 2019

- 3.4.2 Table 3.3 shows the main reasons for travelling are for leisure, shopping, commuting/business and education. Journeys for these trips are considered within this Travel Plan.

Local Travel Patterns

- 3.4.3 Data from the 2011 Census has been analysed to assist in establishing wider commuting patterns for people living in the local area. The Middle Super Output Area (MSOA) Walden 021, which is likely to be most representative of the site in terms of resident's future travel, has been examined and the modal split data of existing residents is summarised in Table 3.4.

Table 3.4: Method of Travel to Work Summary

Mode	Wealden MSOA 021	
	Count	%
Car or Van Driver	2,241	75%
Train	189	6%
On Foot	178	6%
Passenger in a Car or Van	163	5%
Bus, Minibus, Coach	107	4%
Bicycle	49	2%
Motorcycle, Scooter, Moped	20	1%
Other	18	1%
Taxi	14	0%
Underground, Metro, Light Rail	6	0%
Total	2,985	100%

Source: 2011 Census, Nomis QS701EW – Method of Travel to Work for Wealden MSOA 021.

Note: Numbers may not sum due to rounding.

Data does not take into account those not in employment and those who work from home.

- 3.4.4 Table 3.7 reveals car driver trips account for some 75% of the mode share, with a further 10% traveling by public transport and 8% by active modes (i.e. walking and cycling).

3.5 Trip Rates and Generation

- 3.5.1 The likely trip generation of the development is set out in further detail in Section 6 of the TA. A summary of the residential multi-modal trip generation (based on 180 dwellings) is provided in Table 3.5.

Table 3.5: Proposed Multi-Modal Trip Generation – Residential

Mode	AM Peak Hour			PM Peak Hour		
	In	Out	Two-Way	In	Out	Two-Way
Car or Van Driver	21	60	81	57	25	81
Train	2	6	7	5	2	8
On Foot	3	7	10	7	3	10
Passenger in a Car or Van	2	5	6	4	2	6
Bus, Minibus, Coach	3	8	11	8	3	11
Bicycle	2	5	6	4	2	6
Motorcycle, Scooter, Moped	0	1	1	1	0	1
Other	0	1	1	1	0	1
Taxi	0	0	0	0	0	0
Underground, Metro, Light Rail	0	0	0	0	0	0
Total	32	92	124	87	38	125

Source: Consultant's Estimates

Note: Numbers may not sum due to rounding

- 3.5.2 The anticipated multi-modal trip attraction of the proposed medical centre is also set out in further detail in Section 6 of the TA and the estimated total person and vehicle trips is presented in Table 3.6.

Table 3.6: Proposed Multi-Modal Trip Generation – Medical Centre

	Trip Attraction (2,170 sqm)		
	In	Out	Two-Way
Vehicles			
AM Peak Hour	85	90	175
PM Peak Hour	89	68	156
Total Persons			
AM Peak Hour	143	149	292
PM Peak Hour	143	116	259

Source: Consultant's Estimates

Note: Numbers may not sum due to rounding

- 3.5.3 The total development, including the residential units and the medical centre, is therefore anticipated to generate up to 175 (two-way) vehicle trips during the network peak hours and some 292 (two-way) total person trips during the peak hours.

3.6 Proposed HPE MAC Improvements

3.6.1 The Hailsham, Polegate and Eastbourne Movement and Access Corridor (HPEMAC) is a committed and secured package of integrated transport improvements along the A22/A2270/A2021 corridor between Hailsham, Polegate and Eastbourne. The scheme is funded through ESCC and includes improvements such as bus lanes, shared footway and cycleways and new and improved pedestrian and cyclist crossings.

3.6.2 The proposals include improvements along the A2270 Eastbourne Road which begin outside of the proposed site's southern frontage. The improvements along the A2270 Eastbourne Road, outside of the site, include:

- A bus lane along the northbound carriageway;
- A 3.0m wide shared footway/cycleway along the southbound carriageway;
- A Toucan crossing located to the south of Broad Road connection the 3.0m shared footway/cycleway along the northbound carriageway to the proposed shared footway/cycleway along the southbound carriageway;
- A southbound bus lane commencing to the south of the Broad Road junction; and
- A reduction in the speed limit from 40mph to 30mph along the length of the A2270 Eastbourne Road.

