



transport planning



Barratt David Wilson Homes (Mercia)

# Land at Hither Green Lane, Redditch

## Residential Travel Plan

October 2021



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## Residential Travel Plan

OFFICE ADDRESS:  
Lombard House,  
145 Great Charles Street,  
Birmingham,  
B3 3LP

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# 1. Introduction

## 1.1 Overview

1.1.1 This Residential Travel Plan (RTP) has been prepared by mode transport planning (mode) on behalf of Barratt David Wilson Homes (Mercia) to support a planning application for residential development (comprising c.216 dwellings) at Hither Green Lane, Redditch.

## 1.2 What is a Travel Plan?

1.2.1 Good Practice Guidelines 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) states that a Travel Plan is:

*"A long-term management strategy for any occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".*

1.2.2 Travel Plans are evolutionary documents that should be regularly updated, ensuring they can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this RTP will act as a starting point for the Travel Planning process, and that the document should be reviewed and updated on an annual basis, as necessary and appropriate.

1.2.3 The implementation of measures set out within this RTP, and the targets within it, will assist in reducing the number of vehicle trips generated by the site and increase the number of pedestrian, cycle, public transport and car sharing trips.

1.2.4 Once adopted the RTP will be revised following a survey of baseline travel habits undertaken six months after first occupation of the development. At that time, the travel characteristics of residents of the site can be more readily determined, and the RTP can be refined as necessary.

1.2.5 The RTP process will aim to deliver the following:

- Partnership approach to influence the travel behaviour of occupiers (residents/visitors) to and from the site;
- Safe and viable alternatives to single occupancy car travel to/from the site;
- Fewer vehicle trips and a reduction in overall vehicle mileage (including reduction in emissions);
- Inform occupiers (residents/visitors) of the social, environmental and economic costs of their travel choices; and,
- Improved accessibility for all.

1.2.6 The RTP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. This RTP report is therefore a 'living document' that will be continually updated.

1.2.7 This RTP has been written in accordance with, and with reference to, the accompanying Transport Assessment for the site, the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Worcestershire County Council's (WCC) 'Guidance for producing Residential Travel Plans'.

## 1.3 Report Structure

1.3.1 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to help reduce the number of car trips generated by the development and increase the number of pedestrian, cycle and public transport trips. It also includes proposed methods for implementing and monitoring travel patterns and updating the RTP report over a five-year period.

1.3.2 Following this introduction the RTP is structured as follows:

- **Chapter 2** details the aims, objectives and benefits that the RTP will provide;
- **Chapter 3** describes the existing conditions, including the site location and the existing accessibility by sustainable travel modes such as walking, cycling and public transport; it also details the forecast travel characteristics of the residents at the proposed development;
- **Chapter 4** describes the RTP strategy;
- **Chapter 5** details the RTP targets;
- **Chapter 6** describes the measures and incentives that could be implemented at the site in order to achieve the targets;
- **Chapter 7** specifies plans for the implementation and monitoring of the measures and incentives at the site. This chapter also includes methods, monitoring and reviewing of the success of the RTP over a five-year period; and,
- **Chapter 8** sets out an Action Plan on how the RTP is anticipated to be delivered and operated.

## 2. Travel Plan Aims and Objectives

### 2.1 Travel Plan Objectives

2.1.1 The objectives and their related outcomes define the high level aims of the RTP and will dictate the overall direction of the RTP and be used to determine the targets set for the RTP.

2.1.2 Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the RTP. It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

2.1.3 This RTP will focus on maximising sustainable access to the development and facilitating smarter journey choices. An overview of the Travel Planning Objectives (TPO), is provided below:

**TPO-01:** Address the access needs of residents/visitors to a full range of facilities for work, education, health, leisure, recreation and shopping by supporting walking, cycling and the use of public transport;

**TPO-02:** Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies; and,

**TPO-03:** Encourage good urban design principles that open up the site to walking, cycling and the use of public transport.

2.1.4 The above objectives have the key aim to reduce single occupancy car travel to and from the site and will have the following related positive benefits:

- Reducing pressure on the surrounding highway network, particularly at peak times;
- Cutting carbon emissions and their contribution to climate change;
- Increasing road safety and protecting vulnerable road users;
- Reducing the cost of works on the highway or other transport infrastructure;
- Encouraging more active travel with associated health benefits;
- Improving local air quality; and,
- Reducing noise pollution.

2.1.5 The overarching objective of this RTP is to minimise overall car mileage by reducing the car dependency of residents and visitors travelling to and from the proposed development. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by specific measures that will be provided within the development.

2.1.6 The RTP will be focused on all trip types to and from the development including journeys to work, education, retail, health and leisure trips. This RTP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car, where viable/attractive alternatives exist.



### 3. Existing Conditions

#### 3.1 Overview

3.1.1 This chapter considers the existing context of the development in relation to land use, local highway network and accessibility by various sustainable modes of transport.

#### 3.2 Site Context

3.2.1 The site is located approximately 1.5km north of Redditch Town Centre, to the west of Hither Green Lane. The site is bound by Dagnell End Road to the north, Hither Green Lane to the east, the River Arrow to the south and Meadow Farm Public House to the west.

3.2.2 An overview of the site location is provided in **Figure 3.1**, for reference.

**Figure 3.1 : Site Location Plan**



3.2.3 The site currently comprises of the north-western parcel of the existing golf course associated with The Abbey Hotel, as well an area of surface car parking which accommodates c. 16 spaces.

### 3.3 Local Highway Network

3.3.1 An overview of the local highway network in the vicinity of the site is provided in **Figure 3.1**.

#### **Hither Green Lane**

3.3.2 In the vicinity of the site the road is a single carriageway, covered by street lighting and has a 30mph posted speed limit.

3.3.3 The road is a residential loop, which connects with Dagnell End Road via two priority junctions, and provides access to a number of residential cul-de-sacs, in addition to The Abbey Hotel and golf course. South of the existing site access, the road incorporates build-out features, which narrow the carriageway width and act as a traffic calming feature on the approach to the residential dwellings. In the vicinity of the site, footway provision is continuous along the western side of the carriageway. This is lit and of good quality, providing suitable and convenient opportunities for access on foot.

#### **Dagnell End Road (B4101)**

3.3.4 Dagnell End Road forms the northern boundary of the site and provides connections between the signalised junction with Birmingham Road (A441) to the west and the priority controlled crossroads with Icknield Street and Church Hill to the east. Intermittent footway provision is provided along the southern side of the carriageway; which is largely concentrated in the vicinity of the signalised junction with Birmingham Road.

3.3.5 In the vicinity of the existing priority junctions with Hither Green Road, Dagnell End Road is subject to the national speed limit. This decreases to a 40mph speed limit, approximately 30m east of the signalised junction with Birmingham Road and approximately 175m west of the priority controlled crossroads with the Icknield Street and Church Hill.

#### **Birmingham Road (A441)**

3.3.6 Birmingham Road (A441) is situated approximately 250m west of the site, and can be accessed from Dagnell End Road via the connection with Hither Green Lane. The road is subject to a 40mph speed limit and provides connections north and south between Junction 2 of the M42 and Redditch Town Centre respectively.

3.3.7 In the vicinity of the junction with Dagnell End Road, footway provision is continuous along the eastern side of the carriageway, with intermittent provision also provided along the western side of the carriageway. This is lit and of good quality, providing connections towards the surrounding local residential areas.

### 3.4 Planning Context

3.4.1 The site is situated approximately 500m east of the live application (ref: 19/00976/HYB) for the development of third phase of Brockhill East; this will provide c. 950 dwellings along with a new primary school and local centre, across four phases. The hybrid application seeks planning permission for a total of 960 dwellings, of which 128 are subject a full application, with the remaining 832 subject to an outline application. Further details regarding the live application are outlined in Section 3.4 of the corresponding TA.

3.4.2 The application (ref: 19/00976/HYB) is currently marked as awaiting decision; however, it is noted that WCC; in their capacity as LHA, have undertaken a full review of the planning application and subsequently raise no objections. Given the site's status as the final part of a strategic allocation in the Bromsgrove District Plan and Redditch Local Plan, consideration has also been made of the potential highway mitigation / improvement measures within this TP, in order to ensure the proposed development at Hither Green Lane takes account of any amendments to the surrounding highway network.

