

# Land East of Rayleigh Road, Thundersley Residential Travel Plan

November 2022

On behalf of This Land Development Limited



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## **Document Control Sheet**

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Date: November 2022

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#### For and on behalf of Stantec UK Limited

Revision	Date	Description	Prepared	Reviewed	Approved

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# 1 Introduction, Aim and Objectives

#### 1.1 Introduction

- 1.1.1 Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel.
- 1.1.2 This Residential Travel Plan (RTP) accompanies an outline planning application for development on Land East of Rayleigh Road, Thundersley, for the following:

The development of up to 455 new homes, a multi-use community hall, land for the provision of a healthcare facility, land for a stand-alone early years and childcare nursery, new vehicular/pedestrian access points from Stadium Way in the north and Daws Heath Road in the south, new greenways and green links, multi-functional open space, green infrastructure, surface water attenuation, landscaping and associated infrastructure. All matters reserved except access.

#### 1.2 Travel Plan Aim

1.2.1 The primary aim of this Residential Travel Plan (RTP) is to:

'Minimise single occupancy car trips associated with the development site, by promoting and encouraging the use of more sustainable alternatives'

## 1.3 Travel Plan Objectives

- 1.3.1 The primary objectives of this RTP are:
  - Reduce reliance on single occupancy car travel.
  - Increase travel awareness among residents and promote sustainable travel behaviour, thus supporting a reduction of traffic congestion and pollution.
  - Promote the health, social and environmental benefits of sustainable travel.
  - To create a sustainable and vibrant local community.
  - To raise awareness of the Travel Plan and its objectives.
  - To continually develop, monitor and evaluate the progress of the Travel Plan towards achieving its target.



# 2 Background Information

#### 2.1 Site Location

- 2.1.1 The site is located on land east of Rayleigh Road, Thundersley, which is in the north of Castle Point Borough, in southeast Essex. The indicative site location is shown in Figure 2.1. The site is used as arable farmland, with existing access only via a farm access on Daws Heath Road. There will be two vehicular accesses into the site, from Stadium Way to the north and Daws Heath Road to the south.
- 2.1.2 To the north, the site is bounded by Rayleigh Retail Park and to the east by Little Haven Nature Reserve and a Hospice. To the south is Daws Heath Road and the west Rayleigh Road (A129). There are a number of residential dwellings on both Daws Heath Road and Rayleigh Road, which also border the site.

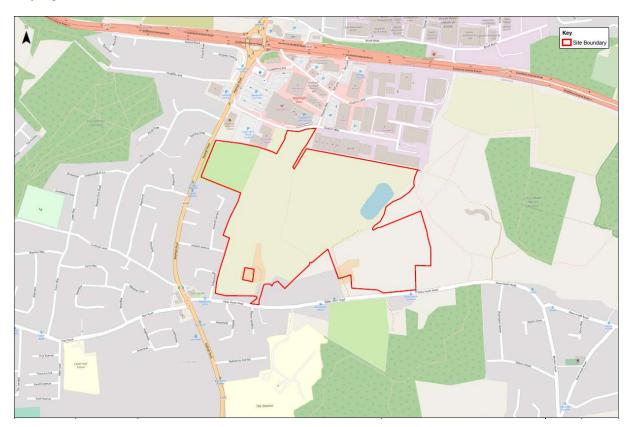


Figure 2.1: Site Location Plan

#### 2.2 Local Amenities

2.2.1 The centre of the site is located about 1.2 miles south of Rayleigh town centre, and about 1.4 miles north of Hadleigh town centre. There are a number of important local facilities in both Rayleigh and Hadleigh, including schools, leisure, retail, and employment. These meet many of the day-to-day needs of existing local residents in Hadleigh, reducing the need to travel outside the Borough. The location of nearby town centres and employment areas is shown on Figure 2.2 below.



