



Land at Albion Road and Copper Lane, Marden

Framework Travel Plan

Client: Rydon Homes Ltd

i-Transport Ref: MG/AI/ SPH/ITB15098-102A

Date: 07 August 2023

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## Quality Management

Report No.	Comments	Date	Author	Authorised
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## Contents

<b>SECTION 1</b>	<b>Introduction</b>	<b>1</b>
<b>SECTION 2</b>	<b>Aims, Objectives and Benefits</b>	<b>4</b>
<b>SECTION 3</b>	<b>Site Accessibility and Transport Infrastructure Improvements</b>	
	<b>Introduction</b>	<b>6</b>
<b>SECTION 4</b>	<b>Targets</b>	<b>12</b>
<b>SECTION 5</b>	<b>Measures</b>	<b>14</b>
<b>SECTION 6</b>	<b>Management</b>	<b>18</b>
<b>SECTION 7</b>	<b>Monitoring</b>	<b>20</b>
<b>SECTION 8</b>	<b>Securing, Enforcement and Funding</b>	<b>22</b>
<b>SECTION 9</b>	<b>Action Plan</b>	<b>23</b>

## Appendices

<b>APPENDIX A.</b>	<b>Marden – Local Amenities Plan</b>
<b>APPENDIX B.</b>	<b>Transport / Highway Improvements Summary Plan</b>

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## SECTION 1 Introduction

### 1.1 Background

1.1.1 Rydon Homes Limited have been promoting the Land at Albion Road and Copper Lane site in Marden for a housing allocation through Maidstone Borough Council's Local Plan Review.

1.1.2 Maidstone Borough Council's (MBC) Local Plan Review (Draft Plan for Submission Regulation 19) covers Marden site allocations. Policy LPRSA295 - Land at Copper Lane and Albion Road, Marden is included as a draft allocation for the development of approximately 113 dwellings. The policy states that a number of conditions are considered appropriate to be met before development is permitted. The access, highways and transportation conditions are as follows:

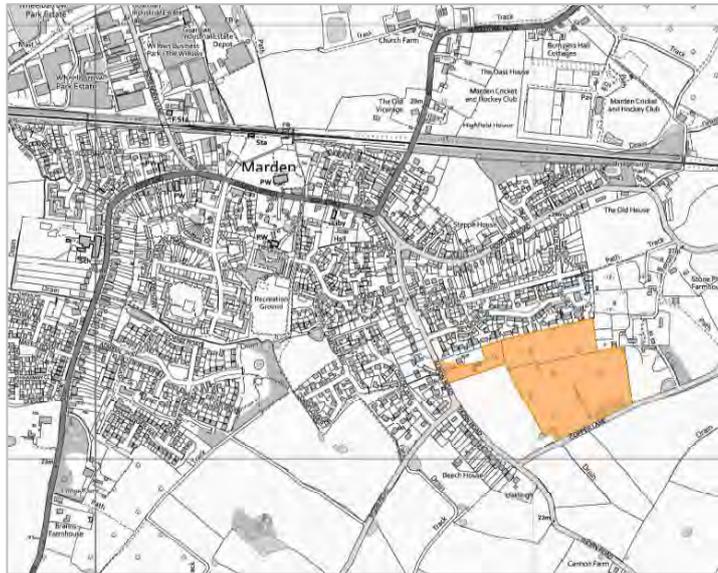
- Provision of suitable vehicular access to Albion Road that meet adequate capacity standards and safety provisions; and
- Development will be subject to the creation of safe pedestrian connections to the wider pedestrian network.

1.1.3 The local highway authority, Kent County Council (KCC), have not objected to the draft allocation and through allocating the site for residential development MBC consider that the site is a suitable and sustainable location for development.

1.1.4 i-Transport has been appointed by Rydon Homes to provide highways and transport advice in relation to an outline planning application (with means of access determined at outline stage) for a scheme of up to 117 residential dwellings and public open space on the site.

1.1.5 The site location plan is provided as an extract in **Image 1.1**.

**Image 1.1 Extract from Site Location Plan**



## 1.2 Requirement for a Framework Travel Plan

1.2.1 The Kent County Council (KCC) 'Guidance on Transport Assessments and Travel Plans (October 2008)' identifies that all development proposal that seek to deliver in excess of 100 dwellings should be supported by a Travel Plan. This is in order to encourage sustainable travel to and from the site, and to reduce the adverse impacts that may arise from increase travel demand in the local area.

1.2.2 Furthermore, paragraph 113 of the National Planning Policy Framework (NPPF) states:

***"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".***

1.2.3 Therefore, this Framework Travel Plan has been prepared in order to help promote and encourage the uptake of sustainable modes of transport. It should be read in conjunction with the Transport Assessment (i-Transport report ITB15098-101) for the development proposal which considers the wider transport implications of the proposed development.

## 1.3 The Development

1.3.1 An outline planning application (with means of access determined) is being submitted.

1.3.2 The proposals are for up to 117 residential dwellings along with public open space.

1.3.3 An extract of the coloured site layout plan is provided in **Image 1.2**.

**Image 1.2 Extract from Coloured Site Layout Plan**



1.3.4 Access to the site is proposed via an all-purpose access from Albion Road to the west. An additional pedestrian / cycle / emergency access to the site is also proposed from Copper Lane to the south.