3.4.3 An overview of the site in the context of the committed development is provided in **Figure 3.2**.

**Figure 3.2 : Planning Context – Brockhill East Phase 3 (ref: 19/00976/HYB)**



3.4.4 The committed Brockhill East Phase 3 scheme includes mitigation works to be implemented at the Dagnell End Road / Birmingham Road signalised junction. The mitigation scheme will provide additional capacity at the junction, in addition to wider benefits to the community through the establishment of a signal-controlled pedestrian crossing. The scheme also includes an extension and widening of the existing footway provision along the southern side of Dagnell End Road between the signalised junction and the existing postbox on the southern side of the carriageway. This new section of footway is to be provided to the rear of the highway land in order to avoid existing utilities and retain an existing mature oak tree.

## 3.5 Sustainable Travel

3.5.1 This section of the TP considers accessibility of the site by walking, cycling and public transport.

### Walking

3.5.2 The site is located adjacent to existing residential properties along Hither Green Lane and therefore benefits from an established network of lit, good quality footway provision along the site frontage.

3.5.3 The existing footway provision is limited along Dagnell End Road, with wide grass verges on both sides of the carriageway and a narrow footway (c.1.0m width) on the southern side of the carriageway for c.100m from the Birmingham Road (A441) / B4101 Dagnell End Road junction.

3.5.4 As part of the Brockhill East Phase 3 scheme (ref: 19/00976/HYB) a mitigation scheme is to be implemented at the Dagnell End Road / Birmingham Road signalised junction. This includes the establishment of a signal-controlled pedestrian crossing at the junction. The scheme also includes extension and widening of the existing footway provision along the southern side of Dagnell End Road between the signalised junction and the existing postbox on the southern side of the carriageway. The mitigation scheme is outlined in PJA drawing 2809-P-12-P4, attached as Appendix B in the corresponding TA.

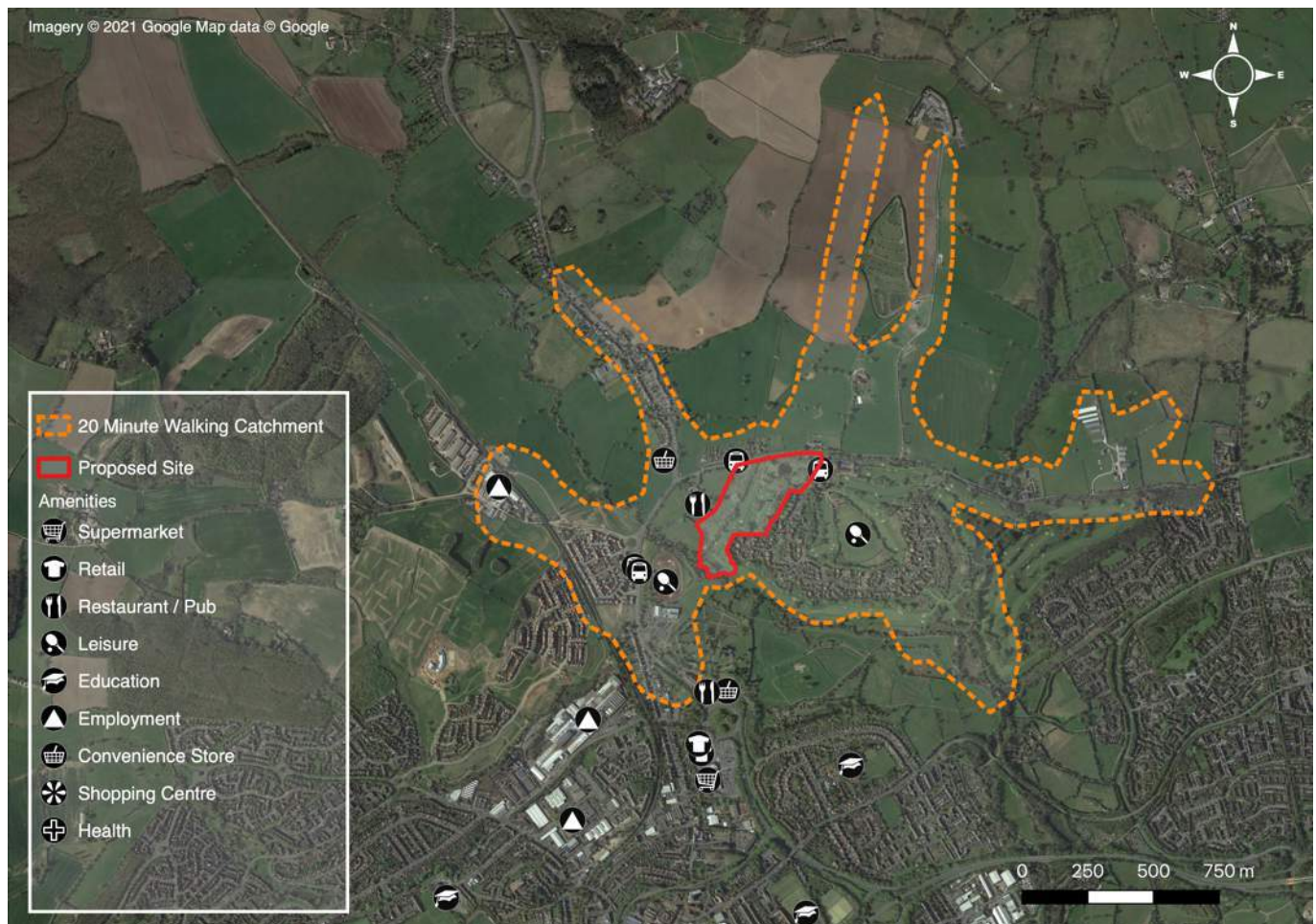
3.5.5 Immediately to the south of the site, a publicly accessible path provides a connection from Hither Green Lane through the golf course, towards the A441. The existing footway running alongside the A441 Birmingham Road towards Redditch is in good condition and is covered by street lighting.

3.5.6 The existing underpass near the Abbey Stadium provides a suitable crossing point, enabling pedestrians to reach the Abbey Retail Park and / or continue towards the town centre. Further crossings (in the form of pedestrian refuge islands and tactile paving) are also present at the A441 / Weights Lane / Odell Street roundabout and just south of the Birmingham Road / Alfrick Close junction which provide access to the residential areas on the western side of the A441. A signalised crossing point is also provided at the Birmingham Road / Windsor Road junction to the west.

3.5.7 To the southeast of the site, an additional publicly accessible path provides a further connection through the golf course, from the existing footway provision along Hither Green Lane. This footpath connects with a number of well-established Public Rights of Way (PRoW) which provide onward pedestrian routes east towards the existing residential areas along Paper Mill Drive (namely the 815(B) PRoW), as well as south towards the residential areas along Forge Mill Road (namely the 511(B) and 517(C) PRoW). To the north of Dagnell Road, PRoW 628(C) provides a rural route towards the village of Rowney Green.

3.5.8 Analysis has been undertaken to determine the areas which can be accessed within a 20-minute walking distance of the site. An overview of this exercise, illustrating a 20-minute walking isochrone from the site, is shown in **Figure 3.3**.