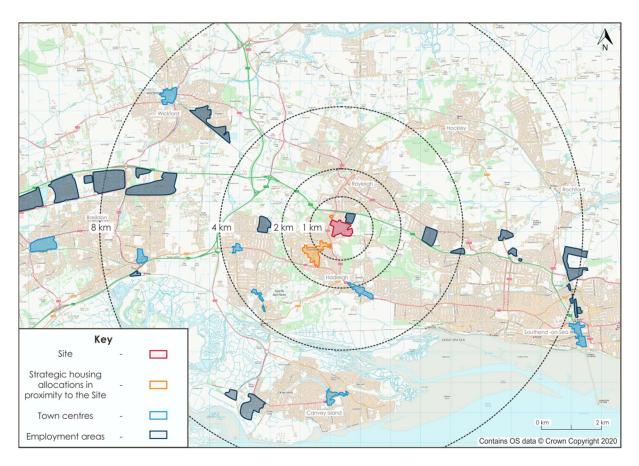


Figure 2.2: Wider Context Plan

2.2.2 The local amenities and their approximate distance to the site is set out in Table 2.1. The table also estimates the walking and cycling times to the amenities from the Site based on a walking speed of 1.4 m/s and a cycling speed of 4.4 m/s.



Table 2.1: Local Amenities

Type of amenity	Name of amenity	Closest Access	Distance (meters)	Walking time (min)	Cycling time (min)
	The Deanes secondary school	Daws Heath Road pedestrian access	160	3	1
Education	Thundersley primary School	Daws Heath Road pedestrian access	1440	17	5
	Rayleigh Primary School	Stadium Way	1440	17	6
	Cedar Hall special learning needs school	Daws Heath Road pedestrian access	480	6	2
	Hart Road Surgery	Daws Heath Road pedestrian access	1280	18	5
Health		Stadium Way	1930	22	6
	Hart Road Dental Surgery	Daws Heath Road pedestrian access	1440	20	6
	Bupa Dental Car Rayleigh	Stadium Way	1200	15	5
	Woodmans Arms pub	Daws Heath Road pedestrian access	160	5	2
Pub / restaurant	McDonalds	Stadium Way	160	1	2
	Ocean Fish Bar	Daws Heath Road pedestrian access	160	5	2
	Sainsburys superstore & petrol station	Stadium Way	160	2	1
Retail	Annies Minimarket	Daws Heath Road vehicular access	480	6	1
	Post Office	Daws Heath Road	1600	21	6



		pedestrian access			
	Thundersley Common Park	Stadium Way & Daws Heath Road	800	16	6
Leisure	Kingley Woods Playing Fields	Stadium Way	600	11	4
	The Deanes Sports Centre	Daws Heath Road	160	3	1
	Pure Gym Rayleigh	Stadium Way	100	1	2
	Rayleigh Railway Station	Stadium Way	2200	25	8
Travel	Benfleet Railway Station	Daws Heath Road	4900	58	15
	Leigh-On-Sea Railway Station	Daws Heath Road	5400	65	21
	Rayleigh Market Town Centre	Stadium Way	1770	21	7
	Hadleigh Town Centre	Daws Heath Road	2300	27	9
	Superdrug	Stadium Way	1700	21	7
Pharmacy	Rishi Pharmacy	Daws Heath Road	1200	15	5

# 2.3 Existing Pedestrian and Cycle Infrastructure

- 2.3.1 Footways are present on both sides of Stadium Way to the north of the site. Street lighting is present along Stadium way at regular intervals. The footways on Stadium Way connect to the wider pedestrian network and provide access to local amenities and public transport facilities.
- 2.3.2 Footways are present on both sides of Daws Heath Road, to the south of the site. Street lighting is present along Daws Heath Road at regular intervals. The footways on Daws Heath Road provide pedestrian connectivity to the wider footway network and provide access to local amenities and public transport facilities.
- 2.3.3 There is no dedicated cycle infrastructure in the immediate proximity of the site along Daws Heath Road or Stadium Way, therefore cyclists will be required to cycle on the road. The speed limit on both roads is 30mph and is therefore conductive to cycling.

# 2.4 Public Transport

#### Bus

2.4.1 The nearest bus stops to the site are on the A129 Rayleigh Road immediately west of the site and Daws Heath Road immediately south of the site. These would be within a 5-minute walk (400m) of most of the site. The stops on Rayleigh Road are served by Arriva's No 1 and Essex & Suffolk DaRT's No 3 service, while the stops on Daws Heath Road are served by the No 3 service only.



