

BELLWAY HOMES (EAST MIDLANDS) LTD

PROPOSED RESIDENTIAL DEVELOPMENT
LAND NORTH OF ASHLAND ROAD WEST,
SUTTON IN ASHFIELD

TRAVEL PLAN

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EXECUTIVE SUMMARY

Bellway Homes commissioned ADC Infrastructure Limited to produce a Transport Assessment and Travel Plan in support of an outline planning application for a residential development on land north of Ashland Road West, in Sutton in Ashfield.

A Travel Plan is required to support the planning application and is “a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed”.

The development proposals comprise up to 300 dwellings accessed from two priority-controlled simple T-junctions from Ashland Road West.

There would be good opportunities for pedestrian travel to and from the development. The facilities within Sutton in Ashfield will be within walking distance and there would be good pedestrian infrastructure on the desire lines. Similarly, given the areas contained within cycling distance, and that local routes provided in the vicinity of the site, there would be excellent opportunities for cycle travel.

The nearest bus stops are on Ashland Road West, less than 100m from the site access junctions. Bus stops are also located on Huthwaite Road that serve the number 1 service that routes from Mansfield to Alfreton every 10 minutes.

The proposed residential dwellings will generate up to 233 two-way traffic movements in a peak hour. In addition, they will generate 29 pedestrian journeys, seven by cycle, 13 by bus and three by train during a peak hour.

The following targets are proposed:

- Target 1 – All residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
- Target 2 – The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents’ single occupancy vehicle car driver modal share, by the end of the monitoring period.

Various measures and incentives are proposed to achieve these targets, including the appointment of a Travel Plan Co-ordinator to implement and monitor the Travel Plan process, and the provision of travel information via travel welcome packs.

A monitoring regime is proposed to ensure that the Travel Plan achieves the objective and targets including annual resident travel surveys and the preparation of annual monitoring reports.

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Appendix A Development Masterplan

1.0 INTRODUCTION

- 1.1 Bellway Homes commissioned ADC Infrastructure Limited to produce a Transport Assessment and Travel Plan in support of an outline planning application for a residential development on land north of Ashland Road West, in Sutton in Ashfield. The local planning authority is Ashfield District Council and the local highway authority is Nottinghamshire County Council.
- 1.2 The development proposals comprise up to 300 dwellings accessed from two priority-controlled simple T-junctions from Ashland Road West. A development masterplan has been prepared, as shown at Appendix A.
- 1.3 A Travel Plan is required to support the planning application and is “a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed”¹.
- 1.4 A Travel Plan is therefore a living document that sets out ways to reduce the number of vehicle trips generated by a site. It involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing both the need to travel, and single occupancy car use, for all trips to and from the development. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.
- 1.5 A residential Travel Plan is site specific and considers the unique needs and interests of residents, in the context of the local environment and transport network. A successful residential Travel Plan therefore has the potential to achieve a high proportion of trips by sustainable modes and reduce the number of single occupancy car trips generated by the site.
- 1.6 This Travel Plan includes all the necessary contents and predominantly focuses on providing information on the opportunities for travel to and from the site by sustainable modes, to empower residents and visitors alike to take ownership and make informed decisions about their travel choices.

¹ Good Practice Guidelines: Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

2.0 OBJECTIVE AND BENEFITS

Objective

- 2.1 The overall objective of this Travel Plan is to minimise the number of new car trips generated by residents and visitors travelling to and from the proposed residential development, by promoting and supporting the use of alternative modes of travel (walking, cycling, public transport, and car sharing), and by reducing the need to travel.
- 2.2 *Making Residential Travel Plans Work*² details potential local benefits that can be achieved when a Travel Plan is designed into a residential development from the beginning. Some of the potential benefits that this Travel Plan would provide for the residents and visitors are listed below:
- a focused approach to influence the travel behaviour of residents and visitors;
 - the introduction of safe and viable alternatives to single-occupancy car travel, increasing the choice of travel modes to the site, reducing the number of vehicle trips, and reducing vehicle mileage;
 - increased awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing;
 - increased awareness of the social, environmental, and economic costs of individual travel choices;
 - a positive change in attitudes towards the use of alternative travel modes;
 - provision of practical information on how to travel by more sustainable transport modes, with integration between different transport modes;
 - provision of practical initiatives, based on regular appraisal of resident's travel patterns; and
 - improved accessibility, safety, and security for people travelling to, from, and within the site, particularly vulnerable road users, such as children, the elderly, and disabled.
- 2.3 In addition to these benefits, in line with the Delivering Travel Plans through the Planning Process – Good Practice Guidelines, and the Making Residential Travel Plans Work, the Travel Plan will also seek the following outcomes:
- reduction in the overall need for travel to and from the site;
 - reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution, and accidents;
 - generation of only the minimum number of car movements to and from the development;
 - more attractive environments;
 - supporting the viability of local public transport services and helping reduce social exclusion;
 - increased usage and safety of neighbourhood cycling and walking routes;
 - opportunities provided to build healthy exercise into daily life;
 - represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist; and
 - increased marketability of the development as more households seek to change their travel behaviour.

² Making Residential Travel Plans Work: Good Practice Guidelines for new development, Department for Transport, September 2005

3.0 EXISTING CONDITIONS

Site location and existing use

- 3.1 Sutton in Ashfield is a large town under the authority of Ashfield District Council in the County of Nottinghamshire. The town centre is four miles west of Mansfield, close to the Derbyshire border. To the west of the site is the north-south M1, with South Normanton, Clay Cross and Matlock further west, beyond the M1 (Figure 1).