**Figure 3.3 : 20 Minute Walking Isochrone**



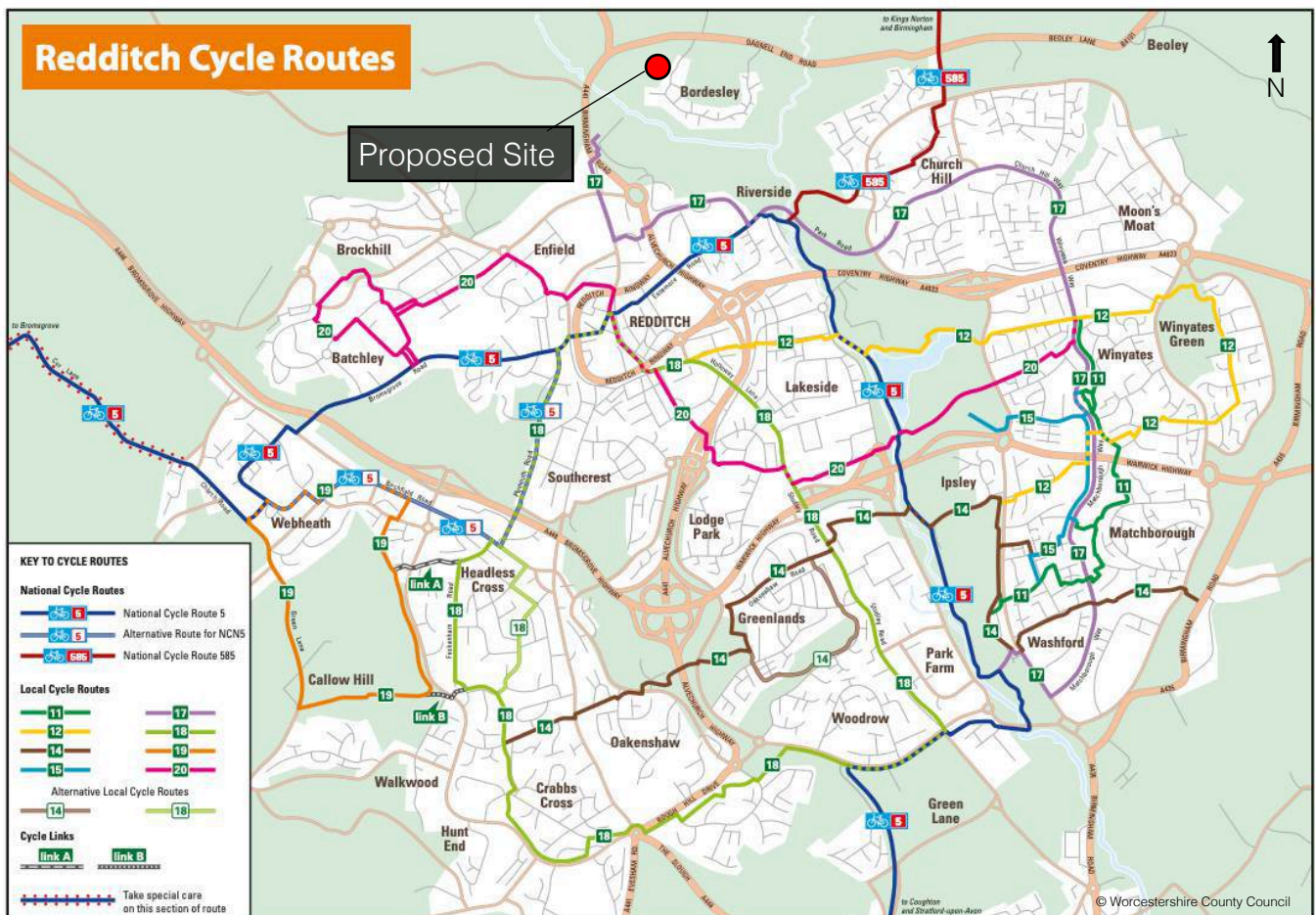
3.5.9 The isochrone analysis demonstrates that the site is within an accessible walking catchment of existing residential areas. In addition to this, the bus services operating from the stops along Dagnell End Road and Birmingham Road are also located within this isochrone and a short walk of the site. The bus services operating from these stops are discussed in greater detail in the subsequent section.

3.5.10 The site is located approximately 500m east of a committed development at Brockhill East (Ref: 19/00976/HYB); which, when completed will incorporate approximately 950 homes, along with a primary school and local centre. These associated amenities will be accessible from the site via the existing footway connections and the footway provision to be provided as part of the committed development.

### Cycling

3.5.11 A number of local cycle routes, along with sections of the National Cycle Network (NCN) can be accessed within close proximity of the site, linking the site with the wider areas of Redditch Borough. An extract from WCC’s online cycle map, showing the cycle network in the context of the site location, is provided in **Figure 3.4**.

Figure 3.4 : Extract of WCC Redditch Cycle Routes Map



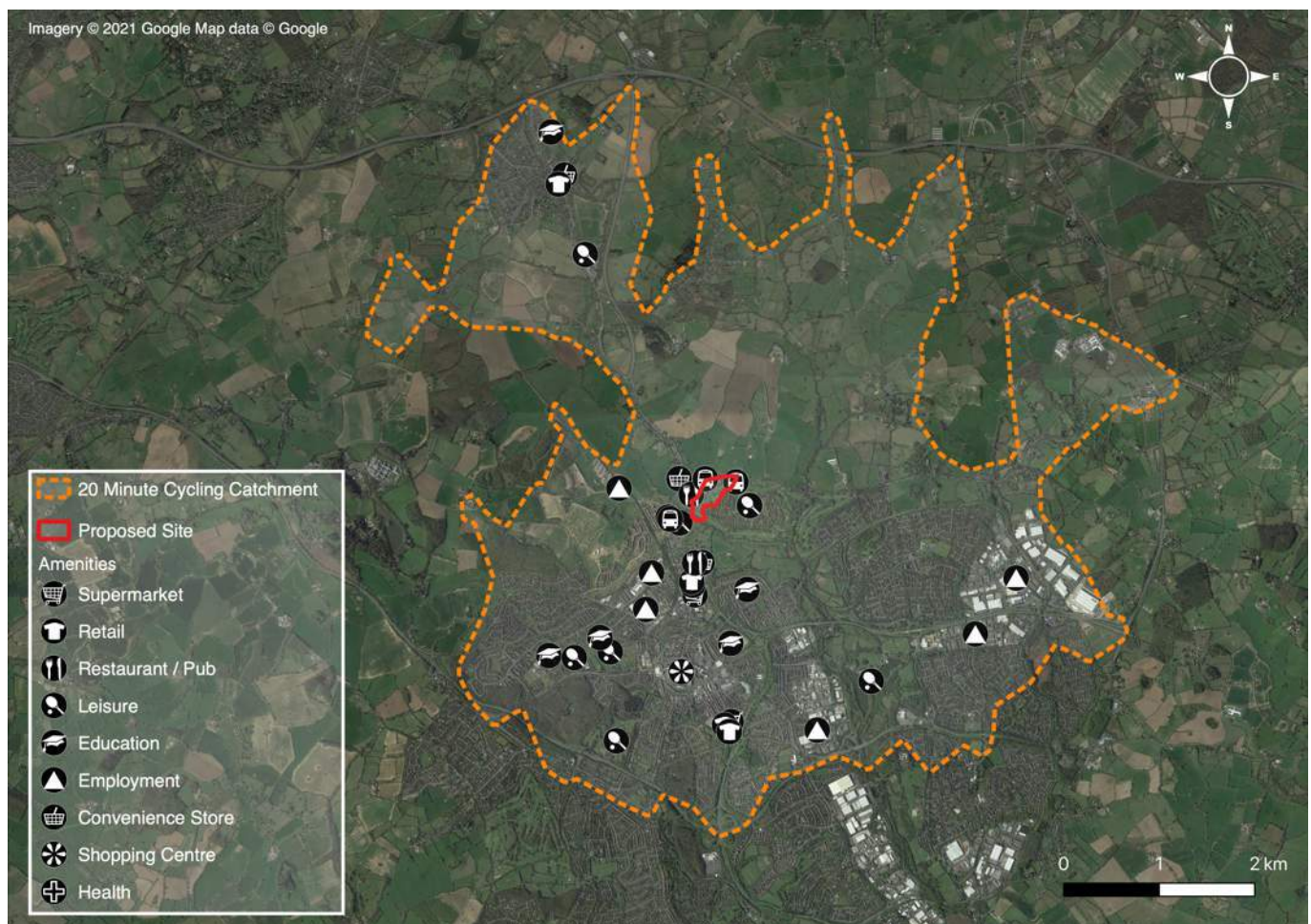
3.5.12 A network of both on and off-road cycle routes provide connections east, south and west through the surrounding residential areas and towards a variety of services and amenities in and around Redditch Town Centre. These routes can be accessed along the Birmingham Road (A441), via the existing lit and tarmac-surfaced route adjacent to the River Arrow and the publicly accessible routes through the golf course to the southwest of Hither Green Lane. Cyclists may be required to dismount along these routes when accessing the Birmingham Road (A441) from the site.