2.4.2 The No 1 service connects the site with Southend-on-Sea, Rayleigh including the railway station, South Benfleet, Hadleigh and Leigh-on-Sea, with a weekday frequency from early morning to late evening of up to every 10 minutes. This route therefore provides a high quality, frequent service to key destinations, with typical journey times to Rayleigh Station and South Benfleet of only 7 minutes to each, and to Southend Travel Centre of about 39 minutes. The No 3 service is less frequent, at every 2 hours, linking the site with Southend and Chelmsford. The No 1 and No 3 bus routes are shown in Figures 2.3 and 2.4 below.

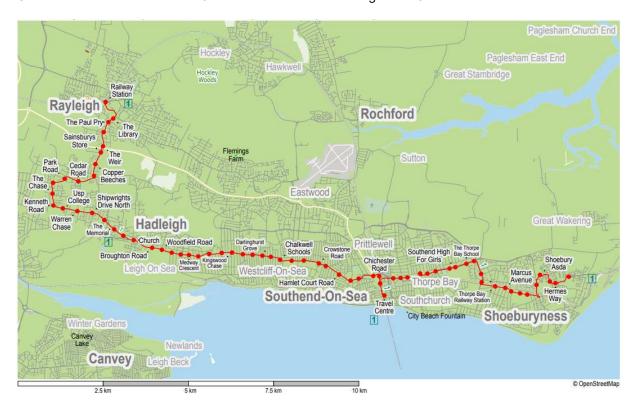


Figure 2.3: Route of Arriva No. 1 Bus Service



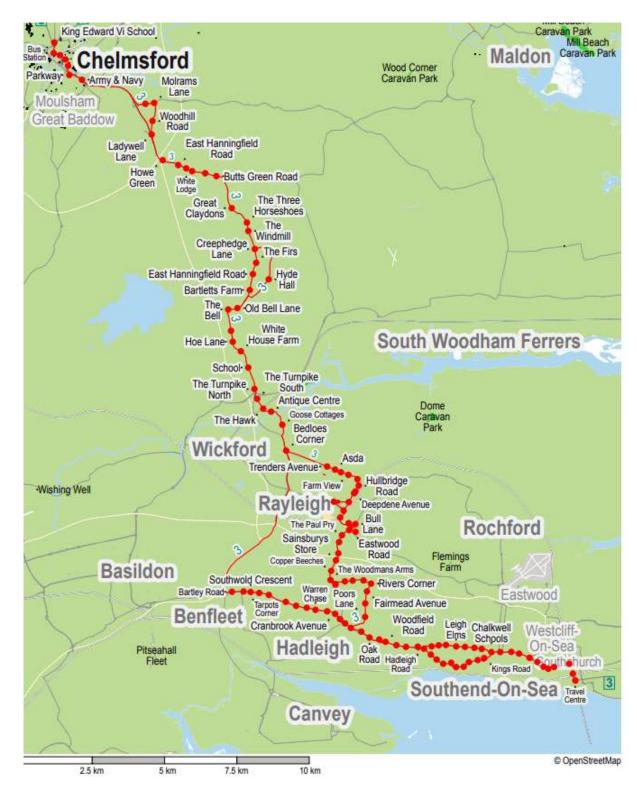


Figure 2.4: Route of Essex & Suffolk DaRT No 3 Bus Service

2.4.3 Further details on these bus services are set out in Table 2.2.



Table 2.2: Local Bus Services

Service	Bus	Operator	Route	One	-way freque	ncy
0011100	Stops		110010	Mon-Fri	Sat	Sun
3	Daws Heath Road, Rayleigh Road	Essex and Suffolk DaRT	Southend - Leigh on Sea - Rayleigh - East Hanningfield - Chelmsford	Every 2 hours	Every 2 hours	N/A
1	Rayleigh Road	Arriva Herts and Essex	Travel Centre  - Railway  Station	Every 10 minutes	Every 12 minutes	Every 30 minutes

2.4.4 The site therefore has good accessibility to high quality and frequent bus services that connect with key employment destinations, indicating there is potential to increase the bus mode share for the development's residents from the relatively low level recorded at the 2011 Census. Furthermore, the emerging Local Plan's RAG (Red Amber Green) appraisal of the site's proximity to the existing bus network rates this as Green.