SECTION 4 **Site Layout and Infrastructure Measures**

4.1 **Overview**

- 4.1.1 This section describes the on and off-site infrastructure measures which will encourage residents to travel via sustainable modes.

4.2 **Proposed Site Access Arrangements**

- 4.2.1 The development will be accessed via a ghost island right turn priority junction via Eastbourne Road. It includes footways on both sides of the access road, and a shared foot/cycleway on the eastern side of Eastbourne Road to the south of the access. This links to the existing bus stop to the south. In addition, a new uncontrolled pedestrian crossing of Eastbourne Road to the north of the access is provided, and an improvement to the existing crossing south of Broad Road.
- 4.2.2 In addition, the access is designed to enable a full integration with ESCC's HPEMAC bus and cycle improvements along the Eastbourne Road, which will further enhance sustainable access to the site.

4.3 **Parking**

- 4.3.1 The application is in outline. However, future reserved matters application will ensure that car parking is provided in accordance with the ESCC car parking calculator, and accord with the following broad principles:
- To be provided having regard to local car parking standards at the time for all land uses on the site;
 - Any residential non-curtilage allocated car parking ideally to be located within 25m of individual dwellings;
 - Within discrete residential parking courts, a proportion of parking should be unallocated to provide for efficient use;
 - On-street parking to be accommodated but to be provided within discrete parking bays on the residential streets (so as not to obstruct bus or refuse vehicle access);

- Cycle parking spaces will be provided for the proposed houses in garages/ covered cycle stands within gardens, and suitable secure communal cycle parking facilities will be provided for the flatted units; and
- Electric vehicle (EV) charging infrastructure within the development will also be provided.

4.4 **Car Club**

- 4.4.1 Car clubs offer an alternative model to private car ownership, whereby members can rent vehicles on a short-term service that allows them to pay by the minute, hour or day.
- 4.4.2 The development includes the provision of one electric car club parking space to be allocated for a car club close to the site access, therefore in a highly visible location for all future residential occupiers, users of the medical centre, and the surrounding existing residential areas . The spaces would be located on the site but in a publicly accessible location so it could be used by existing local residents and visitors/ staff of the medical centre. Discussions have been held with Enterprise Car Club who have confirmed support of providing a car club(s) within the site.
- 4.4.3 The space will be equipped with an electric vehicle charging point and would be supplied with an electric car club.
- 4.4.4 As a result of car club membership resulting in members selling/not replacing private vehicles, CoMo (a charity supporting the introduction of sustainable transport modes) have calculated that for every car club vehicle, it leads to a removal of 10.5 private cars from the road network. Accordingly, the provision of a car club vehicle is equivalent to providing 10 - 11 additional car parking spaces.

SECTION 5 Travel Plan Management

5.1 Overview

5.1.1 This section of the document sets out the proposed regime for the travel plan management.

5.2 Funding

5.2.1 The owner / developer will fund the following items:

- The transport infrastructure outlined in Section 4 of the FTP;
- The Travel Plan Co-Ordinator (TPC) role for a period from at least 3 months prior to first occupation of the development until 5 years after 50% occupation; and
- The site wide monitoring surveys outlined in Section 8.

5.3 Travel Plan Co-Ordinator

5.3.1 The owner / developer will fund a TPC for a period from at least three months prior to first occupation of the residential development until five years after 50% occupation.

5.3.2 The TPC will be appointed three months before the first occupation of any residential dwellings, in order to commence development of the initial Travel Plan measures and to ensure that the Travel Plan is implemented in time for the first occupations.

5.3.3 The role of the TPC will be as follows:

- Ensure the final Residential Travel Plan is or has been submitted to ESCC for approval in accordance with the requirements of any planning obligation;
- Ensure that monitoring is undertaken in accordance with the requirements of the TP and provided to ESCC;
- To market the TP to encourage interest and involvement of residents;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes; and
- To provide monitoring feedback to residents as necessary.