3.5.13 There are two NCN routes running nearby to the site. NCN route 5 runs approximately 1.5km south of the site and provides connections locally from east to west through Redditch Town Centre and through the residential areas of Enfield and Batchley, before continuing on towards Bromsgrove. To the south, the route provides connections along the River Arrow and links with a number of local cycle routes to the south of the town centre, before continuing on towards Stratford-upon-Avon.

3.5.14 NCN route 585 runs approximately 1.85km east of the site, and provides connections locally from the Riverside Area where it continues as Route 55 north towards Kings Norton. From here the route re-joins NCN route 5, providing connections to Birmingham City Centre.

3.5.15 Analysis has been undertaken to determine the areas which can be accessed within a 20 minute cycle of the site. An overview of this exercise, illustrating a 20-minute cycling isochrone from the site, is shown in **Figure 3.5**.

**Figure 3.5 : 20 Minute Cycling Isochrone**



3.5.16 As outlined above, the analysis demonstrates that the site is situated within an accessible cycling distance of several large residential areas, in addition to Redditch Town Centre. The location of the site and proximity to amenities and employment opportunities in Redditch Town Centre provides potential for journeys to be undertaken via bicycle to and from the site.

### Bus Services

3.5.17 The nearest bus stops to the site are located immediately adjacent to the site on Hither Green Lane at The Abbey Hotel and Dagnell End Road (c.300 metres to the west of the Hither Green Lane / Dagnell End Road junction). Services are limited from both stops with the S83 (from both stops) and the S55 (The Abbey Hotel bus stop) offering one service a day to the centre of Redditch.

3.5.18 Further bus services are accessible on A441 Birmingham Road within c.500 distance (c.6-minute walk) of the site and can be accessed via the pedestrian link to the River Arrow, and the subsequent connection with the footway provision along Birmingham Road. The Nos. 182 and 183 services are accessible from the stop on the A441 Birmingham Road which each offer a service a day on weekdays from Bromsgrove, Lickey, Alvechurch and onto Redditch.

3.5.19 The location of the bus stops and services available is shown in **Figure 3.6**.

**Figure 3.6 : Bus Stop Locations**





3.5.20 The Brockhill East Phase 3 scheme (ref: 19/00976/HYB) includes an in-principle agreement for the applicant to provide a Section 106 contribution towards a new circular bus service between Brockhill East and Redditch town centre. The circular service will operate via the bus station and could potentially enhance accessibility in the vicinity of the proposed development at Hither Green Lane, via connections at the Weights Lane roundabout, to the west of the site.

### Rail Services

3.5.21 The closest station to the site is Redditch Railway Station, which is located c.2.8km to the south west of the site, accessible within an approximate 35-minute walk or 12-minute cycle. The station benefits from the provision of 18 bicycle storage spaces, covered by CCTV.

3.5.22 All services at Redditch Railway Station are operated by West Midlands Railway. The station forms the southern terminus of the Cross City Line to Barnt Green. A summary of the destinations accessible and from Redditch Railway Station and the typical journey times is provided in **Table 3.1** below.

**Table 3.1 : Summary of Services from Redditch Railway Station**

Destination	Typical Peak Hour Frequency	Approximate Journey Time
Birmingham New Street	2 an hour	36 minutes
Four Oaks	2 an hour	1 hour 3 minutes

3.5.23 Bicycles are permitted on services operating from Redditch, with 2 cycle spaces available on each service. Folding bicycles are permitted on all services.

## 3.6 Proximity to Local Services and Facilities

3.6.1 It is imperative to consider the potential opportunities for access to local amenities. In transport planning terms, the most sustainable sites are those generating the lowest number of single occupancy private vehicle trips, which can be achieved by facilitating a greater proportion of walking, cycling and public transport journeys.

3.6.2 Planning guidance highlights the emphasis being placed on the integration of land use, transport and planning decisions. In order to achieve good integration, developments should be encouraged in areas with good accessibility to local facilities, employment opportunities and public transport. This section demonstrates the amenities, employment and education facilities that can be accessed from the site by sustainable modes, as well as describing the existing public transport, pedestrian and cycle connections.

3.6.3 The Institute of Highways and Transportation's (IHT) 'Guidelines for Providing Journeys on Foot' (2000) provides guidance when considering accessibility of specific locations by foot. In relation to the proposed development, the guidelines suggest:

- Maximum distances of 800m to town centres, 2,000m for work / education / leisure, and 1200m elsewhere;
- Acceptable distances of 400m to town centres, 1,000m for work / education / leisure, and 800m elsewhere; and,
- Desirable distances of 200m to town centres, 500m for work / education / leisure, and 400m elsewhere.

3.6.4 Cycling is also considered to be a highly sustainable mode of travel and generally journeys up to 8km are considered an achievable distance for most people (LTN 01/20 Cycle Infrastructure Design).

3.6.5 In respect of acceptable cycle distances, 'Local Transport Note 1/20: Cycle Infrastructure Design' published by DfT, states that *'two out of every three personal trips are less than five miles in length – which is an achievable distance to cycle for most people'*.

3.6.6 The site is well served by a range of community, health, education and retail facilities all within the recommended walking distances detailed above. These can also be considered to be accessible by cycling and public transport. The edge of Redditch Town Centre is within 2km of the site which provides a substantial range of amenities.

3.6.7 Furthermore, as stated above, the site is located approximately 500m east of the strategic allocation at Brockhill East. The live application for Phase 3 (ref: 19/00976/HYB) includes a primary school and a local centre, which will be accessible via active modes of travel (walking / cycle) from the site.

3.6.8 A range of the existing local facilities and amenities can be accessed within a walking distance of 2km or less from the centre of the site via the proposed and existing footway provision on Dagnell End Road and the footway to the south of the site, both connecting to the A441. These include schools, shops, employment sites and recreation facilities. Further details in respect of amenities and the walking / cycle time to each is provided below in **Table 3.2**.

Table 3.2 : Local Service and Facilities

Facility	Distance (m)	Walk Time (Mins)	Cycle Time (Mins)
Marks & Spencer Food Store	450	6	2
Nunnerly of Redditch (Garden Centre)	800	10	3
Abbey Stadium	850	11	3
Weights Farm Business Park	1,300	16	5
Redditch Beefeater	1,300	16	5
B+M Home Store & Garden Centre	1,500	19	6
Sainsburys Supermarket	1,600	20	6
St Stephens C of E First School and Nursery	1,700	21	7
Trinity High School and Sixth Form Centre	2,400	30	10
Kingfisher Shopping Centre	2,500	31	10

### 3.7 Existing Modal Journey Share

3.7.1 In order to forecast the modal share for the residents at the site, the 2011 Census data relating to the method of travel to work for residents living in the Mid-Layer Super Output Area (MSOA) – Redditch 001: E02006721 has been interrogated.

3.7.2 A summary of the 2011 mode share of residents living in the MSOA is shown in **Table 3.3**.

Table 3.3 Residents Method of Travel to Work – 2011 Census Data (Redditch 001: E02006721)

Method of Travel to Work	Mode Share (%)
Driving a car or van	78%
Passenger in a car or van	6%
Bicycle	2%
On foot	6%
Bus, minibuss or coach	5%
Rail	2%
Motorcycle	1%
<b>Total</b>	<b>100%</b>

## 3.8 Summary

3.8.1 The level of accessibility to the site is considered to be good with a range of opportunities for sustainable travel, by walking and cycling, with some limited existing public transport provision.

## 4. Proposed Development

### 4.1 Development Proposals

4.1.1 The proposed scheme comprises of 216 dwellings, which will be a mix of privately owned and affordable dwellings, along with associated infrastructure and open space. A copy of the illustrative masterplan for the site is attached at **Appendix A**, for reference.

### 4.2 Vehicular Access

4.2.1 Vehicular access will be provided via a new priority crossroads junction with Hither Green Lane, to the eastern frontage of the site, whilst an emergency access will be provided on to Dagnell End Road at the western end of the site frontage, in the form of a 3.7m wide pedestrian link, with retractable bollards to allow emergency access.