#### Rail

- 2.4.5 The nearest railway station is Rayleigh, about 1.2 miles to the north of the site and therefore within a reasonable walking and cycling distance. It is also accessible via the high quality and frequent No 1 bus service, as described above. Rayleigh station is served by Greater Anglia trains connecting Rayleigh with Southend Victoria, Stratford and London Liverpool Street. Weekday frequencies are about every 20 minutes in each direction, with journey times to Stratford of about 35 minutes, to Liverpool Street of about 43 minutes, and to Southend Victoria of about 17 minutes.
- 2.4.6 Benfleet station is about 2.5 miles to the southwest of the site, therefore within a reasonable cycling distance. c2c operate services at Benfleet which call at London Fenchurch Street, Basildon and Southend Central. Weekday frequencies are about every 15 minutes in each direction, with journey times to Fenchurch Street of about 45 minutes, to Basildon of about 6 minutes, and to Southend Central of about 9 minutes.
- 2.4.7 These high quality and frequent train services to key employment destinations of Castle Point residents is reflected in the mode share of travel to work, at 10%. Furthermore, the emerging Local Plan's RAG (Red Amber Green) appraisal of the site's proximity to the existing rail network rates this as Green, meaning train services are within a 2km walk of the site.
- 2.4.8 Figure 2.5 shows the location of nearby railway stations and railway lines.



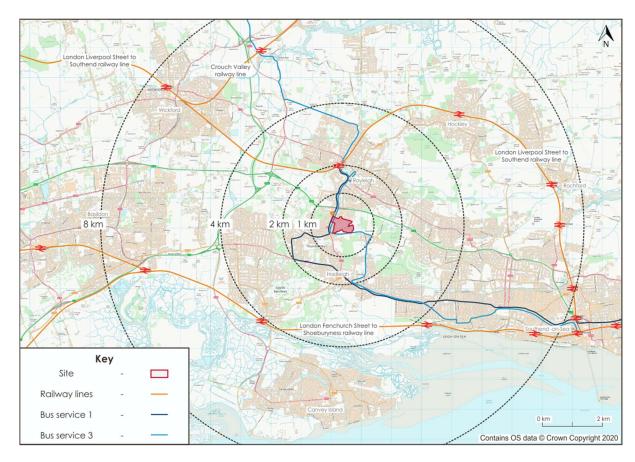


Figure 2.5: Public Transport Plan

2.4.9 The rail services provided by Rayleigh railway station is set out in Table 2.3.

Table 2.3: Rayleigh Station Services

Destination	Journey Time		Frequency	
Destination	Journey Time	Mon-Fri	Sat	Sun
London Liverpool Street	43 minutes	Every 20 min	Every 20 min	Every 30 min
Southend Victoria	17 minutes	Every 20 min	Every 20 min	Every 30 min

## 2.4.10 Rayleigh Railway Station has the following facilities:

- 424 car parking bays + 3 disabled bays
- Bicycle Parking
- ATM machine
- Toilets
- Accessibility and mobility access



Refreshment facilities

# **Local Highway Network**

2.4.11 The site is currently an arable field with vehicular access via a narrow farm track off Daws Heath Road. Daws Heath Road has a carriageway with of approximately 6.2m with a speed limit of 30mph. Footway are provided intermittently on either side. Daws Heath Road provides access to Hadleigh Town Centre in the southeast and the A129 Rayleigh Road/ Daws Heath Road/ Hart Road double mini roundabout to the west.

## Summary

2.4.12 A review of the existing transport infrastructure and services identified that there are opportunities to access the site by sustainable travel. The Site is connected to a network of footways which provides access to the local amenities and public transport facilities.



# 3 Travel Plan Management

#### 3.1 Introduction

3.1.1 This RTP is intended to be a 'living' document which will be updated as required through the lifetime of the plan. The management, monitoring and reviewing responsibilities of the RTP will be with the developer and Travel Plan Co-Ordinator (TPC).