SECTION 6 Measures

6.1.1 This section of the FTP describes the non-infrastructure or 'soft' TP measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Information provision;
- A new resident's travel pack; and
- Membership of the car club.

6.2 Promotion of Walking and Cycling

6.2.1 The development will be designed to facilitate walking and cycling, in particular for local journeys to key destinations and that all dwellings will be provided with cycle parking in line with local parking standards at the time. Information on the local walking and cycling routes as well as cycle journey planning resources will be made available to new residents through the resident's travel information pack.

6.2.2 The TPC will promote 'Bikeability' cycle training courses to residents. In addition, the TPC will publicise national and local initiatives, such as 'Bike Week', to encourage residents to participate in such events and the uptake of cycling.

6.3 Promotion of Public Transport

6.3.1 Information on the public transport routes and facilities in the vicinity of the site will be made available to new residents through the residents' travel information pack and during the sales process.

6.3.2 The frequent and direct bus and rail services to key destinations will be emphasised, and any literature, including the travel information pack, will emphasise the good walking, cycling and bus links.

6.3.3 The residents travel information pack will advertise ESCC's travel website which includes local bus route timetables and maps.

6.4 Information Provision

- 6.4.1 New residents will be provided with the travel information set out above during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and sales staff will be trained in personal journey planning in order that this service can be offered to new residents shortly after completion of their purchase.

6.5 Resident's Travel Information Pack

- 6.5.1 The first occupier of each household will be provided with a residents' travel information pack. The pack will pull together information on the above listed measures and contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included in the resident's travel information pack:

- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working;
- An information leaflet about the TP, its aims and objectives, how to get involved and how travel will be monitored;
- Information about the Facebook (or other social networking site) Travel Plan group;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of nearby bus stops;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, including details of any local school Travel Plans and Safer Routes to School schemes run by ESCC;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones and "number of steps" to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Details of cycle training schemes;
- Bus and rail maps and timetable information, including information about journey planning services, e.g. www.nationalrail.co.uk;
- Details of local multi-modal bus and rail ticketing;

- Information and details to residents on the on-site and local car clubs and the benefits;
- Information about the home delivery services offered by local supermarkets and potentially a voucher for free home delivery on first use; and
- The offer of personalised travel planning for all new residents.

6.5.2 A Facebook (or other social networking site) group will also be set up to enable the dissemination of the information above. It will provide an interactive travel planning resource; for example, residents will be able to discuss TP matters in an open forum. It could also be used to enable residents to post their own helpful information, advice and tips and it is envisaged that this will continue as a functioning page indefinitely.

SECTION 7 **Targets**

7.1 **Overview**

7.1.1 Targets are the measurable goals against which the progress of the TP can be assessed. Best practice guidance places an emphasis on targets being 'SMART', that is: Specific, Measurable, Achievable, Realistic and Time Bound. Targets should be linked to TP objectives. Indicators are linked to the targets for the purpose of monitoring.

7.1.2 The overall objectives of the TP will be developed from this FTP. The objectives seek to encourage residents, and visitors to the proposed development to use the most sustainable modes of travel. In doing so the TP should achieve the following:

- Minimise the impact and frequency of car travel, particularly single occupancy vehicle trips;
- Improve awareness of the site's accessibility to residents, and visitors;
- Improve the health and well-being of residents and visitors of the site;
- Reduce any transport impacts of the development on the local community and environment; and
- Ensure that all residents, and visitors are aware of the TP.

7.2 **Interim Target 1 – Reducing Single Occupancy Vehicle Trips**

7.2.1 As set out previously, and in the supporting TA, the development is supported by, and will proportionally fund, the HPEMAC scheme which will provide an attractive bus, cycle, and walking corridor along the Eastbourne Road. The TA assesses a 2030 assessment year (i.e. nine years from submission), by which time it is calculated that there will be a ten percentage points reduction in car driver trips from residential occupiers. This would be a reduction from a 75% car driver mode share to a 65% mode share as a result of a shift to the committing enhancements. This is real terms reduction in circa 13 two-way vehicular movements at the site access.