Figure 1: Sutton in Ashfield in regional context

- 3.2 Sutton in Ashfield is a relatively self-contained town with numerous local facilities, amenities and employment opportunities. The 2011 Census records that 67% of the borough's residents work within 5km of the area.
- 3.3 The development site is on the west side of Sutton in Ashfield. It sits north of Ashland Road West, to which it has a frontage, and the arterial route of the B6026 Sutton Road (Figure 2).
- 3.4 The site is a greenfield site. It is bounded to the north by Bierley Forest Park and Golf Club, and to the east, south and west by residential development fronting cul-de-sacs off Ashland Road West and North Street. The south-western part of the site is bounded by cul-de-sacs fronted from Sutton Road (Figure 3).

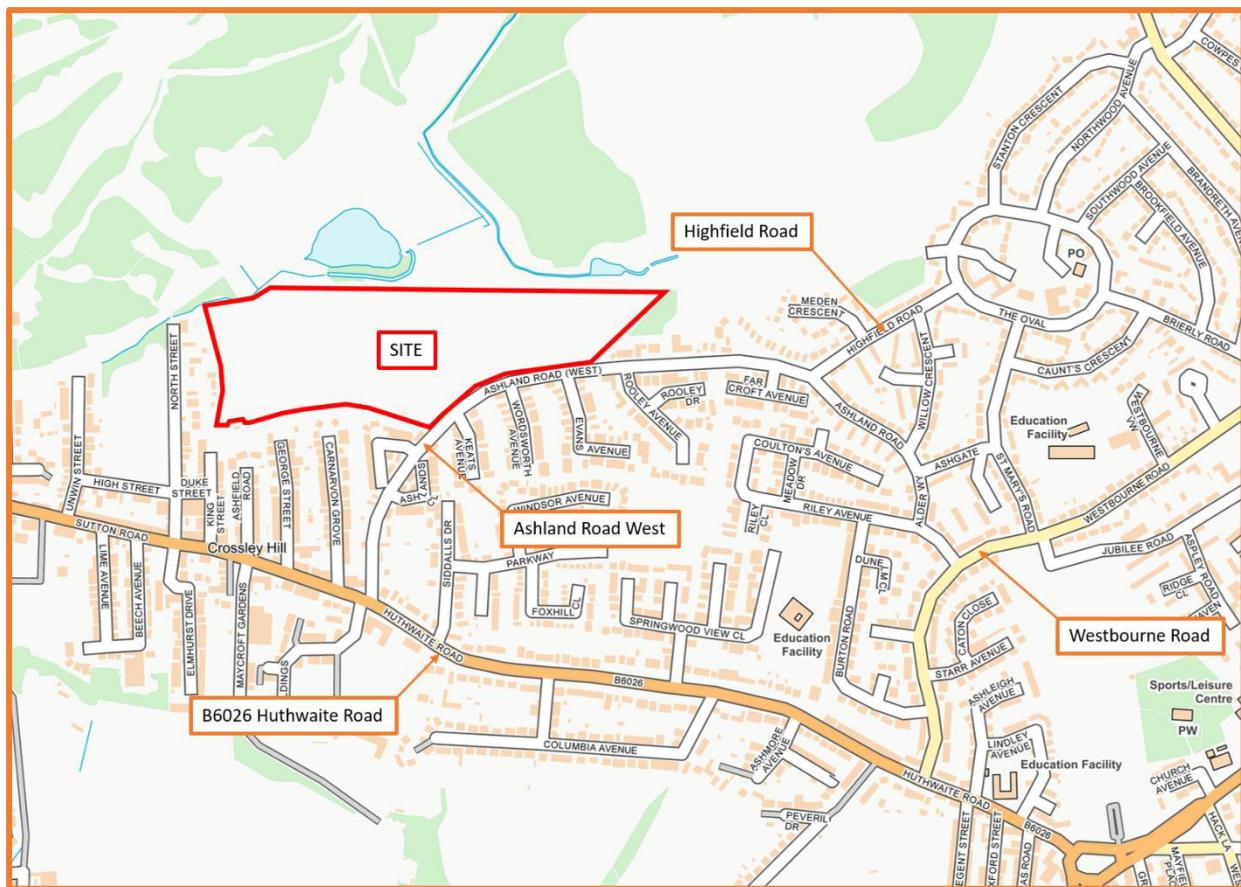


Figure 2: General site location



Figure 3: Aerial view of the site

Local highway network

- 3.5 To the south, the B6026 Sutton Road becomes the B6026 Huthwaite Road east of its junction with Ashland Road West. Huthwaite Road provides a connection with Sutton in Ashfield town centre to the east, and to the west links with the A61 Chesterfield Road through villages such as Huthwaite, Blackwell and Westhouses.
- 3.6 Further south of the site, the A38 runs east-west along the southern boundary of Sutton in Ashfield.
- 3.7 In the vicinity of the site Ashland Road is a single carriageway road with a width of approximately 8 metres although there are a number of traffic calming features which narrow the carriageway to around 6 metres. Ashland Road West does not provide direct frontage to residential properties along the site frontage, which minimises on-street car parking. Instead, residential dwellings are accessed via a number of cul-de-sacs south of the site on Keats Avenue, Wordsworth Avenue, Evans Avenue and Rooley Avenue. The speed limit at the site frontage is 30mph and changes to 40mph where Ashland Road meets Huthwaite Road.

Accessibility for pedestrians

- 3.8 For commuters and school pupils without mobility impairment walking to local amenities, up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance, and up to 2,000 metres is the preferred maximum walking distance³.
- 3.9 Figure 6 shows a 2km pedestrian catchment area drawn from the centre of the site. In the vicinity of the site there is a wide-spread network of footways, footpaths and other public rights of way surrounding the site that provide access in all directions.