#### 3.2 Travel Plan Co-ordinator

- 3.2.1 The TPC will be appointed by the developer three months prior to first occupation of the development. The TPC is the individual responsible for the day to day running, promotion and management of the RTP. This individual will be employed until at least one year after final occupation of the development, to allow for traffic counts and travel surveys and to be undertaken when the site is at full capacity.
- 3.2.2 The role and responsibility of the TPC will include:
  - Support, oversee and implement the requirements of the RTP upon first occupation of the development and through the life of the plan.
  - Provide travel advice and guidance to residents in the early stages of occupation and throughout the development process.
  - Liaise with the Sustainable Travel Planning Team on the production and management of the Residential Travel Information Pack.
  - Distribute the Residential Travel Information Pack to all households upon first occupation, along with any travel tickets or vouchers (if applicable).
  - Assess the potential journeys that residents may make and identify what modes of transport are available from the site, promoting sustainable options.
  - Continuously monitor the impact that residents' journeys may have on the surrounding areas and existing transport infrastructures.
  - Undertake personal journey planning for residents where appropriate.
  - Ensure the travel information made available is always current and up to date.
  - Design and implement effective marketing and awareness-raising campaigns to promote the initiatives and sustainable transport infrastructure within in RTP.
  - Ensure cycle storage facilities are functional upon first occupation and maintained throughout the life of the RTP.
  - Organise biennial Traffic Counts and Travel Surveys, analyse these and submit the
    results to the Sustainable Travel Planning Team, together with an assessment of the
    success of the RTP in reducing the number of trips by private car and details of any
    additional measures necessary to achieve the targets set within the RTP.
  - Provide promptly upon written request such information as the County Council reasonably requires in relation to the RTP.
  - Investigate new ideas, modes of transport and future plans, for example, electric car charging points and promote or implement as appropriate.



- Update RTP at least every two years, based on results of the traffic counts and travel surveys, to incorporate additional measures as agreed with the Sustainable Travel Planning Team.
- 3.2.3 The role of the TPC will be funded by the developer with funding terminating upon the completion of the RTP's five-year monitoring period. The contact details for the TPC will be submitted to the Essex County Council Sustainable Travel Planning Team upon appointment to the role.



# 4 Travel Plan Targets

# 4.1 Targets

- 4.1.1 The success of the RTP will be measured against the number of residents making single occupancy vehicular trips, and the level of modal-shift from single vehicular use to sustainable modes such as walking, cycling, car sharing and public transport.
- 4.1.2 Targets are the measurable goals by which progress will be assessed. Targets should link to the objectives of the RTP and need to be "SMART" Specific, Measurable, Achievable, Realistic, and Time-bound.
- 4.1.3 In accordance with the Essex RTP Guidance that Targets should aim to achieve between a 5% and 10% reduction in single occupancy car use, the following target has been identified based on experience on similar developments:
  - 'A 6% reduction in single occupancy vehicle use from the baseline mode share within five years of first occupation'
- 4.1.4 In the absence of site-specific surveys, the above mode shift target was applied to the 2011 Census Method of Travel to Work MSOA E020004474 to identify interim mode share targets. The interim annual mode share targets of the development are set out in Table 4.1.

Method of	Annual targets (%)					Overall %	
travel	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5	Change
Train	11	11	11	12	12	13	+ 1.8
Bus, Minibus or Coach	3	3	3	3	4	4	+ 0.5
Single Occupancy Vehicle	74	73	72	71	70	69	- 4.4
Passenger in a Car or Van	4	4	4	4	4	4	+ 0.6
Bicycle	1	2	2	2	2	2	+ 0.3
On Foot	7	7	8	8	8	8	+ 1.2
Other	0	0	0	0	0	0	+ 0.1

Table 4.1: Interim Annual Mode Share Targets



4.1.5 At 50% to 75% occupation of the development, surveys will be conducted to establish the actual baseline mode share of the proposed development. The results of the survey will form the new baseline from which a mode share target will be identified.



# 5 Sustainable Travel Opportunities

#### 5.1 Introduction

- 5.1.1 This chapter sets out the proposed sustainable travel opportunities and measures that will be implemented as part of this RTP. These measures are deemed appropriate to the scale, use and location of the site as well as having the greatest potential for influencing travel to and from the site by sustainable modes.
- 5.1.2 The responsibility of implementing and managing the measures will be with the developer and the TPC.

#### 5.2 Residential Travel Information Pack

- 5.2.1 Residential Travel Information Pack will be prepared and distributed to each household upon first occupation. The Pack seeks to promote the benefits of sustainable travel, in support of the RTP aim to secure a model shift from single occupancy car trips to the use of sustainable modes of travel. The Residential Travel Information Pack will contain the following:
  - An introduction to the purpose of the Travel Information Pack and TP;
  - Links to useful websites; and
  - The contact details of the TPC.