## 1.4 Structure of the Framework Travel Plan

1.4.1 The remainder of this Framework Travel Plan is structured as follows:

- **Section 2** - Aims, Objectives and Benefits;
- **Section 3** - Site Accessibility and Transport Infrastructure Improvements;
- **Section 4** - Targets;
- **Section 5** – Measures;
- **Section 6** - Management;
- **Section 7** – Monitoring;
- **Section 8** – Security, Enforcement and Funding; and
- **Section 9** – Action Plan.

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## SECTION 2 Aims, Objectives and Benefits

### 2.1 Aims

2.1.1 The overarching aim of a Travel Plan is to influence behaviour change towards sustainable modes of travel. In this context, the primary purpose of this Travel Plan is to put forward a framework to ensure measures are provided to promote walking, cycling, public transport and shared car use as alternatives to single occupancy car travel.

2.1.2 In line with national and local guidance, the main aims for the Travel Plan will be:

- To reduce the number of car journeys generated by the site particularly in peak hours; and
- To encourage use of non-car modes of Transport.

### 2.2 Objectives

2.2.1 The Travel Plan will have the following additional objectives:

- To provide residents with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- To promote walking, cycling, car sharing and public transport as safe, efficient and affordable alternatives to the private car by highlighting the health and environmental benefits of using sustainable travel modes;
- To minimise the impact of car-based travel to the site on the local and strategic highway network and environment;
- To develop an awareness of the options for sustainable travel opportunities to and from local services and facilities within and around Marden; and
- To engage with the local community to coordinate travel behaviour and the incentivisation of sustainable travel modes.

2.2.2 The Travel Plan promotes measures which will help to deliver the objectives. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to local residents and businesses.

2.2.3 All of the measures will look to reduce the dependence on the private car for travel to work and enable smarter travel choices, where this is feasible.

## 2.3 Benefits of a Travel Plan

2.3.1 The development of a Travel Plan has a number of direct benefits, not only for future residents and visitors, but also for the existing local community and the surrounding environment.

### Benefits to Residents

- Improved health and fitness through increase levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices; and
- A better environment within the site and its immediate surroundings with vehicular movement minimised and parking pressures reduced.

### Benefits to Local Community and Environment

2.3.2 The Travel Plan will provide the following benefits to the local community and environment:

- The Travel Plan will help to reduce the impact of traffic generated by the development on the local highway network;
- The Travel Plan will help to reduce the impact of the site on the environment by reducing emissions through fewer car journeys. This will help to contribute to both local air quality management and national climate change reduction targets;
- The measures contained within this plan will also help to reduce the impact of transport related noise from vehicular movements into and out of the site and to improve public connectivity in the area; and
- The Travel Plan will deliver improved community connectivity by facilitating sustainable travel through the site and access to public rights of way.

## SECTION 3 Site Accessibility and Transport Infrastructure Improvements Introduction

### 3.1 Introduction

3.1.1 This section of the Travel Plan provides a summary of the site accessibility and transport infrastructure improvements.

### 3.2 Marden

3.2.1 The policies referred to in this sub section are from Maidstone Borough Council's Local Plan Review Regulation 19 Draft.

3.2.2 Policy LPRSP6: Rural Service Centres notes that outside of Maidstone town centre and urban area, rural service centres are considered to be highly sustainable settlements in Maidstone's settlement hierarchy. They act as a focal point for trade and services by providing a concentration of public transport networks, employment opportunities and community facilities that minimise car journeys. Marden is identified as one of six Rural Service Centre settlements.

3.2.3 Policy LPRSP6(E) (Marden) states that Marden is a successful service centre, particularly in terms of employment opportunities, and also has strong key community facilities such as a medical centre, library and village hall. Marden has frequent rail connections to London and other retail and employment centres.

3.2.4 Marden has a good range of key local amenities catering for many everyday needs of local residents - see **Table 3.1** and **Appendix A**.

**Table 3.1: Local Amenities - Marden**

Type	Name
Education	Marden Pre-School
	Marden Primary School
Health	Marden Pharmacy
	Marden Dentist
	Marden Medical Centre
Retail	Petrol Station and Convenience Store - Stanleys
	Marden Farm Shop
	Crowhurst and Tompsett
	Kent Mart

Type	Name
	Ken Ballard Butchers
	West End Stores
Employment	Pattenden Lane Industrial Area
Leisure	Marden Tandoori
	The Old Post Office Coffee House
	Unicorn Pub and Restaurant
	Marden Library
	Hong Kong Kitchen
	Marden Sports Club
	Taj of Kent
	Kebab Fish Knight
	West End Tavern
	Marden Memorial Hall
Public Transport	Bus stops – Plain Road and B2079 / High Street.
	Marden Rail Station

3.2.5 The closest bus stops to the site are located on Plain Road (near the Albion Road junction), around 300m from the centre of the site. Further bus stops can be accessed around 700m from the site on the B2079 / High Street.