³ Guidelines for Providing for Journeys on Foot (Institution of Highways and Transportation, 2000)

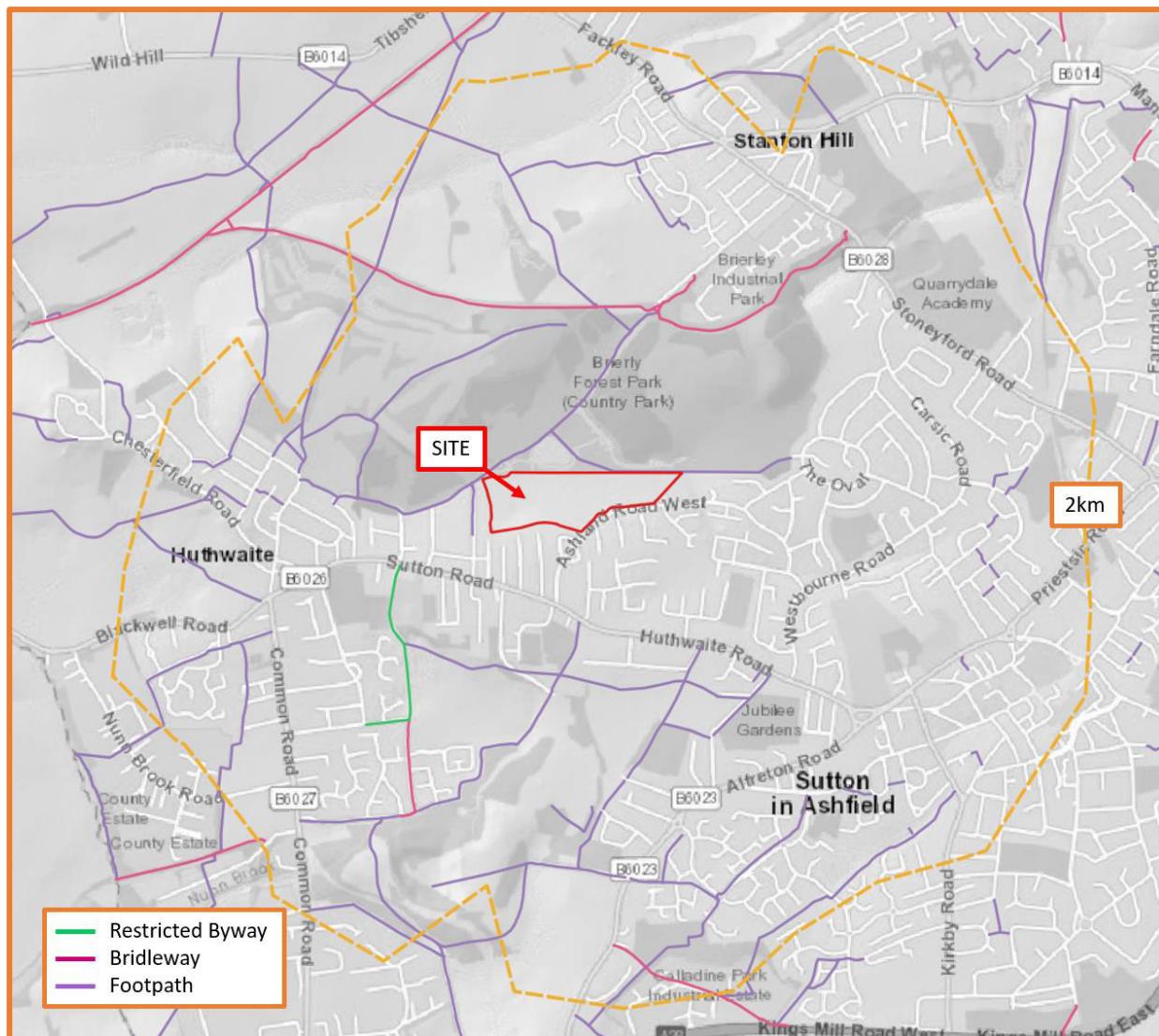


Figure 6: Pedestrian catchment area

- 3.10 The town centre is at the edge of the walking catchment to the southeast of the site. Wide street-lit footways are provided in the vicinity of the site providing pedestrians with safe and convenient routes to the town's amenities.
- 3.11 Dropped kerbs and crossing points are available in the vicinity of the site, across all junctions on Ashland Road West, which aid pedestrian movements to and from the site in all directions.

Accessibility for cyclists

- 3.12 From the National Travel Survey, the average length of a non-leisure cycle journey, such as those to school or work, is 3.5 miles (5.6km). The 5km cycle catchment from the centre of the site includes all of Sutton in Ashfield, Kirkby in Ashfield, South Normanton, and the western outskirts of Mansfield, amongst other places (Figure 7). This catchment covers numerous employment sites, Kings Mill Hospital, various town centres and railway centres.