### 4.3 Sustainable Travel Measures

4.3.1 In order to encourage travel to and from the site by sustainable modes of transport, the following infrastructure / measures have been incorporated into the proposals:

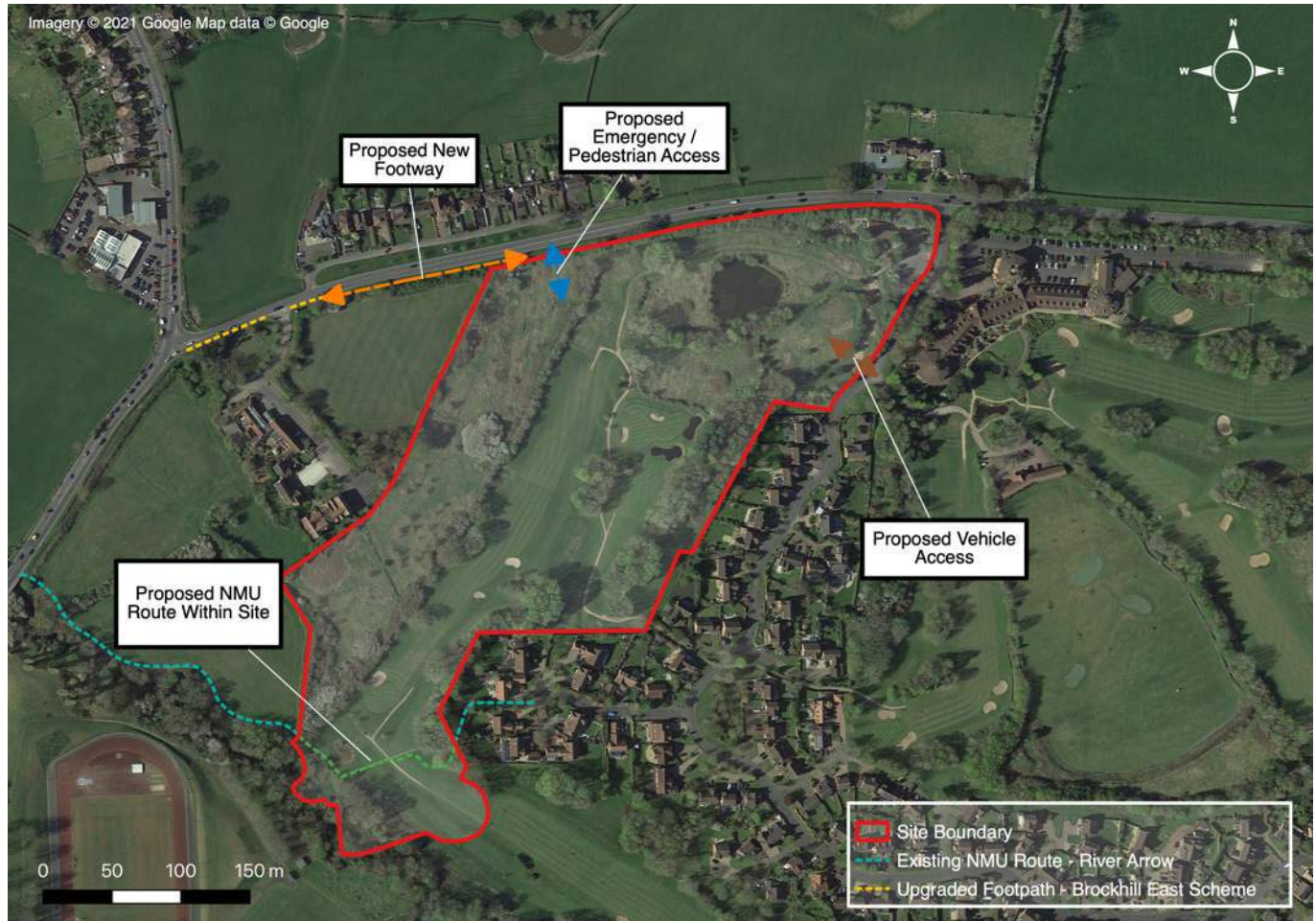
- A network of navigable and legible routes for pedestrians. The provision of footways along carriageways and crossing facilities at key locations along desire lines will facilitate safer journeys on foot.
- Cyclists will be accommodated within the carriageway of the internal street network, which will be subject to traffic calming measures to manage traffic speeds.
- The internal routes will link to the existing pedestrian and cycle infrastructure surrounding the site, in order to provide genuine opportunities for travel to and from the site via sustainable modes.

4.3.2 Specific infrastructure / measures will include:

- To the north of the site, a pedestrian route will link the site with Dagnell End Road.
- A new section of footway will also be provided on the southern side of Dagnell End Road, within the existing highway boundary. This will connect with the existing footway on the southern side of Dagnell End Road, providing a connection west towards the existing footway network along Birmingham Road (A441). As outlined in the corresponding TA this will be subject to confirmation of land ownership and discussions with WCC in order to agree an appropriate mechanism to tie this into the footway improvements associated with Brockhill East Phase 3;
- To the south and west pedestrian / cycle connections will be provided with the existing footway which runs alongside the River Arrow and connects with Birmingham Road immediately north of the river over-bridge. This will provide a direct and attractive route to the local facilities and amenities in the vicinity of the site.

4.3.3 An overview of the proposed accessibility enhancements for NMUs in the vicinity of the site is provided in **Figure 4.1**. This is shown in the context of the existing NMU route along the River Arrow, and the footway improvements along Dagnell End Road to be delivered as part of the committed scheme at Brockhill East.

**Figure 4.1 : Accessibility Improvements**



## 4.4 Public Transport

4.4.1 It is considered that the additional footway provision within the site will enhance accessibility to the various bus services operating within the vicinity of the site. The bus stops along Hither Green Lane and Dagnell End Road are located within a c. 200m crow-fly distance (2.5 minute walk) of the majority of the site, and will be accessible via the new pedestrian links to the east and north respectively.

4.4.2 To the west of the site, the bus stops along Birmingham Road are located within a c. 400m crow-fly distance (5 minute walk) of the site. Connections to these bus stops will be promoted via the new pedestrian connections with the existing lit footway provision along the River Arrow, and the subsequent connection with the footway provision along Birmingham Road.

## 5. Travel Plan Strategy

### 5.1 Overview

5.1.1 This RTP will seek to stimulate modal shift amongst new residents of the development site. A Travel Plan Co-ordinator (TPC) will be appointed by upon occupation of the proposed development. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of their Travel Plan on behalf of the occupier.

### 5.2 Travel Plan Co-ordinator

5.2.1 Management of the RTP represents an important element in pursuing the overall objective and aims of the Travel Plan. The TPC will be appointed three months prior to initial occupation of the site and will be responsible for the management of the RTP until five years after initial occupation.

5.2.2 The TPC will be are fully trained and experienced in the aims and objectives of the travel planning process, and will be involved throughout the marketing, sales and occupation processes. The appointment of an appropriate TPC during the planning stages is essential to the successful implementation of the RTP and is in accordance with local policy. Typically, the TPC will be responsible for the following:

- Marketing the RTP;
- Undertaking travel surveys and obtaining feedback from residents, a copy of an example travel survey questionnaire is attached at **Appendix B**;
- Monitoring against modal shift targets (against existing travel habitats determined from travel questionnaire);
- Developing further measures to contribute towards meeting targets;
- Implementing measures, and ongoing promotion of the RTP (including introduction of new residents to the Travel Plan);
- Monitoring the effect of the RTP and summarising / reporting findings to WCC's Travel Planning Officer; and,
- Reviewing progress of the RTP and looking for areas where further improvements can be made.

## 6. Travel Plan Targets

### 6.1 Overview

6.1.1 This chapter sets out targets that the RTP will seek to reach within the monitoring period. All targets should be **SMART**; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.

### 6.2 Targets

6.2.1 Initial and interim targets for residents have been based on 2011 Census data relating to the method of travel to work for residents living in the MSOA within which the site is located – Redditch 001: E02006721.