3.2.6 A summary of the bus services in the vicinity of the site is provided in **Table 3.2**.

**Table 3.2: Summary of Bus Services within Marden**

Service	Route	Frequency of Buses		
		Mon-Fri	Sat	Sun
22 / 23 / 27	Goudhurst / Marden / Yalding / Tovil / Maidstone	Approx. every 2hours First Bus: 06:59 Last Bus: 17:31	Approx. every 2hours First Bus: 09:49 Last Bus: 17:31	No Service
	Maidstone – Tovil – Yalding – Marden – Goudhurst	Approx. every 2hours First Bus: 06:10 Last Bus: 17.39	Approx. every 2hours First Bus: 08:49 Last Bus: 16:56	No Service

3.2.7 Collectively, the bus service 22, 23 and 27 provide a service approximately every two hours between Marden and Maidstone Monday to Saturday. The first bus leaves Marden at around 07:00 on a weekday. The last bus to Marden from Maidstone leaves at 17:39, meaning that the bus service could be used by commuters, as well as for other journey purposes such as retail and leisure journeys.

3.2.8 Marden is the closest rail station, located approximately 1km to the northwest of the site, within a reasonable walking distance (12 minutes) and comfortable cycle distance (4 minutes). The station is situated on the South East Main Line and provides services to high order destinations such as London, Tonbridge and Ashford.

3.2.9 **Table 3.3** summarises the rail services available from Marden Rail Station, as well as their frequency and journey time.

**Table 3.3: Summary of Rail Services – Marden Station**

Destination	Peak Frequency	Off-Peak Frequency	Average Journey Time
Staplehurst	2 services per hour	2 services per hour	3 mins
Paddock Wood	3 services per hour	2 services per hour	5 mins
Headcorn	2 services per hour	2 services per hour	9 mins
Tonbridge	3 services per hour	2 services per hour	14 mins
Ashford	2 services per hour	2 services per hour	25 mins
London (Charring Cross)	2 services per hour	2 services per hour	1 hour

3.2.10 The rail station provides the following additional facilities:

- 117 car parking spaces with 8 accessible spaces; and
- 10 cycle parking spaces.

3.2.11 Financial contributions have already been secured in S106 agreements from other developments in Marden for improvements at Marden Station including additional cycle parking, new bus shelter, additional seating, upgrade to CCTV and lighting and general improvement works. It is understood that at least around £90,000 in contributions has already been secured.

### 3.3 Active Travel Routes

3.3.1 Although walkable neighbourhoods are typically characterised by having a range of facilities within 800m, a distance of 1.6km (circa 1mile) is a reasonable walking distance for many people and journey purposes and some people may walk further than this (2km is referred to in Manual for Streets). Some 8km (circa 5 miles) is a reasonable cycle distance for most people and many journey purposes.

3.3.2 There is a variety of active travel (walking and cycling) routes which can be used to reach the local amenities within Marden. These routes have been audited and where necessary improvements are suggested.

3.3.3 The routes are as follows:

- Route 1 – Site to Marden Village Centre / B2079 High Street amenities (via Public Footpath KM281, Campion Way / Napoleon Drive / Roundel Way and Public Footpath KM281 to High Street – plus variants / alternatives to the route) - around 900m northwest of the nearest proposed dwelling and 1,270m from the furthest property via Public Footpath KM281 – a reasonable walking distance;
- Route 2 – Site to Marden Station (as Route 1 and then Church Green to the Station – plus variants / alternatives to the route) – circa 990m northwest of the nearest proposed dwelling and 1,360m from the furthest property – a reasonable walking distance;
- Route 3– Site to Marden Employment Area – (as Route 1 and 2 and then Pattendon Lane to the employment area - plus variants / alternatives to the route) – circa 1,290m from the nearest proposed dwelling and 1,660m from the furthest property – a reasonable walking distance;
- Route 4 – Site to Marden Primary Academy and Pre School – (as Route 1a and 2a and then Maynards, path and Goudhurst Road – plus variants / alternatives to the route) – circa 1,190m from the nearest proposed dwelling and 1,560m from the furthest property – a reasonable walking distance; and
- Route 5 – Albion Road – High Street B2079 to High Street Amenities, Employment Area, Station and Primary School - plus variants / alternatives to the route) – Little Marden Farm Shop and Country Store at the B2079 / High Street / Albion Road junction is approximately 350m from the nearest proposed dwelling and around 720m from the furthest property – a reasonable walking distance.

- 3.3.4 The audit identifies that the routes generally meet the key design principles for active travel being convenient, accessible, safe, comfortable and attractive. Further details are found in the Transport Assessment along with the proposed improvement schemes.

### 3.4 Transport / Highway Improvements

3.4.1 The development is offering to deliver and / or fund the following transport / highway improvements in Marden as set out in **Table 3.4** (the location of which is shown at **Appendix B**).

**Table 3.4 Proposed Transport / Highway Improvements**

No	Proposed Transport / Highway Improvements
1	Albion Road – All Purpose Access
2	Copper Lane – Pedestrian / Cycle / Emergency Access
3	New Pedestrian / Cycle Route between Albion Road and Copper Lane (through site)
4	Proposed Improvements to Footpath KM281
5a	Proposed Traffic Calming Scheme Albion Road / Thorn Road
5b	Proposed simplification of Albion Road / Plain Road / Thorn Road Junction (opportunity for environments enhancements and improved bus waiting area)
6	Active Travel Routes – Wayfinding Signing and Dropped Kerb / Tactile Paving where missing
7	Additional Cycle Parking in Village Centre
8	Financial contribution to cycle parking at library (Village Centre cycle parking)
9	Potential financial contribution to cycle parking at Marden Station

3.4.2 The proposed transport improvements would assist in delivering some of the improvements set out in the Marden Highway Improvements Plan such as at the Plain Road / Thorn Road junction. It is acknowledged that the Plan includes additional part A action plan priorities. Subject to KCC liaison, the application may be able to offer up a contribution (fixed/lump sum) towards the feasibility work for some of those potential improvements.

