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Land East of Hereford

STL Group

Residential Travel Plan
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1 Introduction

General

- 1.1 This Residential Travel Plan (RTP) has been prepared by Rappor on behalf of STL Group in relation to the proposed residential-led mixed use development located at land to the east of Hereford. The development description is as follows:

“Outline planning application for the demolition of existing buildings and structures and the erection of up to 350 dwellings (including affordable housing), a farm shop and café, employment workspaces, and land for a potential primary school, along with associated parking, access roads, walking and cycling routes, public open space, landscaping, sustainable urban drainage and other associated works, site clearance and infrastructure. All matters reserved except for the means of access into the site.”

Pre-Application Scoping

- 1.2 A Transport Assessment Scoping Note, was submitted to HC to agree the scope and methodology for assessing the impact of the proposed development. In response to the Scoping Note, it was identified that the proposals will need to be supported by a Travel Plan.

Public Consultation Event

- 1.3 A Public Consultation was held on Tuesday 5th September 2023 at Hampton Park Church, which is located to the south west of the site. During the event, members of the public were invited to review the proposals and feedback any comments to the project team. In relation to highways and transport, the key points which were raised were as follows:
- a) Concern regarding existing traffic congestion in the vicinity of the site. This was identified as a particular issue during the morning peak period, when the school drop-off occurs;
 - b) Improved crossing arrangements on Hampton Dene Road were requested;
 - c) It was highlighted that there is a desire for improved cycle links along the A438 between Lugwardine and Hereford;
 - d) Concerns were raised regarding the safety of the proposed access arrangement on to the A438;
 - e) Existing residents of the Mantella Drive development highlighted that the school catchment for the site would be Mordiford C.E. Primary School and therefore access to the schools on Hampton Dene Road could not be relied upon; and
 - f) Residents were concerned regarding the potential increase in pedestrian crossing movements over the A438.

- 1.4 The feedback received during the public consultation has been accounted for as part of the development proposals and will be addressed within the relevant sections of this Transport Assessment.

Site Visits

- 1.5 The content of this Travel Plan has been informed by two site visits which were undertaken on Thursday 13th July 2023 and Tuesday 5th September 2023.

- 1.6 The first site visit was undertaken to observe the local highway network during the morning peak hour and then to review the site and the local highway and transport infrastructure.
- 1.7 The second site visit was undertaken prior to the public consultation event, and was to consider in further detail the access arrangements for all modes.

Site Location and Composition

- 1.8 The site is located approximately 2.9km east of Hereford city centre, to the south of the A438. The site location is illustrated in **Figure 1.1** below.