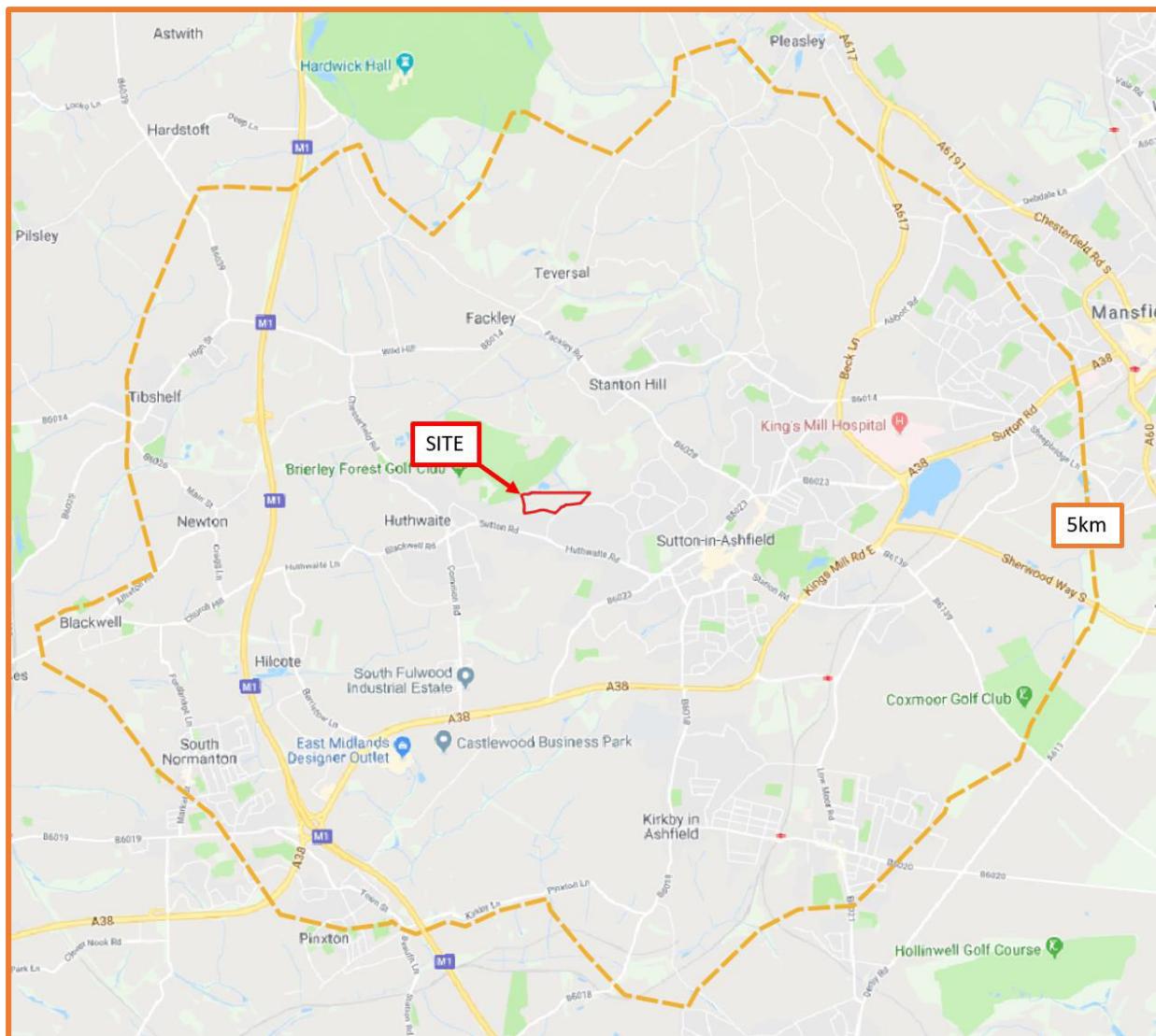


Figure 7: Cyclist catchment area

3.13 The local cycle infrastructure is shown in Figure 8. The nearest dedicated cycle infrastructure is the network of all off-road cycle routes inside Brierley Forest Park located north of the site. There is also a north-south off-road cycle route linking the town with Skegby. All of the roads east of the site, between the site and the town centre, are shown as traffic calmed streets, which means there are low traffic speeds and volumes which make them suitable for cyclists. There are also off-road cycle facilities along the A38 corridor, east of the site, which link Sutton in Ashfield with Mansfield.