## SECTION 4 Targets

- 4.1.1 Targets are the measurable goals against which the progress of the Travel Plan can be assessed. The targets should also be linked to Travel Plan objectives and be SMART (specific, measurable, achievable, realistic, time-bound).
- 4.1.2 At this stage (i.e., prior to occupation of the site), it is accepted practice to provide initial interim or indicative targets based on the estimated baseline trip generation and mode split. These indicative targets can be updated and refined following baseline travel surveys which will be undertaken within three months following occupation of 50 dwellings.
- 4.1.3 The initial baseline mode split data has been established from Travel to Work data contained within the 2011 Census (from the Maidstone 018 mid-layer super output area (MSOA) as it is directly comparable to the development in terms of location) – see **Table 4.1** below.

**Table 4.1: Baseline Journey to Work Data (Main Mode of Travel) – 2011 Census**

Mode	Mode Split
Driving a car or van	68%
Train	17%
On Foot	8%
Passenger in a Car or Van	3%
Bus, Mini Bus or Coach	1%
Motorcycle, scooter or moped	1%
Bicycle	1%
Other method of travel to work	1%
<b>Total</b>	<b>100%</b>

- 4.1.4 This only covers journeys to work and excludes all other journey purposes hence why its important to update the targets following the baseline travel surveys at the site.
- 4.1.5 The overall interim modal split targets for this FTP are as follows:
- Car driver trips to be at 61% at two years following final occupation of the site (based on a ten percent reduction of the baseline car driver modal split of 68% (ie 7% reduction));
  - Pedestrian trips to be at 10% at two years following final occupation of the site (based on a 2 percentage points increase from the baseline walking modal split);

- Cycling – the baseline cycle trips at 1% is low. The Propensity to Cycle tool has been utilised looking at the lower output area covering the majority of Marden - for commuting trips the Government target is 4%. As such, there is an interim target of cycle trips to be 4% at two years following final occupation of the site (based on a 3 percentage points increase from the baseline cycling modal split);
- Public Transport – the baseline public transport trips are relatively high at 18% (the majority of which are train trips at 17%). The high train trips for commuting are as expected given Marden has a station. As such, there is an interim target of public transport trips to be 20% at two years following final occupation of the site (based on a 2 percentage points increase from the baseline public transport modal split) . It is worth pointing out that when looking at all trip purposes then the public transport / train trips modal split is unlikely to be this high as many of those trip will be contained within Marden – this will be picked up in the base travel survey to be undertaken within 3 months of the 50th occupation at the site.

4.1.6 The public transport trips (as main mode of travel) will result in walking and cycling trips within Marden (ie from the site to Marden Station and the bus stops).

4.1.7 Once the first baseline travel survey has been undertaken, these interim targets will be reviewed and finalised.

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## SECTION 5 Measures

### 5.1 Introduction

5.1.1 This section of the Travel Plan introduces a series of 'soft' measures to encourage and promote the use of modes of travel other than single occupancy car use for residents and visitors. It covers:

- On-site infrastructure measures;
- Measures to encourage residents to car sharing;
- Measures to encourage residents to walk and cycle;
- Measures to encourage to use public transport; and
- Information provision.

### 5.2 On-Site Infrastructure Measures

5.2.1 The access road carriageway will measure 5.5m within the site. The illustrative masterplan shows that there will be footways on at least one side of the main access roads within the site. For motor vehicles the site will be a cul – de sac accessed from Albion Road so there will be no through traffic. The development will provide a pedestrian / cycle link between Albion Road and Copper Lane (through the site) providing improved site permeability and access to the countryside to the east for future and existing residents in Marden including a more direct route to Public Footpaths KM275 and KM278.

5.2.2 As an outline planning application is being submitted the site layout plan is illustrative and will be set at reserved matters stage. However, the layout would be designed to provide a design speed for vehicles of 20mph (achieved through appropriate speed restraint features). Footways and appropriate provision for pedestrians and cyclists would be provided throughout the development including accommodating a safe pedestrian link between Albion Road and Copper Lane.

5.2.3 Cycle parking would be provided having regard to cycle parking standards at the time.

5.2.4 Parking (including electric vehicle charging) will be provided having regard to local standards at the time and it is envisaged that the majority of parking would take place off carriageway.

5.2.5 Cycling is envisaged as being on carriageway through the site.

5.2.6 Subject to discussions with car club operators, a car club bay and vehicle will be provided on site.

### 5.3 **Soft Measures**

5.3.1 The 'soft' Travel Plan measures that will be developed and promoted for the residents of the new development are non-infrastructure measures.

#### **Measures to promote Walking and Cycling**

5.3.2 The development has been designed to facilitate and improve connections to the local pedestrian and cycle network, allowing for local journeys to key destinations to be undertaken by these modes.

5.3.3 To support the delivery of physical infrastructure, all new residents will be issued with a Residents 'Travel Pack' which will include details of journey planning websites, walking and cycle maps, local cycle shops and local public rights of ways.

5.3.4 Residents will also receive such information via other ongoing communication described on other parts of this travel plan.