7.3 **Interim Target 2 – Increasing the Proportion of Sustainable Mode Trips**

- 7.3.1 To reflect the reduction in car trips, there would be a five percentage points increase in bus patronage numbers, and a combined five percentage points increase in walking and cycling trips.

7.4 **Action Targets**

- 7.4.1 In addition to the traffic generation and mode share targets, it is important to identify a number of action targets which will ensure that the commitments made by the developer, through the TP are delivered. The action targets are as follows:

- Appoint the TPC three months prior to first occupation;
- The TPC to become familiarised with the agreed monitoring process;
- The TPC to create and distribute Travel Plan Information Pack for new residents;
- Undertake travel plan monitoring and reporting to ESCC;
- Review measures to ensure that they remain appropriate; and
- Once agreed with ESCC and WDC, updates to the Travel Plan with any necessary revisions to measures.

SECTION 8 Monitoring

8.1 Travel Surveys

- 8.1.1** The total monitoring programme of the development will be five years from 50% occupation, as set out in ESCC's Travel Plan Guidance. After this period, it is expected that the targets of the TP should have been achieved. Monitoring of the TP will be important in understanding the changing nature of residents' travel habits and the effectiveness of the TP's measures in working towards the targets identified.
- 8.1.2** The first questionnaire surveys will be carried out once the development makes its 50% occupation. This will allow a sufficient number of residents to be surveyed whilst ensuring that travel habits are yet to be established. Questionnaire surveys will then be undertaken annually.
- 8.1.3** It is proposed that formal monitoring will be undertaken in line with the TRICS Standard Assessment Methodology (SAM). The TPC will supply ESCC with observed statistical data showing how the residents travel to the development and details of the measures employed to encourage sustainable travel. Questionnaire surveys will also be used to determine the effectiveness of the Travel Plan measures, and enable residents to remain involved in the TP process.
- 8.1.4** The first TRICS SAM survey will be carried out one year after the 50% occupation. This will ensure that the survey captures information about an established critical mass of residents, and will allow time for the measures contained within the Travel Plan to take effect. Subsequent TRICS SAM surveys will be undertaken again at Years 3 and 5.
- 8.1.5** The results of the traffic surveys and the analysis will be included in an updated TP, with the TP targets revised or updated accordingly. The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authority to examine how the TP is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.
- 8.1.6** The TPC will monitor and review the progress and success of the TP and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority as well as the TPC. The use of newsletters distributed to all

users will assist in informing users of any new measures and give them an understanding of how the Travel Plan is operating.