3.14 Overall the existing cycle infrastructure provides excellent accessibility for journeys by bicycle.

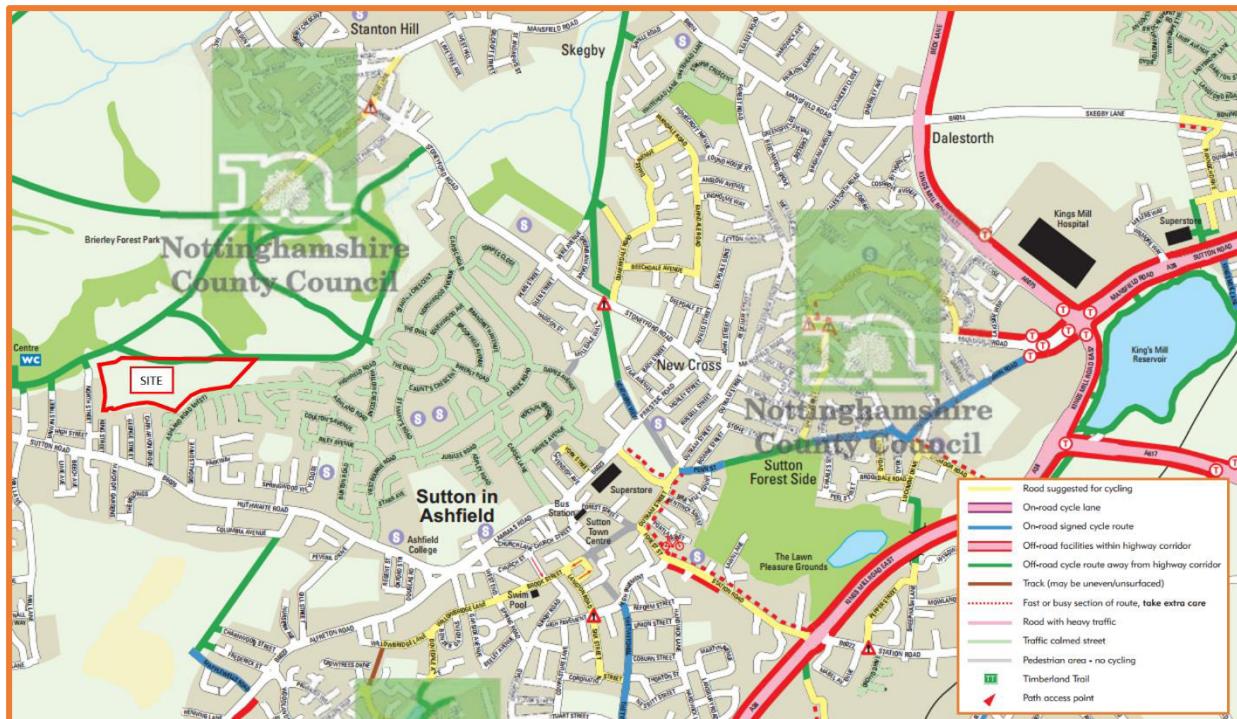


Figure 8: Local cycle routes

Accessibility by bus

- 3.15 The maximum walking distance to a bus stop should not exceed 400 metres. However, public transport users are prepared to walk further for more direct or more frequent services. The 400 metres walking distance should be “*treated as guidance, to be achieved where possible by services that operate at regular frequencies and along direct routes. It is more important to provide services that are easy for passengers to understand and attractive to use than to achieve adherence to criteria for walking distance.*”⁴¹
- 3.16 There are bus stops on both sides of Ashland Road West that are less than 100m from the proposed accesses. Bus stops in this area comprise a flag and pole type stop with associated bus timetable information.
- 3.17 Bus service number 417 uses these bus stops. Operated by Nottsbus Connect the Number 417 passes the site on Ashland Road West twice a day and provides a link with Sutton in Ashfield bus station (Figure 9).

⁴¹ Guidelines for Planning for Public Transport in Developments (Institution of Highways and Transportation, March 1999)



Figure 9: Local bus routes

- 3.18 The more frequent Number 1 is operated by Stagecoach East Midlands and provides a link between Mansfield and Alfreton at a 10-minute frequency. It runs along Huthwaite Road where the bus stops are within 400m of most of the development.

Accessibility by train

- 3.19 There are train stations within cycling distance of the site, the nearest being Sutton Parkway. It is a 4km from the site, which is a 17-minute cycle ride and there are 20 cycle parking spaces or a 7-minute journey in the car. The station has a car park allowing park and ride journeys. Sutton Parkway has a half-hourly service to Nottingham, and a direct link to Sheffield. There is also an hourly service to and from Mansfield and Worksop. From these mainline stations the wider railway network can be reached, providing access to longer distance destinations (Figure 10).



Figure 10: East Midlands train network plan

Summary

- 3.20 The site is to the northwest of Sutton in Ashfield town centre. The site has a frontage to Ashland Road West. To the south of the site Ashland Road West meets the B6026 Huthwaite Road via a priority-controlled T-junction. Huthwaite Road is a main arterial route running east-west into the centre of Sutton in Ashfield.
- 3.21 The development would be within walking distance of the town's facilities, including schools, the town centre itself and numerous employment, leisure and retail destinations. The local pedestrian infrastructure is excellent with street-lit footways beside all roads on the desire lines to the local amenities. There is also excellent cycle infrastructure surrounding the site with routes in all directions providing easy access to many of the local towns and villages.

- 3.22 Two bus services are within walking distance that provide frequent journeys to the town centre and also route to destinations beyond Sutton in Ashfield. Sutton Parkway is 4km from the site, which places it beyond the preferred maximum walking distance. However, it can be reached by driving, cycling or by bus, and provides direct services to Nottingham and Sheffield.
- 3.23 Overall, therefore, the site is in a sustainable location where residents would have access to all modes of transport.

4.0 PROPOSED DEVELOPMENT

Development proposals

- 4.1 The development proposals comprise the construction of up to 300 dwellings. A development masterplan is shown in Appendix A.

Car parking

- 4.2 The quantum and layout of the residential car parking will be determined at detailed design stage and will have regard to the standards and guidance contained in the Ashfield District Council Residential Car Parking Standards Supplementary Planning Document (2014) and the Nottinghamshire Highway Design Guide (NHDG).

Access

- 4.3 The proposed development would be accessed from Ashland Road West via two simple T-junctions located on the northern side of the existing carriageway. The accesses would be located between the existing Wordsworth Avenue T-junction fronting Ashland Road West. Drawing number ADC1032-DR-001-P7 shows the proposed access junctions.

- 4.4 The access roads into the site have been designed with a 6m wide carriageway, which is appropriate to serve the proposed development and the possibility for a bus to loop within the site as requested by NCC. 2m wide footways are included on both sides of the access roads and across the site frontage, linking with the existing pedestrian infrastructure on Ashland Road West.

- 4.5 The existing speed cushions and kerb build outs on Ashland Road West help to restrain vehicle speeds past the site. As a result it is appropriate to provide stopping site distances at the accesses in accordance with the Manual for Streets.

- 4.6 Visibility splays at the accesses should therefore be 2.4 x 43m. From the access designs it can be seen that these splays can be achieved within the public highway without obstruction.

- 4.7 In all respects therefore, the proposed access junctions conform to standards and are an appropriate means of access to the proposed development.

Internal layout and accessibility

- 4.8 The masterplan shows how the development will be designed to accommodate an internal network of footways that connect to Brierley Forest Park to the north and the wider highway network to the south. The roads have been designed to restrain traffic speeds and create a sense of place important to encourage walking and cycling in line with good design practice advocated in the Manual for Streets. Sufficient car parking would be provided to minimise on-street parking that would cause obstructions to pedestrians and cyclists.