5.3.5 Where possible, the Travel Plan Co-ordinator will attempt to negotiate discounts or promotions for residents at local cycle stores for the purchase of cycling equipment.

#### **Promoting Public Transport**

5.3.6 Information on the public transport routes and facilities serving the new development will be made available to new residents through the Residents' Travel Information Pack.

5.3.7 Car clubs provide the opportunity for residents to have access to a car without owning a private vehicle. Surveys have consistently demonstrated the positive benefits of car clubs – including the fact that car club members drive significantly fewer miles than other drivers and have lower car ownership in general.

#### **Car Club**

5.3.8 Car club membership provides for reduced car ownership and as such, there is potential for inclusion of a dedicated parking bay on the site for a car club vehicle (subject to further discussions with car club operators).

### **Car Sharing Scheme**

- 5.3.9 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work.
- 5.3.10 Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps reduce vehicle emissions, contributing to meeting local air quality targets.
- 5.3.11 Residents will therefore be provided with information about car sharing via the lift share website (<https://liftshare.com/uk>) and other sites such as [Car share - Kent Connected](#) .

### **Residential Travel Information Packs**

- 5.3.12 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development.
- 5.3.13 The first occupier of each household will be provided with a resident's travel information pack.
- 5.3.14 The pack will pull together information on the F RTP measures and contain information about the objectives of the Travel Plan, 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:
- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
  - Details regarding the provision of high-speed broadband access to enable easy access to local home delivery services and home working;
  - 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 public transport routes;
  - Details of any negotiated discounts at outdoor stores / cycle stores etc, and cycle maintenance organisations;
  - Offer of a travel voucher with a value of up to £150 to the first occupier of each dwelling for cycle equipment or bus taster tickets;
  - Promote home delivery services which serve Marden;

- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes and local school Travel Plans;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate availability of transport options;
- Bus and rail maps and timetable information;
- Information about car sharing through the liftshare website;
- Information regarding any local groups set up to support social interaction and networking amongst home workers; and
- Information about the home delivery services offered by supermarkets in the local area.

5.3.15 The Travel Pack will also promote useful websites which include the following:

- Walking Related:
  - Living Streets – [www.livingstreets.org.uk](http://www.livingstreets.org.uk)
  - Ramblers Association – [www.ramblers.org.uk](http://www.ramblers.org.uk)
  - Walk 21 – [www.walk21.com](http://www.walk21.com)
  - Walk It – [www.walkit.com](http://www.walkit.com)
- Cycle Related:
  - Cycle 2 Work – [www.cycle2work.info](http://www.cycle2work.info)
  - Cycle 1<sup>st</sup> – [www.cycle1st.co.uk](http://www.cycle1st.co.uk)
  - Cycle Campaign Network – [www.cyclenetwork.org.uk](http://www.cyclenetwork.org.uk)
  - Cycling England – [www.cyclingengland.co.uk](http://www.cyclingengland.co.uk)
  - Sustrans – [www.sustrans.org.uk](http://www.sustrans.org.uk)
- Public Transport Related:
  - Traveline - [www.travelinesoutheast.co.uk](http://www.travelinesoutheast.co.uk)
  - National Rail enquiries - [www.nationalrail.co.uk](http://www.nationalrail.co.uk)
- Local
  - KCC Travel Info – <https://www.kent.gov.uk/roads-and-travel/travelling-around-kent>
  - KCC Bus Information – <https://www.kent.gov.uk/roads-and-travel/travelling-around-kent/bus-travel>
  - Kent Connected - <https://kentconnected.org>
  - Liftshare – <https://kent.liftshare.com/uk?uxi=&cr=check>

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## SECTION 6 Management

### 6.1 Travel Plan Co-Ordinator

6.1.1 The developer will appoint an individual or company to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to KCC three months prior to first occupation of the development.

### 6.2 Role

6.2.1 The role of the Travel Plan Co-ordinator will be as follows:

- To manage the day to day delivery of the measures contained in the Travel Plan;
- To market the Travel Plan 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;
- To, wherever possible, negotiate discounts with local cycle shops for residents at the earliest opportunity, i.e. from appointment;
- To liaise with local public transport operators and local authorities on appropriate measures, such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks;
- To organise monitoring of the Travel Plan; and
- To provide monitoring and feedback to residents and to liaise with the local authority as necessary.

### 6.3 Involvement of Residents

6.3.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a Residents' Travel Information Pack on completion of their purchase. The Travel information pack will be kept up to date for the duration of the travel plan.

6.3.2 The Travel Plan Co-ordinator will liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. The Travel Plan Co-ordinator will also aim to maintain interest amongst residents through the following means:

- Occasional leaflet drops providing information about the Travel Plan, advertising the measures and strategies promoted and reporting the results of the monitoring; and
- Involvement of resident volunteers in the monitoring process (to be recruited by the Travel Plan Co-ordinator).