6.2.2 Specified targets for resident’s travel and mode share will therefore be set out following the initial travel questionnaires at the site (post occupation), as detailed in **Chapter 7**.

6.2.3 The results of the questionnaires will enable a baseline to be established, and from this, measurable specific targets can be set. The interim target will be a 5% reduction in single occupancy resident car trips over a five-year period from the initial survey exercise.

6.2.4 A summary of the interim targets is shown in **Table 6.1**.

**Table 6.1 : Interim and Future Mode Share Targets**

Method of Travel to Work	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Driving a car or van	-1%	-1%	-1%	-1%	-1%	-5%
Passenger in a car or van	+1% across sustainable travel modes	+1% across sustainable travel modes	+1% across sustainable travel modes	+1% across sustainable travel modes	+1% across sustainable travel modes	+5% across sustainable travel modes
Bicycle						
On foot						
Bus, minibus or coach						
Rail						

6.2.5 Following the respective travel questionnaires being undertaken for the dwellings, the results will provide the actual percentage modal split of how residents travel to/from various journey purposes, and this will allow for a more refined baseline and specific mode shift targets to be determined and set.

6.2.6 The survey data will be collated, analysed and stored on an annual basis to monitor the impact of the measures set out to promote sustainable travel. The survey exercise will be completed on five occasions; after which the obligation to formally monitor / implement the RTP will cease.



6.2.7 As the implementation of the RTP is a continuous process, targets cannot necessarily be expected to remain static over time. An important part of the implementation process is therefore to ensure that continuous monitoring is conducted, and that targets are adjusted accordingly (if necessary and applicable).

## 7. Travel Plan Measures

### 7.1 Overview

7.1.1 This chapter of the RTP outlines the specific measures to be implemented. The implementation of the listed measures, which includes awareness initiatives and infrastructure provision, is the core of the RTP.

### 7.2 Baseline Surveys

7.2.1 Once adopted, the RTP will be revised following a survey of baseline travel habits undertaken six months after first occupation of the development, a copy of an example travel survey questionnaire is attached at **Appendix B**. The results of the questionnaire will provide an insight into the specific travel patterns at the site. It will also help identify barriers to different, more sustainable modes of travel experienced by all site users.

7.2.2 The questionnaire will contribute to increasing awareness of the RTP to residents of the development. The information gathered from the questionnaire will allow for realistic and achievable targets to be set and will assist in evaluating the most effective measures that can be pursued in order to meet specific targets for modal shift.

### 7.3 Marketing and Consultation

7.3.1 The TPC will be responsible for providing site users with details of the environmental, social, health and commercial benefits to be gained from engaging with the RTP. The TPC will promote the use of sustainable modes of travel, as an alternative to single occupancy car travel. The central location of the development and the proximity of a variety of local amenities mean there is significant potential for travel by sustainable modes.

7.3.2 Awareness of the RTP will be promoted through promotional material to be provided by the TPC. Once the RTP has been adopted, a Travel Information Pack will be produced and disseminated to residents. The TPC will be responsible for reviewing and updating the information board on a regular basis.

7.3.3 Consultation and involvement will be essential in the successes of the RTP. Once the measures and targets are updated and agreed in consultation WCC Travel Plan Officers, these will be reported back to residents and actively promoted.

### 7.4 Sustainable Travel Measures

7.4.1 The following is not an exhaustive list of measures – further measures may be identified throughout the life of the RTP.

### Travel Information Pack

7.4.2 Upon residents occupying the dwellings, they will be provided with a Travel Information Pack as part of their welcome pack; this will include:

- An overview of the RTP and the benefits that having one brings to individuals, the community and to the environment;
- Contact details of their respective TPC, should they have any transport or travel problems, or ideas they wish to discuss;
- Details of opportunities for sustainable travel to and from the site;
- Details of any incentives that may be offered to encourage sustainable travel; and
- Details of car share schemes at the site and in the local area.

### Car Share

7.4.3 Regional and national car share websites will be promoted to the residents. Such websites include:

- [www.worcestershire.liftshare.com](http://www.worcestershire.liftshare.com);
- [www.share-a-lift.co.uk](http://www.share-a-lift.co.uk);
- [www.shareacar.com](http://www.shareacar.com);
- [www.blablacar.co.uk](http://www.blablacar.co.uk);
- [www.liftshare.com](http://www.liftshare.com); and,
- [www.gocarshare.com](http://www.gocarshare.com).

7.4.4 These sites match users with potential partners as a driver or passenger. Once matched, users can choose to car share as little or often as they like. The benefits of the schemes will be promoted through the Travel Information Packs and include the following:

- Find drivers and passengers on-line instantly for free – no membership charge;
- Reduce the costs of fuel and parking;
- Choose parameters to define the kind of person that the user wants to share with;
- Cut congestion and pollution;
- Reduce the stress of driving; and,
- Access a variety of other travel information.

### Public Transport Measures

- 7.4.5 Use of public transport will be promoted through the RTP. Up-to-date public transport timetables, bus maps and ticket information will be disseminated to the residents through Travel Information Packs and the TPC will investigate the possibility of offering residents with discounted bus vouchers/passes with local operators.
- 7.4.6 Website links to public transport information could also be provided as part of promotional literature; these include:
- [www.nationalrail.co.uk](http://www.nationalrail.co.uk);
  - [www.astons-coaches.co.uk](http://www.astons-coaches.co.uk);
  - [www.firstbus.co.uk](http://www.firstbus.co.uk);
  - [www.lmstravel.co.uk](http://www.lmstravel.co.uk); and
  - [www.nncresswell.co.uk](http://www.nncresswell.co.uk).
- 7.4.7 The websites and the resources that are provided will be promoted through the Travel Information Packs and noticeboard.

### Walking and Cycling Measures

- 7.4.8 Walking and cycling routes and the benefits of healthy travel will be promoted to residents through the Travel Information Pack and will include routes to key destinations and transport facilities, with approximate walking/cycle distances and journey times.
- 7.4.9 The range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits to residents could include improvements to their health, reducing their monthly outgoings on transport, reduction in their carbon footprint, reducing congestion and pollution levels in the local area.
- 7.4.10 The cycle route maps will include information on the location and contact details of local bicycle (Inc. servicing/repair) shops and cycling organisations. The TPC will also investigate the potential for offering residents discounted equipment at local bicycle retailers and the possibility of free/discounted bike maintenance check-ups offered to residents will also be explored.
- 7.4.11 The contact details of local running and walking groups (if available) will also be provided to residents within the Travel Information Packs. These groups promote the benefits of walking on health and wellbeing and as an alternative to car travel.
- 7.4.12 Other walking and cycling measures include:
- **Promotion of events including 'National Walking Month', 'Cycle to Work Day' and 'Ride to Work Week'**: residents/visitors at the application site will be encouraged to participate in events such as 'National Walking Month' and 'Cycle to Work Day'. For these activities, promotional

resources (digital/hard copies) will be obtained from charities, such as Living Streets, Sustrans and CycletoWorkDay.org.

- **Publicise the health and environmental benefits of walking and cycling:** residents/visitors could be made aware of the benefits of active travel by the TPC displaying promotional information. Organisations that can be approached for publicity material include Living Streets and Sustrans;
- **Publicise adult/children cycle training:** Details of local cycle training providers will be made available/or offered to all residents/visitors. There are a number of registered cycle training providers for local residents and communities e.g. 'Bikeability'; and further information about cycle training and led rides can be found at: <https://bikeability.org.uk/> .
- **Provision of cycle parking and cycle storage facilities at the development:** Cycle parking and storage facilities for residents and their visitors will be provided within the curtilage of each dwelling.
- **Cycle maintenance workshops** can be explored and offered/promoted to all residents.

### Personalised Travel Planning

7.4.13 Personalised Travel Planning (PTP) will allow residents to contact the TPC and arrange a meeting (either face-to-face or via email/telephone) to discuss their individual circumstances with the TPC who will assist in tailoring a travel plan specific to that resident, incorporating sustainable travel modes as much as possible.