5.0 TRIP GENERATION

Traffic generation

- 5.1 The Transport Assessment identified that the proposed residential development would generate the vehicle strips shown in the table below.

Proposed vehicle trip rates and traffic generation		Arrive	Depart	Two-way
Trip rates (per dwelling)	AM peak hour	0.321	0.405	0.726
	PM peak hour	0.405	0.369	0.774
Vehicle trips (300 dwellings)	AM peak hour	96	122	218
	PM peak hour	122	111	233

Modal split and person trip generation

- 5.2 The Transport Assessment identified that the proposed residential development would generate the modal split and person trip generation shown in the table below.

	on foot	bicycle	bus	train	m/cycle	car driver	passenger
modal split	9.4%	2.2%	4.4%	0.9%	0.8%	76.2%	6.1%
peak hour trips	29	7	13	3	2	233	19

- 5.3 The above modal split and person trip generation does not take into account the effects of this Travel Plan. Nevertheless, the existing and proposed routes in and around the site would be able to accommodate the increase in pedestrian, cycle and public transport movements.

6.0 TARGETS

Introduction

- 6.1 Section 5 details the likely modal split and person trip generation of the development. The modal split shows a car driver proportion of 76.2%, and a single occupancy car driver proportion of 70.1% (=76.2% minus 6.1% passengers).
- 6.2 There is significant evidence to suggest that Travel Plans, and the promotion of sustainable travel modes, have a significant impact on the modal split of a development and the proportion of car trips. Section Four of *Guidance on the Assessment of Travel Plans*⁵ is entitled 'Developing credible Travel Plan targets'. Paragraph 4.4 of the guidance states that once the baseline modal split has been established, i.e. the modal split that would occur if there was no Travel Plan in place, (as shown in the table at Paragraph 5.1), the next step is to establish how the Travel Plan could reduce car use.
- 6.3 The guidance notes that a strong relationship exists between the potential for changes to the modal split and the measures and incentives proposed in the Travel Plan, and therefore provides guidance on the setting of appropriate and realistic targets. The relationship is as follows:
 - a plan containing only marketing and promotion is unlikely to achieve any modal shift
 - a plan with the above plus car sharing and cycle measures could achieve a 3.5% reduction in drive alone commuting
 - a plan with the above measures plus discounts on public transport, additional public transport links, could achieve around a 10% reduction
 - the combination of all of the above measures plus disincentives to car use could achieve a 15-30% reduction in drive along commuting.
- 6.4 The guidance notes that "*only in very exceptional cases will the reduction be greater than this*". Although this document has been archived, its findings are still relevant, and help put the targets proposed in this report into context.
- 6.5 In addition, reference was made to the more recent *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns* report⁶. In summary, Darlington, Peterborough, and Worcester implemented a programme of measures between 2004 and 2009 with the aim to reduce car use. A key finding was that car driver trips per resident of the three towns together fell by 9% between 2004 and 2008.

Proposed targets

- 6.6 In line with the above research, the following targets are proposed:
 - Target 1 – all residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
 - Target 2 – the opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents' single occupancy vehicle car driver modal share, by the end of the monitoring period.
- 6.7 With regards to Target 1, every resident between the age of 16 and 74 years is to be aware of the objective of the Travel Plan, how to contact the Travel Plan Co-ordinator, and that the Travel Plan Co-ordinator can advise residents on alternative travel options for all types of journeys within two weeks of moving to the development.

⁵ Guidance on the Assessment of Travel Plans, Department for Transport, December 2005

⁶ The Effects of Smarter Choice Programmes in the Sustainable Travel Towns, February 2010

- 6.8 With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel.
- 6.9 To quantify, a 10% reduction in the 70.1% single occupancy vehicle car driver modal share will equate to a 7% reduction, and this a single occupancy car driver modal share of 63.1%.
- 6.10 In terms of vehicle trip generation, a 10% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the proposed dwellings, calculated as follows:

average peak hour	two-way trips
Vehicle trip generation from Section 5	233
Number of vehicles with passengers	-19
Hence, number of single occupancy vehicles	214
Number of single occupancy drivers shifted with 10% shift	193

7.0 MEASURES AND INCENTIVES

Introduction

- 7.1 As concluded in Section 3, the site is in a sustainable location, with good opportunities for travel by foot, cycle, bus and train. This will be improved further with the provision of footways throughout the site and pedestrian connections to Ashland Road West.
- 7.2 In addition to these 'hard' measures, further 'soft' measures will be implemented by the developer prior to and during occupation, in order to promote and further support the use of sustainable travel modes, including walking, cycling, bus, rail and car sharing. As detailed in Section 1, the measures focus on providing residents with the appropriate information to empower them to make informed decisions about their travel choices.

Prior to occupation

- 7.3 The following measures will be funded and implemented by the developer during the construction process and prior to occupation:
 - Appointment of a Travel Plan Co-ordinator, to co-ordinate the implementation and monitoring of the Travel Plan. The Travel Plan Co-ordinator role will ultimately be undertaken by a Sales Advisor for the housebuilder, with senior management support (although interim Travel Plan Co-ordinator details are provided until the permanent person is appointed). The role will commence when the construction of the first residential dwelling begins until five years after 50% occupation. The Travel Plan Co-ordinator will therefore be invoiced throughout the construction, marketing, sale/rent, and occupation processes.
 - The Travel Plan Co-ordinator will give a Travel Plan briefing to all other sales/marketing staff, so that they can inform all potential residents about the Travel Plan process, and answer any questions that they may have. This will help to ensure that the residents are fully aware of the Travel Plan process when they buy/rent the dwellings.
 - The Travel Plan will be advertised in the marketing and promotion of the site. The green transport credentials of the site will be sold as an attractive benefit for new residents.
 - Provide funding for travel welcome packs for each household, containing walking, cycling and public transport information to promote the use of these modes, and also where possible, reduce the need to travel. The travel welcome packs will be compiled by the Travel Plan Co-ordinator prior to first occupation, and issued to the Travel Plan Co-ordinator to residents on occupation.