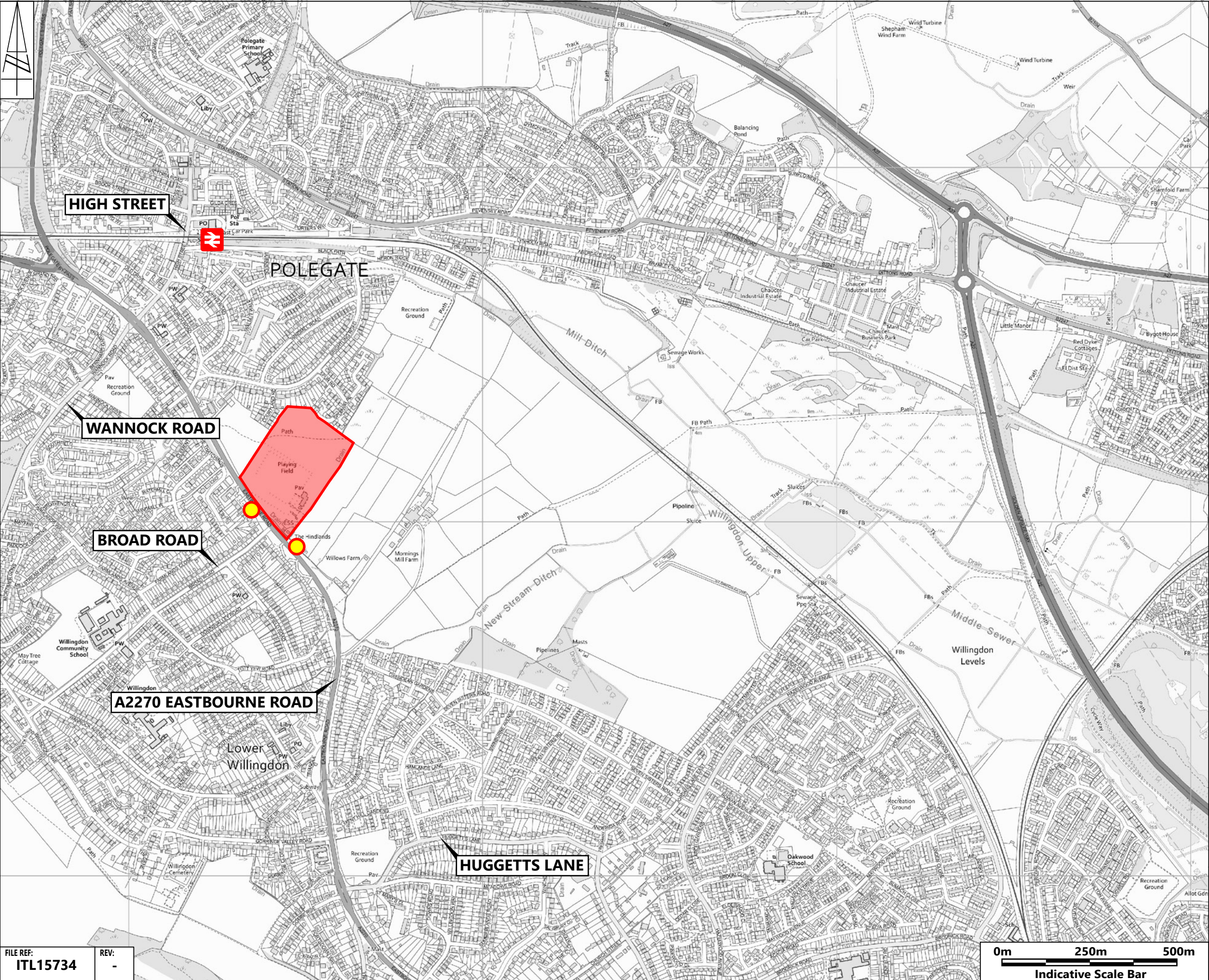
8.2 Remedial Measures

- 8.2.1 Following each monitoring event, a review of the measures contained within the TP and their contribution towards achieving the targets will be undertaken. The targets themselves will also be reviewed having regard to changing travel patterns and characteristics.
- 8.2.2 Where it is agreed the targets are not being achieved or are no longer appropriate, revised measures will be identified to focus towards achieving revised or amended targets. The Applicant will use reasonable endeavours to work with ESCC to identify a strategy and to agree further reasonable actions to achieve success.

SECTION 9 Enforcement

- 9.1.1 Should the TP targets not be met by the end of the monitoring period outlined above, the developer will use reasonable endeavours to work with ESCC to identify a strategy and to agree further reasonable actions to get the TP back on track. The Final TP will include details of potential remedial measures should the targets not be met.
- 9.1.2 The proposed sustainable transport strategy and all of the associated measures will provide a genuine opportunity for the 10% traffic reduction / mode shift to be achieved.

FIGURE



- KEY**
- SITE BOUNDARY**
 - +

 POLEGATE RAIL STATION
 - BUS STOP**



85 Gresham Street, London
EC2V 7NQ
Tel: 020 3705 9215
www.i-transport.co.uk

TITLE:
**LAND AT EASTBOURNE ROAD,
POLEGATE**

SITE LOCATION PLAN

FIGURE No:
FIGURE 1.1

FILE REF:
ITL15734

REV:
-



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