# 5.3 Walking and Cycling

- 5.3.1 Walking and cycling offers an opportunity to replace short car trips of less than 2 and 5 miles respectively with a healthy and sustainable mode of travel. The following measures are proposed to encourage and facilitate walking and cycling:
  - The proposed site accesses onto Stadium Way and Daws Heath Road have been designed with 3.5m wide shared footway/ cycleway, 2m wide footway and informal pedestrian crossings to existing pedestrian infrastructure.
  - Internally, the site will encourage pedestrians and cyclists by providing direct, well-lit, and open routes, with clear signage and links to the wider network.
  - Cycle parking spaces will be provided onsite.
  - The Residential Travel Information will contain the following:
    - Links to useful walking/ cycling websites;
    - Information on the facilities available onsite;
    - Local walking/ cycling maps and leaflets;
    - Information on the health benefits of walking /cycling; and
    - Information on walk/ cycle events and outlets.



## **5.4** Public Transport

- 5.4.1 Whilst walking and cycling offer opportunities to replace short and medium distance car trips, bus and rail systems offers the greatest opportunity to replace car travel over longer distances.
- 5.4.2 The following measures are proposed to encourage public transport use:
  - Bus/ train timetable information accessible via the development notice board/ website.
  - The Residential Travel Information Pack will contain the following:
    - Sampler bus/ rail tickets.
    - A map illustrating the local bus routes and bus stops in close proximity to the Site.
    - Information on the local bus services and rail services.
    - Links to useful bus/ rail websites e.g., National Rail Enquiries and Trainline.
    - Details of service providers, for example First Essex/ Arriva (Herts and Essex) etc.
    - Information on local bus/ train user groups.

## 5.5 Car Sharing

- 5.5.1 Car sharing can be an effective method in reducing peak hour congestion and demand for car parking spaces both on and off-site. Encouraging car sharing will be particularly effective for the development given the baseline percentage of single occupancy vehicle drivers.
- 5.5.2 Electric vehicle charging points will be provided at a level to meet required standards.
- 5.5.3 The Residential Travel Information Pack will contain the following to encourage sustainable car use:
  - Information on the benefits of car sharing.
  - Information on car sharing events.
  - Links to useful car sharing websites e.g. Essex County Council's branded car share scheme (www.essexcarshare.com).

#### 5.6 Car Clubs

5.6.1 The opportunity to establish a car club onsite will be investigated to provide the opportunity for residents of Thundersley to choose not to own a second car. The TPC will liaise with car club operators to discuss the feasibility of a car club scheme and the number of cars that would need to be provided onsite if considered viable. This will be detailed in an updated travel plan at 50% to 75% occupation of the development.

## 5.7 Marketing, Promotion, and Information

5.7.1 It is recognised that a marketing and promotion strategy is key to the success of a Travel Plan. This RTP will be promoted through the distribution of a Sustainable Travel Information Pack to each household within the Site.



- 5.7.2 In addition to the Sustainable Travel Information Pack, the following measures are proposed:
  - A local community newsletter will be distributed to each new resident upon occupation to inform new residents about the RTP.
  - Sustainable Travel Behaviour Champions will be selected from residents of the development who will work through their own social network to promote sustainable travel opportunities.
  - The provision of a personalised journey planning service by the TPC.
  - Training will be provided to all sales staff responsible for meeting with prospective residents. The training will focus on ensuring all staff are familiar with the objectives of the RTP and are able to communicate the sustainable travel opportunities available.

## 5.8 Action Plan

5.8.1 The action plan details the proposed RTP measures as well as the responsibilities and timeframe for achievement. The action plan is set out in Table 5.2.

Action	Implementation Date	Responsibility				
	Walking and Cycling					
Proposed vehicular accesses designed with pedestrians/ cyclists in mind	Prior to occupation	Developer				
The provision of a sustainable walk/ cycle only access onto Rayleigh Road	Prior to occupation	Developer				
Provide secure and convenient cycle parking for residents	Prior to occupation	Developer				
Provide pedestrian/ cycle connections to north, south, and west through the site	Prior to occupation	Developer				
Provide links to useful walking/ cycling websites	Upon occupation	TPC				
Provide information on the facilities available onsite	Upon occupation	TPC				
Provide local walking/ cycling maps and leaflets	Upon occupation	TPC				
Provide information on the health benefits of walking/ cycling	Upon occupation	TPC				
Provide information on walk/ cycle events and outlets	Upon occupation	TPC				
	Public Transport					
Provide sampler bus/ rail tickets	Upon occupation	TPC				
Provide information on the local bus and rail services	Upon occupation	TPC				