Post occupation

- 7.4 The following measures will be undertaken by the Travel Plan Co-ordinator following occupation, to maintain Travel Plan promotion and awareness raising.
 - Induction sessions for new households. Each newly occupied home will receive an induction visit, at which their Travel Plan Co-ordinator makes contact, takes the householders through the travel opportunities of the site, and explains about the Travel Planning process.
 - Travel Welcome Packs, given to residents by the Travel Plan Co-ordinator upon occupation. These will be funded by the developer, and produced by the Travel Plan Co-ordinator in consultation with the Travel Plan Officer at Nottinghamshire County Council. They will include:
 - Promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode.

- A pedestrian route map to key destinations, such as local shops and schools etc, with distances and journey times.
 - A cycle route map to key destinations, with distances and journey times. The map will also show the location of any public cycle parking facilities.
 - Public transport information, including a bus route map, and the latest bus timetables. The Welcome Pack will also include details of the range of tickets available, and the cost of those tickets. Contact details where further information can be obtained, including website addresses, will also be included.
 - Contact details and a location map showing local car hire firms, and taxi companies, based on postcode information.
 - Information about the benefits of car sharing, and details of relevant car share schemes, including NCC's 'Nottinghamshire' car share database accessed via <https://nottingham.liftshare.com>.
 - Contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel.
 - Information about home working and home shopping.
 - Contact details of the Travel Plan Co-ordinator, and NCC's Travel Plan Officer.
 - Travel information boards would be placed at highly visible locations at the site to provide ongoing up to date travel information. Alternatively, travel information would be available via a website set up for the development.
- 7.5 To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents requiring information. The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to work day.

8.0 IMPLEMENTATION AND MONITORING

Implementation

8.1 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the prospective and confirmed residents. The Travel Plan Co-ordinator role will ultimately be undertaken by a Sales Advisor for the housebuilder, with senior management support. Full contact details of the Travel Plan Co-ordinator, including their name, address (postal and email) and telephone number, will be supplied to NCC as soon as they are appointed. NCC will be informed of any changes to the Travel Plan Co-ordinator contact details, which may occur for whatever reason.

8.2 Until the permanent Travel Plan Co-ordinator is appointed, the interim Travel Plan Co-ordinator is:
Matthew Tatler
ADC Infrastructure Limited

Suite 3a
King Edward Court
King Edward Street
Nottingham
NG1 3EW

Tel: 07771 516 206
Email: matt.tatler@adcinfrastructure.com

8.3 The role of the Travel Plan Co-ordinator, which will begin from the date construction first begins until the end of the monitoring period (five years after 50% occupation), will be to:

- Secure and manage a budget for the implementation of the Travel Plan measures and monitoring of the Travel Plan
- Promote the Travel Plan to potential and confirmed residents
- Act as appoint of contact for all residents and visitors requiring information
- Represent the 'human face' of the Travel Plan – explaining the purpose of the opportunities on offer, including the travel welcome packs and induction sessions
- Liaise with local transport operators and other stakeholders including cycling organisations, to ensure that the Travel Plan and the information contained within the travel welcome packs remains up to date
- Take a key role in the monitoring and review of the Travel Plan.

8.4 The Travel Plan Co-ordinator will also need to:

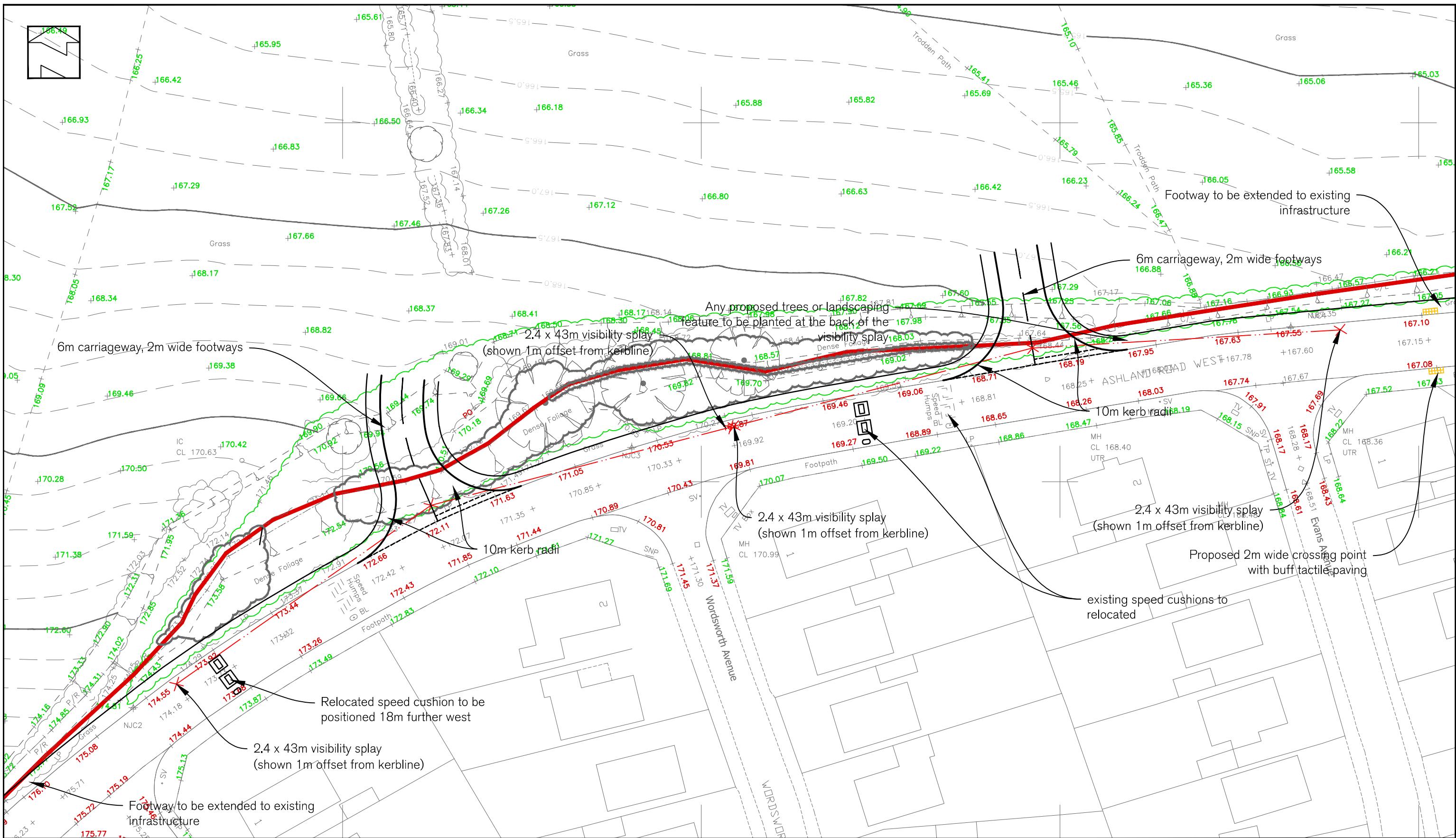
- Liaise with sales and marketing staff regarding the Travel Plan, so that they can also promote it as a positive extra benefit to new residents
- Liaise with sales and marketing staff so that they are fully informed each time a dwelling is sole/rented, and when the new household will move in, in order to allow them to arrange the induction session and delivery of the travel welcome pack.