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## SECTION 7 Monitoring

### 7.1 Monitoring

- 7.1.1 The Travel Plan will be monitored and reviewed from initial occupation to last. This will be in the form of monitoring surveys that are TRICS Standard Assessment Methodology (SAM) compliant.
- 7.1.2 Full details of the TRICS SAM survey procedure are set out on the TRICS website – <http://www.trics.org/surveys.html>
- 7.1.3 The first TRICS SAM baseline monitoring survey will take place within three months following the occupation of 50 units. Further monitoring surveys will be undertaken every two years until a survey within 3 months of final occupation and two years following final occupation of the site.
- 7.1.4 Questionnaire surveys will also be used to determine the effectiveness of the Travel Plan measures and enable residents to remain involved in the Travel Plan process. The first questionnaire survey will be carried out within three months following the occupation of the 50th dwelling, at a similar time to the traffic surveys, and then repeated every two years until a survey within 3 months of final occupation and two years following final occupation of the site.
- 7.1.5 The residential surveys will determine a number of important statistics such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport.
- 7.1.6 The first survey will be used to determine travel patterns to and from the site and to assist with refining objectives and targets of the Travel Plan.

### 7.2 Reporting and Review

- 7.2.1 On receipt of the survey results the Travel Plan Coordinator will prepare a monitoring report. This will compare travel survey data with targets and, if necessary, will identify new targets and measures to ensure on-going success of the Travel Plan. The monitoring reports will be provided to KCC.
- 7.2.2 To note, a key period of review shall be following the baseline travel survey as this will indicate the likely travel patterns of the development and reviewing the modal split targets.
- 7.2.3 Residents will also be informed of the survey results via newsletters and on the dedicated social media Travel Plan page.

### 7.3 Remedial Measures

7.3.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, remedial measures will be agreed with KCC by the TPC. These measures may include:

- The TPC will seek to negotiate further discounts or promotions for residents at local cycle stores and with public transport operators; and
- A further round of information provision will be undertaken which will include bus and rail timetables, car sharing information and information on journey planning tools.

## **SECTION 8     Securing, Enforcement and Funding**

- 8.1.1 The Travel Plan will be secured via a S106 obligation.
- 8.1.2 The S106 obligation will require the Travel Plan to be implemented, in accordance with the framework set out in this document.
- 8.1.3 The delivery of the Travel Plan will be enforced through the S106 agreement for the development.
- 8.1.4 The developer will fund the preparation, implementation, and initial operation of the FTP process, including the day-to-day site TPC role, the implementation and management of physical measures, the promotion of sustainable travel, and the coordination of the monitoring and review process.

## SECTION 9 Action Plan

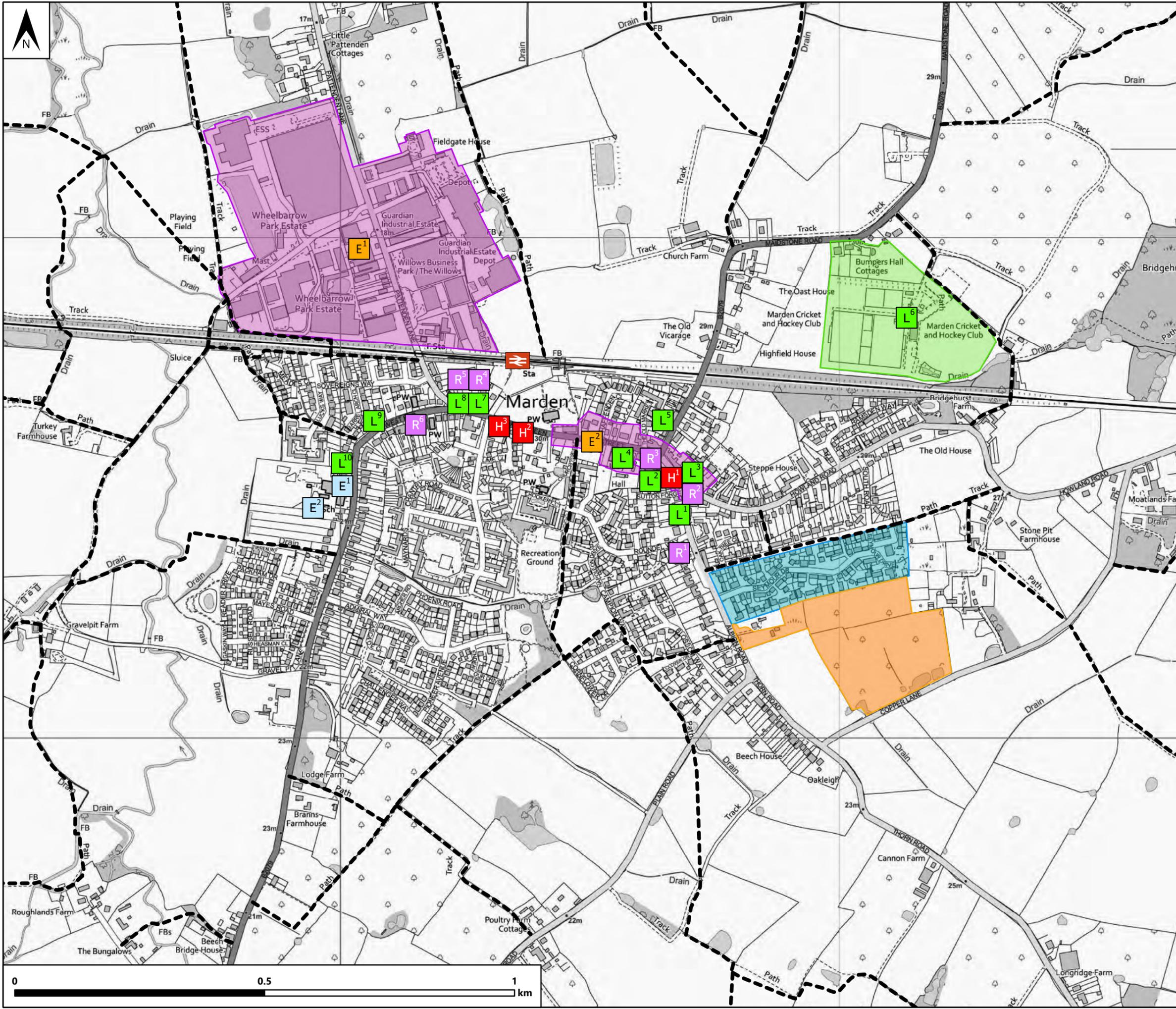
9.1.1 The action plan of transport / highway infrastructure improvements and travel plan promotion measures are summarised in **Table 9.1** below.