Provide a map illustrating the local bus routes and bus stops in proximity to the Site	Upon occupation	TPC				
Provide links to useful bus/ rail websites	Upon occupation	TPC				
Provide details of service providers	Upon occupation	TPC				
Provide information on local bus/ rail user groups	Upon occupation	TPC				
	Sustainable Car Use					
Provide electric vehicle charging points onsite	Upon occupation	TPC				
Provide information on the benefits of car sharing	Upon occupation	TPC				
Provide information on car sharing events	Upon occupation	TPC				
Provide links to useful car sharing websites	Upon occupation	TPC				
Liaise with car club operators to discuss the feasibility of a scheme onsite	Prior to occupation	TPC				
Marketing and Promotion Strategy						
Distribute Sustainable Travel Information Packs	Upon occupation	TPC				
Distribute local community newsletter	Upon occupation	TPC				
Identify Sustainable Travel Behaviour Champions	Upon occupation	TPC				
Offer Personalised Journey Planning	Upon occupation	TPC				
Train sales staff responsible for meeting with prospective residents	Prior to occupation	TPC/ Developer				
Monitoring						
Appoint TPC	At least three months prior to first occupation	Developer				
Update to full Travel Plan	Prior to first occupation of the development	TPC/ Developer				
First Travel Surveys	Conducted at 50% to 75% occupation of the development	TPC				
Biennial Travel Surveys	Biennial	TPC				
Biennial Monitoring Reports	Biennial	TPC				

Table 5.1: Action Plan

5.8.2 This Action Plan will be revised each time the RTP is reviewed, using results from surveys to update the targets and actions as required.



# 5.9 **Summary**

5.9.1 The measures identified in this RTP are deemed to be appropriate to the scale, use and location of the proposed development as well as having the greatest potential to facilitate sustainable travel.



# 6 Travel Plan Monitoring and Review

#### 6.1 Introduction

6.1.1 The TPC will monitor the implementation and success of the RTP. Surveys will be carried out in line with the Essex County Council Residential Travel Plan Monitoring Protocol. Upon completion of the relevant data collection, modal-shift targets will be agreed, and Action Plans revised.

# 6.2 Travel Surveys

- 6.2.1 The TPC will undertake travel surveys at 50% to 75% occupancy to establish the baseline mode share of the proposed development.. Future targets between Essex County Council and the TPC will be set and agreed which are relevant, measurable, and achievable and monitored on an on-going basis.
- 6.2.2 The results of all surveys will be submitted to the Essex County Council Sustainable Travel Planning Team in the form of a report for review, analysis, and mitigation.

# 6.3 Reporting

- 6.3.1 Travel Plan Monitoring Reports will be produced and submitted to the Essex County Council Sustainable Travel Planning Team for review. The first travel survey will be conducted at 50% to 75% occupation of the development. A monitoring report will be produced annually following the results of the travel survey and will consist of the following:
  - The travel survey results including mode share.
  - An analysis of the results.
  - A review of any current travel, parking, and safety issues.
  - Contingency measures to be included.
  - Action plan.
  - Up to date contact details of the TPC.
- 6.3.2 All reports must be submitted biennially in line with the undertaking of Traffic Counts and Travel Surveys and will form part of the Biennial Travel Plan Review.

# 6.4 Summary

- 6.4.1 This RTP is intended to be a 'living' document which will be updated as required through the lifetime of the plan. The management, monitoring and reviewing responsibilities of the RTP will be with the TPC and the developer.
- 6.4.2 The success of the RTP will be monitored through biennial travel surveys and monitoring reports. Appropriate contingency measures will be agreed should progress towards the modal share target be unsatisfactory.



# **7** Summary

- 7.1.1 This Land Development Limited has agreed to these Residential Travel Plan arrangements for the proposed development on Land East of Rayleigh Road, Thundersley, which demonstrate the importance of, the environmental, health and commercial benefits of increasing the use of sustainable modes of travel as an alternative to the private car. This Land Development Limited, is committed to developing this Travel Plan with the support of Essex County Council following grant of planning permission for the development.
- 7.1.2 It is proposed that, subject to agreement with Essex County Council, the Residential Travel plan will be updated prior to first occupation of the development.