7.4.14 If requested by the resident, a personalised information pack can be produced by the TPC showing local walking and cycling routes; details of bus/train services providing access to their place of work/education; and information on the public transport providers (links to websites etc.). Any discounts/vouchers/offers (organised by the TPC, and funded by the developer), will be provided within the pack, tailored to the household requirements.

7.4.15 PTP will be offered and promoted to residents regularly throughout the course of the RTP. The PTP service will be promoted at the point of sale by the sales team and through the Travel Information Pack. Additional promotional material, such as newsletters/flyers will regularly be distributed to residents. The TPC will also promote the PTP service and engage with residents when the annual questionnaire survey is distributed (more details in **Chapter 7**). The survey will also include an option for residents to sign up to the PTP service. Through any of the promotional mechanisms, an online/phone call can be arranged with the TPC to talk through each resident's individual circumstances and needs.

7.4.16 The TPC will arrange an annual drop-in session to promote the PTP service to residents, via an online meeting open to residents (through Zoom/Microsoft Teams, or similar). This session will be advertised to all residents through ongoing RTP communication materials.

## 8. Monitoring and Review

### 8.1 Overview

8.1.1 The principal objectives of the monitoring process are:

- To provide feedback to allow the proposed measures set out within the RTP to be developed further; and,
- To measure the level of success in meeting identified targets using key performance indicators.

8.1.2 A framework for undertaking the monitoring and review is outlined in this chapter.

### 8.2 Monitoring

8.2.1 The TPC will be responsible for monitoring the progress of the RTP; to ensure that it continues to remain effective, it is important that it is actively promoted. In order to measure its success and provide insights as to what improvements can be made the document will be reviewed annually by the TPC (for a period of up to 5-years post occupation and completion of 1st travel survey questionnaire). This will include an annual repeat travel survey questionnaire to identify any changes in travel patterns and monitor uptake of the measures to promote sustainable travel.

8.2.2 The information collected will enable a review of year-on-year change in modal choices against targets, as well as providing an opportunity to identify areas where the RTP can be improved or refined. An assessment will then be made of where further progress can be most effectively achieved. Following this, the Action Plan (included in **Chapter 9**), will be updated showing how this can be achieved. Specific targets may need to be modified as part of this process.

### 8.3 Reporting

8.3.1 An annual review and monitoring report will be undertaken for a period of five-years from first occupation (and completion of the 1st travel survey questionnaire) of the dwellings to assess the progress of the plan.

8.3.2 This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data.

8.3.3 The monitoring reports will be submitted to WCC's Travel Planning Officer. After the initial five-year period post-occupation of the dwellings the formal obligation for monitoring / implementation will cease.

## 9. Action Plan

### 9.1 Overview

9.1.1 This chapter presents an Action Plan which includes a summary of the RTP commitments and the timescales for undertaking each of these. The Action Plan will need to be updated through the life of the development, with commitments added and removed as appropriate.

**Table 9.1 : Action Plan**

Action	Timescale	Responsibility
Appoint a Travel Plan Co-ordinator and provide details to WCC	Three months prior to initial occupation	Developer
Prepare Travel Information Pack	Prior to initial occupation	TPC
Undertake Travel Questionnaire	Within 6 months of occupation and annually thereafter, for up to 5 years total	TPC
Provide Progress / Monitoring Report to WCC Travel Plan Officer	Within 2 months of Travel Questionnaire being undertaken	TPC (mode)
Revise Targets and Measures where applicable (to be agreed with WCC)	Annually following travel questionnaires, up to 5 years post occupation	Developer/TPC
Assess Travel Patterns	Annually following travel questionnaires / monitoring report, up to 5 years total	TPC
Revise / Amend Travel RTP (if required)	Annually following travel questionnaires / monitoring report, up to 5 years total	TPC

# APPENDICES



# APPENDIX A

## Masterplan

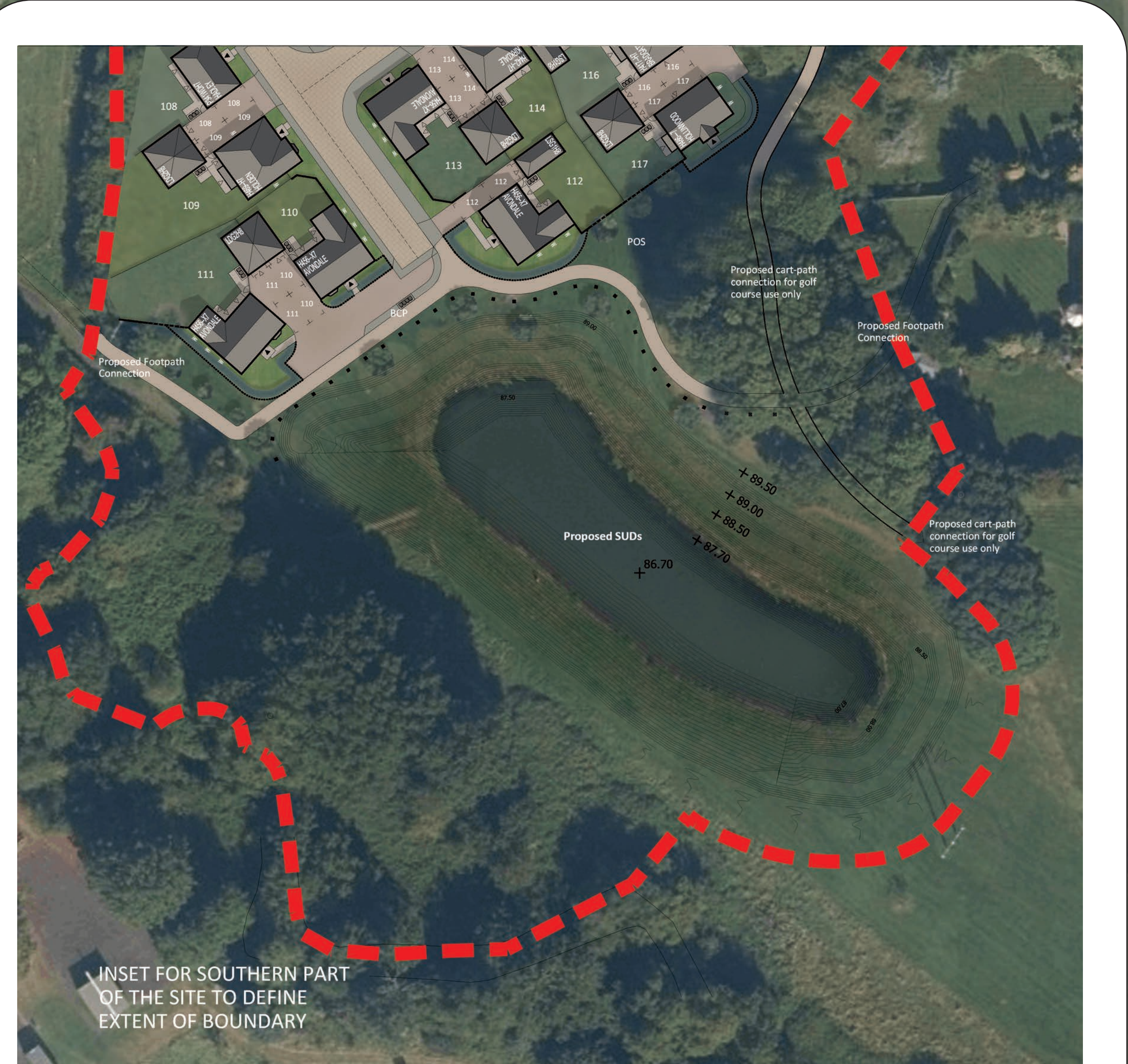
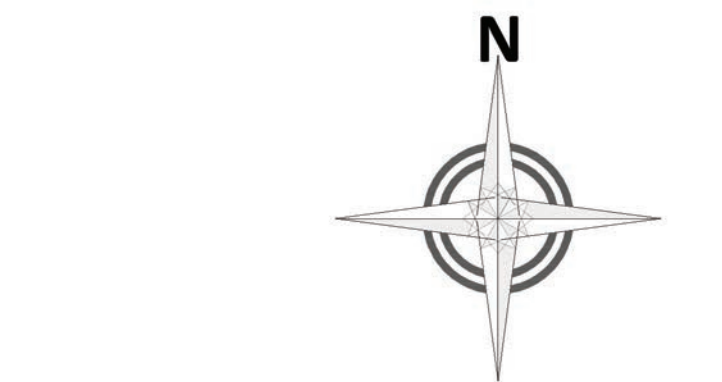


Disclaimer  
Images and site layout are intended for illustrative purposes only and should be treated as general guidance only.