**Table 9.1 – Summary of Framework Travel Plan Measures**

Measures	Summary of Measures	Responsibility	Timescale
Management	Appointment of Travel Plan Co-ordinator	Developer	Within three months prior to first occupation
Infrastructure Measures	Albion Road access	Developer	Prior to first occupation
	Copper Lane pedestrian / cycle / emergency access	Developer	Trigger to be agreed with MBC / KCC
	Site layout infrastructure, including footways, pedestrian/cycle links, signage and car parking spaces	Developer	As plots/units are built out
	Install cycle parking and associated facilities	Developer	As plots/units are built out
	Provision of Electric Car Charging Points	Developer	Prior to occupation
	Provision of broadband in homes	Developer	Prior to occupation
	Subject to discussions provide car club bay and vehicle on site	TPC/Developer	TPC to negotiate with car club providers
	Off-site highway improvements – Public Footpath KM281 and footway improvements	Developer	Prior to first occupation
	Potential Traffic Calming along Albion Road / Thorn Road	Developer / KCC	To be discussed with MBC / KCC including trigger for delivery or S106 contribution
	Village Wayfinding / Signing	Developer / KCC	To be discussed with MBC / KCC including trigger for delivery or S106 contribution
Pedestrian Improvements – tactile paving	Developer / KCC	To be discussed with MBC / KCC including trigger for delivery or S106 contribution	

Measures	Summary of Measures	Responsibility	Timescale
	Cycle parking in village centre	Developer / KCC / Parish Council	To be discussed with MBC / KCC including trigger for S106 contribution
	Contribution to active travel infrastructure at Marden Station (if required)	Developer / KCC / Train Operator	To be discussed with MBC / KCC
Establish Baseline	Baseline survey of site	Developer / TPC	Within 3 months following occupation of 50th dwelling
	Update Travel Plan following baseline surveys and seek agreement with KCC	Developer / TPC	Within 3 months of receipt of survey results
Travel Plan Promotion Measures	Prepare Residents Travel Information Pack	Developer / TPC	Prior to occupation and update as appropriate
	Provide sustainable travel vouchers - £150 for first occupant of each dwelling	Developer / TPC	Redeemable upon application
	Walking and Cycling maps	Developer / TPC	Prior to baseline survey and update as appropriate
	Prepare dedicated webpage /Facebook page that references Travel Plan and includes relevant travel information	Developer / TPC	Within 3 months of first occupation and update as required
	Personalised Travel Planning sessions	Developer / TPC	Ongoing, as requested
	Promote car sharing scheme Kent Connected Car sharing	Developer / TPC	Ongoing

## **APPENDIX A.** Marden – Local Amenities Plan



- Key**
- Land East of Albion Road and North of Copper Lane: Indicative Site Boundary
  - Seymour Drive Residential Development
  - Employment Area
  - Leisure Area
  - Marden Railway Station
  - Public Footpath
  - E<sup>1</sup> Marden Pre-School
  - E<sup>2</sup> Marden Primary School
  - L<sup>1</sup> Marden Tandoori
  - L<sup>2</sup> The Old Post Office Coffee House
  - L<sup>3</sup> Unicorn Pub and Restaurant
  - L<sup>4</sup> Marden Library
  - L<sup>5</sup> The Cherry Tree Chinese Takeaway
  - L<sup>6</sup> Marden Sports Club
  - L<sup>7</sup> Taj of Kent
  - L<sup>8</sup> Kebab Fish Knight
  - L<sup>9</sup> West End Tavern
  - L<sup>10</sup> Marden Memorial Hall
  - E<sup>1</sup> Pattenden Lane Industrial Area
  - E<sup>2</sup> Marden High Street
  - R<sup>1</sup> Stanley's Petrol Station
  - R<sup>2</sup> Marden Farm Shop
  - R<sup>3</sup> Crowhurst and Tompsett
  - R<sup>4</sup> Ken Ballard Butchers
  - R<sup>5</sup> Nisa Local Marden Stores
  - R<sup>6</sup> West End Stores
  - H<sup>1</sup> Marden Pharmacy
  - H<sup>2</sup> Marden Dentist
  - H<sup>3</sup> Marden Medical Centre (GP)