8.5 To assist in the management of a successful Travel Plan, the transition of ownership and responsibility should be planned prior to site occupation. Whilst the developers may not remain involved in the day to day operation of the Travel Plan following occupation, they will remain ultimately responsible for its success or failure. Therefore, towards the end of their role, the Travel Plan Co-ordinator will seek to establish a Travel Plan Steering Group, to demonstrate ongoing community responsibility for sustainable travel. The Steering Group will be created to

allow the residents to continue to pursue the sustainable travel objectives and services after the Travel Plan Co-ordinator role ceases (five years after 50% occupation). It is envisaged that the Steering Group will comprise local residents, and a representative from NCC will also be invited to join. Given that this Travel Plan focuses on providing residents with information to make informed decisions, any measures and incentives required to achieve and maintain a positive modal split and a reduced number of vehicle trips will be minimal. Therefore, the role of the Steering Group will mainly be to co-ordinate the monitoring and review strategies, and produce the Annual Monitoring Reports.

Monitoring

- 8.6 To monitor the Travel Plans, travel surveys will be undertaken at each household within three months of their occupation. The surveys will be produced by the Travel Plan Co-ordinator with approval from NCC, and will determine the baseline modal split and travel patterns of each household, and thus at the site as a whole. They will report on the uptake of any measures and incentives proposed in this Travel Plan (including the number of residents who sign up to the Nottinghamshire car share database), and help identify any further measures that need to be investigated and proposed. The surveys will therefore allow appropriate monitoring of the Targets. The Travel Plan Co-ordinator will also record general feedback on the Travel Plan, and on any travel issues.
- 8.7 A monitoring report will be compiled by the Travel Plan Co-ordinator, and issued to NCC within three months of the travel surveys being completed. This will be informed by the travel surveys, traffic counts and resident feedback.
- 8.8 The surveys and monitoring report will be completed again in a neutral month the following year and on an annual basis for five years after 50% occupation, and the results summarised and issued to NCC.
- 8.9 In addition to the travel surveys, traffic counts will be undertaken at the site access in Years 1, 3 and 5 to record the actual traffic flows generated by the development, in accordance with NCC Travel Plan guidance.
- 8.10 The annual report will include an introduction, the annual survey results and bi-annual traffic count results including analysis of trends against previous years, and brief details of measures implemented throughout the year.
- 8.11 In addition, the Travel Plan Co-ordinator will undertake a three-year review, and update the Travel Plan accordingly.
- 8.12 The Monitoring Reports and hence details of the survey results will be issued to the residents by the Travel Plan Co-ordinator to ensure residents are aware of the progress being made by the Travel Plan. This will also help to ensure that residents are engaged in the plan and encourages to take on increasing responsibility for its delivery.
- 8.13 Remedial measures would be implemented in the event of a shortfall in the progress towards agreed targets. These would include extending the role and responsibilities of the Travel Plan Co-ordinator, relaunching the Travel Plans; providing additional promotional activities to promote sustainable travel; and extending the formal monitoring period.



	Description	Date
P7	Access re-aligned	06/03/20
P6	Labels updated	05/03/20
P5	Access moved to align with masterplan	21/02/20
P4	Revised following comments	11/02/20
P3	Amendments following NCC comments	05/03/15
P2	Amendments following NCC comments	27/02/15
Rev		

Project:

Proposed Residential Development Ashland Road, Sutton in Ashfield

Title:

Proposed Access Junction Layout

Client:

Bellway Homes
(East Midlands) Ltd



Drg Size:	Scale:	Date:
A3	1:500	31/07/2014
Drawing No:		Rev:
ADC1032-DR-001		P7

APPENDIX A

DEVELOPMENT MASTERPLAN