Site layout including parking arrangements, layout of affordable housing, community buildings, play areas and public open spaces may change to reflect changes in the planning permission for the development. Please speak to your solicitor to obtain full details of any planning constraints including search data will be available.

Site layouts and landscaping are not intended to form part of any contract or warranty unless specifically incorporated in writing into the contract.  
(The name of this development is a marketing name only and may not be the designated postal address, which may be determined by The Post Office)

Summary of Accommodation				
Plot	Area (sq. m)	Area (sq. ft)	Plot No.	Plot Size (sq. ft)
Plot 1	150	1680	1	1680
Plot 2	150	1680	2	1680
Plot 3	150	1680	3	1680
Plot 4	150	1680	4	1680
Plot 5	150	1680	5	1680
Plot 6	150	1680	6	1680
Plot 7	150	1680	7	1680
Plot 8	150	1680	8	1680
Plot 9	150	1680	9	1680
Plot 10	150	1680	10	1680
Plot 11	150	1680	11	1680
Plot 12	150	1680	12	1680
Plot 13	150	1680	13	1680
Plot 14	150	1680	14	1680
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Plot 69	150	1680	69	1680
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Plot 73	150	1680	73	1680
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Plot 93	150	1680	93	1680
Plot 94	150	1680	94	1680
Plot 95	150	1680	95	1680
Plot 96	150	1680	96	1680
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Plot 105	150	1680	105	1680
Plot 106	150	1680	106	1680
Plot 107	150	1680	107	1680
Plot 108	150	1680	108	1680
Plot 109	150	1680	109	1680
Plot 110	150	1680	110	1680
Plot 111	150	1680	111	1680
Plot 112	150	1680	112	1680
Plot 113	150	1680	113	1680
Plot 114	150	1680	114	1680
Plot 115	150	1680	115	1680
Plot 116	150	1680	116	1680
Plot 117	150	1680	117	1680



**Legend**

- Planning Application Boundary
- Existing trees
- Visitor Parking Bay
- 1100mm High entrance feature wall with 1500mm
- Private housetype
- Proposed hedgerow
- Plot Number
- 1.2 High timber post and rail fence
- Affordable/Shared ownership housetype
- 0.9m High Timber Bollard
- Plot Parking
- 1.8 High screen wall
- Proposed trees
- Bin Collection Point
- LEAP
- Local Equipped Area of Play
- Timber knee rail

UD  
Urban Design

Project  
**Hither Green**  
Land off Hither Green Lane  
Redditch

Drawing Title  
Coloured Presentation Layout

Date  
1:500 @ A0  
Date  
24.08.21  
Drawn by  
SM

Drawing Ref  
ME-24-39

DAVID WILSON HOMES

# APPENDIX B

## Example Travel Survey

# Travel Survey (Example)

## Introduction

As part of the monitoring process for the Travel Plan, we are currently conducting an initial Travel Survey. We would be grateful if one member of your household could complete this survey to help us better understand your travel patterns, needs and how we may be able to further assist your travel requirements.

The survey will take approximately 5 minutes to complete and all responses will be treated confidentially.

## What is a Travel Plan?

The principal objective of a Travel Plan is to limit the amount of single occupancy car travel to and from a residential development site and subsequently promote and encourage more sustainable travel choices (i.e. walk, cycle & public transport).

The key benefits of a successfully implemented and well-managed Travel Plan may include:

- Reduction of traffic, congestion, air pollution and accidents; and
- Promotion and uptake of alternative sustainable travel options resulting in significant health benefits for participating residents.

## Upon Completion...

Once you have completed the survey please return it using the pre-paid envelope provided within the pack.

Upon successful completion and return of your travel survey, you will automatically be entered into a free prize draw for the chance to win a £XX voucher for <TBC>.

If you have any queries regarding the survey, or require any help and advice on how to complete it, please do not hesitate to contact us using the details provided below:

Travel Plan Co-Ordinator: TBC  
Telephone: TBC  
Email: TBC

**SECTION A: About you and your home**

1. Are you:
  - Male
  - Female
  
2. Which Age range do you fall into:
  - 16-25
  - 26-35
  - 36-45
  - 46-55
  - 56-65
  - 65+
  
3. What is your postcode?
  - \_\_\_\_\_
  
4. How many people live at your property?
  - \_\_\_\_\_
  
5. Do you or any member of your household own a car?
  - Yes
  - No
  - If yes, how many in total?

**SECTION B: About your travel patterns to and from your home**

6. How do you most frequently travel to and from your home for the following activities? (Choose the mode of travel that you use most often)

Reason for Travel	Walk	Cycle	Bus	Rail	Car (alone)	Car Share (driver/passenger)	Other (please specify)
Work							
Shopping							
Education							

7. How often do you use the following modes of travel for journeys from your home? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them)

Travel Mode	Very Often (7 or more in every 10 trips)	Quite Often (between 3&6 out of every 10 trips)	Occasionally (less than 2 out of every 10 trips)	Never
Walk				
Cycle				
Bus				
Rail				
Car (alone)				
Car Share (driver/passenger)				
Motorcycle/Scooter				
Other				

8. Have you changed your most common mode of transport since relocating to your new home?
  - Yes
  - No
  - If yes, what was the main reason for this change?

## Section C: About your future journeys

9. Which of the following changes would most encourage you to cycle for journeys in the local area? (if you already cycle, which would you most like to see?)
- Safer, better lit cycle paths
  - Provision of cycle paths/lanes
  - Improved signage
  - Improve/provide cycle parking
  - Arrangements to purchase a bicycle at discounted rates/loans
  - Improved cycle crossing facilities
  - Improved cycle parking at local facilities/at work – if so where?
  - Cycle training (i.e. bikeability)
  - Cycle buddies
  - None of the above
  - Other (please specify)
10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (if you already travel by public transport, which would you most like to see)
- More direct bus routes on route to work
  - More frequent bus services on route to work
  - More frequent train services
  - Better lighting at bus stops/shelters and on footways
  - More convenient bus drop-off points
  - Public transport information (real-time)
  - Subsidised/discounted tickets
  - None of the above
  - Other (please specify)
11. Which of the following changes would most encourage you to walk for journeys in the local area? (if you already walk, which would you most like to see?)
- Cleaner, better maintained footways
  - Better lighting on footways
  - More improved pedestrian crossing facilities
  - Higher presence of security within and around the development
  - Slower speed limits
  - Better street lighting in the local area
  - Walking buddies
  - None of the above
  - Other (please specify)
12. Which of the following changes would most encourage you to car share? (if you already car share, which would you most like to see?)
- More help finding car share partners who have similar travel/work patterns
  - Reserved car parking spaces at place of work etc.
  - Free taxi home if let down by fellow car sharer/emergency
  - More information regarding car sharing (i.e. benefits and cost savings)
  - None of the above
  - Other (please specify)
13. Were you aware that this development operated a Travel Plan?
- Yes
  - No
14. If yes, how did you hear about the Travel Plan?

- During the marketing/sales process
- Word of mouth
- Development publication/newsletter/notice board/website
- Personalised travel planning process
- Other (please specify)

15. Would you like to receive more information/updates regarding the Travel Plan?

- Yes
- No

**Please use the following box to provide any additional comments you wish to make in relation to transport/travel within the local area:**

**Thank you for your time.**



transport planning

keep up with mode:



Birmingham

☎ 0121 794 8390

London

☎ 020 7293 0217

Manchester

☎ 0161 464 9495

Reading

☎ 0118 206 2945

✉ [info@modetransport.co.uk](mailto:info@modetransport.co.uk) 📍 [modetransport.co.uk](http://modetransport.co.uk) 🐦 [@mode\\_transport](https://twitter.com/mode_transport)