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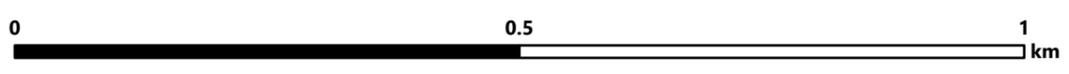
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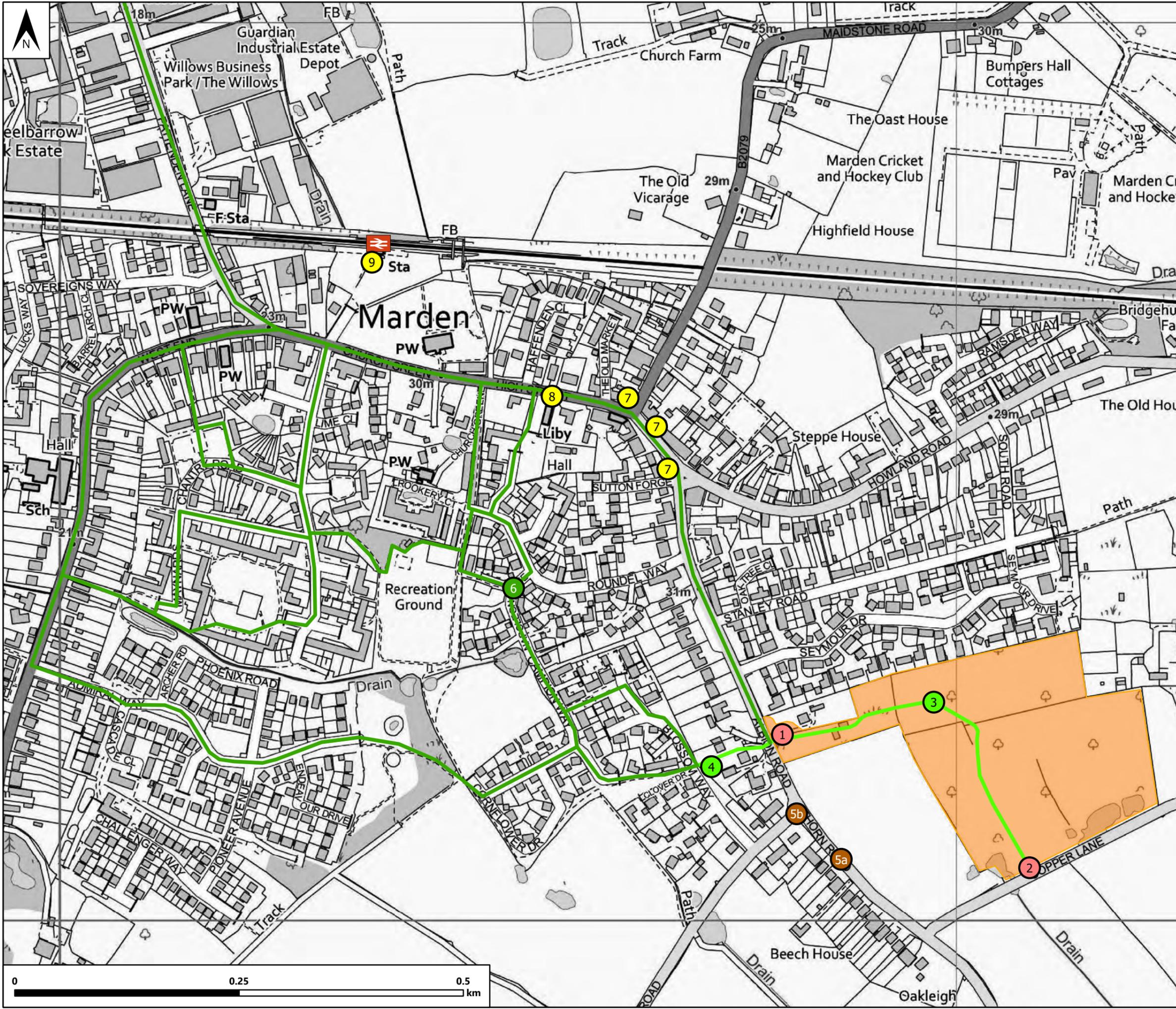
Title:  
**Local Amenities - Marden**

Project:  
**Land East of Albion Road and North of Copper Lane, Marden**

Project Number: <b>ITB15098</b>	Figure Number: <b>Figure 4.1</b>	Revision: -
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## **APPENDIX B.** Transport / Highway Improvements Summary Plan



- Key**
- Land East of Albion Road and North of Copper Lane: Indicative Site Boundary
  - Marden Railway Station
  - 1 Albion Road - All Purpose Access
  - 2 Copper Lane - Pedestrian / Cycle / Emergency Access
  - 3 New Pedestrian / Cycle Route between Albion Road and Copper Lane (Through Site)
  - 4 Proposed Improvements to Footpath KM281
  - 5a Proposed Traffic Calming Along Albion Road / Thorn Road
  - 5b Proposed Simplification of Albion Road / Plain Road / Thorn Road Junction (Opportunity for Environmental Enhancements and Improved Bus Waiting Area)
  - 6 Active Travel Routes - Wayfinding Signing and Dropped Kerbs / Tactile Paving Where Missing
  - 7 Indicative Location of Additional Cycle Parking in Village Centre
  - 8 Financial Contribution to Cycle Parking at Library (Village Centre Cycle Parking)
  - 9 Potential Financial Contribution to Cycle Parking at Marden Station

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Title: **Proposed Transport / Highway Improvements Summary Plan**

Project: **Land East of Albion Road and North of Copper Lane, Marden**

Project Number: <b>ITB15098</b>	Figure Number:	Revision: -
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