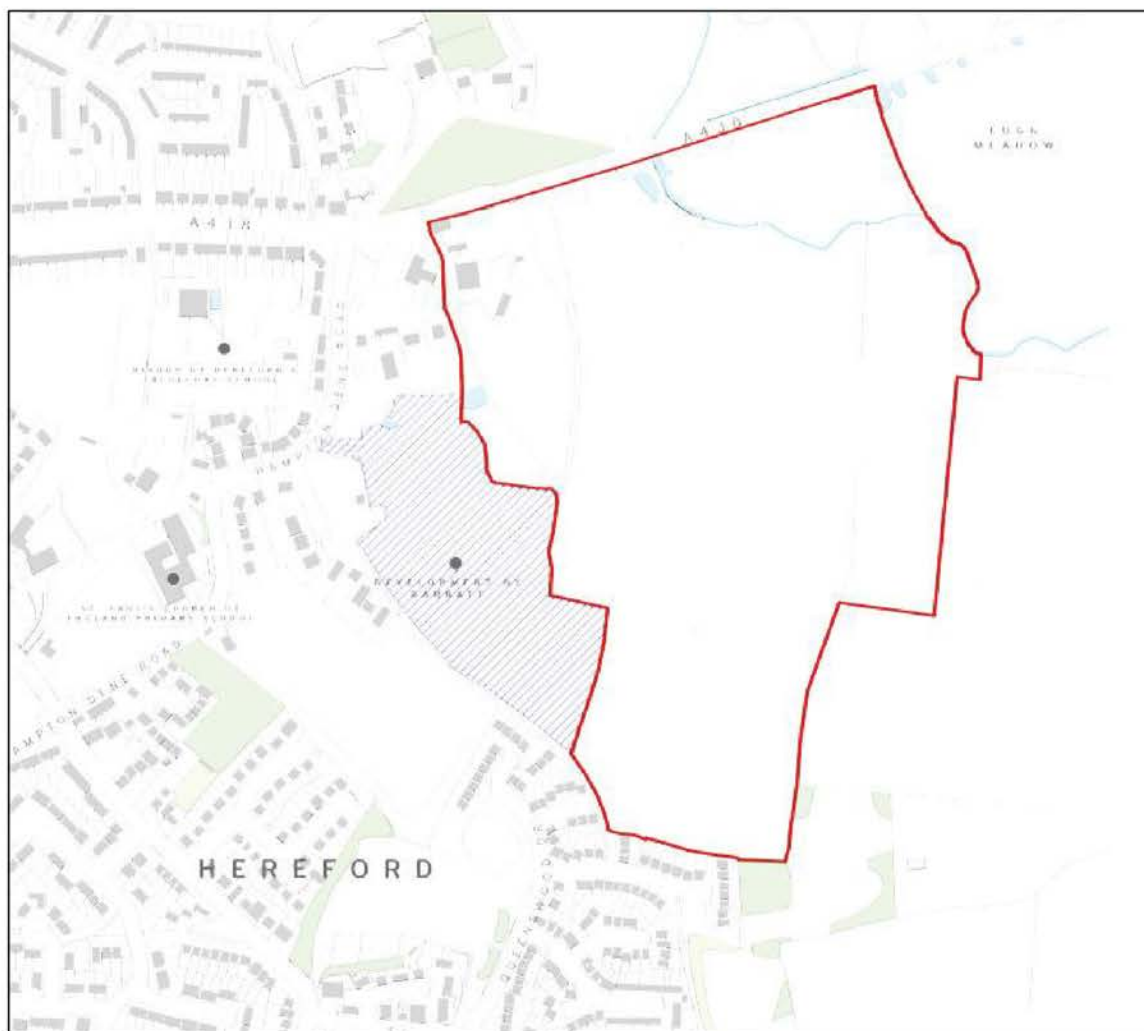


Figure 1.1 Site Location Plan

- 1.9 The site comprises primarily undeveloped agricultural land. Within the red line boundary for the proposed development here are some agricultural buildings and one dwelling currently.
- 1.10 The site benefits from an existing vehicular access from the A438, comprising a simple priority junction. This access also provides access to the Anaerobic Digester plant, located to the south of the site.
- 1.11 The proposed development masterplan is included in **Appendix A**.

The Vision

- 1.12 The site sits immediately adjacent to the existing built-up area of Hereford and therefore the development seeks to form a natural extension of the existing residential areas located to the west of the site. In doing so, the development proposals will provide full integration to existing pedestrian, cycle and public transport networks, thus delivering a development where future residents and visitors will naturally select active and sustainable modes for travel, particularly for short journeys.
- 1.13 In addition to providing connectivity to the existing settlement, the development will deliver a mix of employment and retail uses, which are presently lacking in the immediate vicinity of the site. It is also proposed to provide land which could accommodate a primary school on site. This will therefore benefit both new and existing residents, meaning that they are not required to travel further afield to access these everyday services and facilities.

Aim and Structure of the Travel Plan

- 1.14 The aim of a RTP is to deliver sustainable transport objectives, including:
- a) Manage the expectations of residents in terms of private car use;
 - b) To increase the use of public transport;
 - c) To increase the use of walking and cycling;
 - d) To minimise the impact of the development on the local area and transport infrastructure; and
 - e) To achieve a high awareness of the RTP within one year following implementation.
- 1.15 The structure of the remainder of the RTP is as follows:
- a) Section 2: TP Context - sets the scene and details the policy context;
 - b) Section 3: Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
 - c) Section 4: Objectives and Targets - provides detailed objectives and targets of this Travel Plan;
 - d) Section 5: RTP Management and Measures - details the management structure in place to deliver the RTP;
 - e) Section 6: Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this RTP;
 - f) Section 7: Monitoring and Review - details the monitoring and review of the RTP; and
 - g) Section 8: Funding - provides detail of the funding of the RTP.
- 1.16 A Transport Assessment (TA) has been submitted alongside this Travel Plan under a separate cover.

2 Travel Plan Context

Introduction

- 2.1 A RTP is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives, with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes, which is articulated in a document that is regularly reviewed.
- 2.2 To be successful, it is crucial that the RTP be a dynamic process that grows and develops with time. The RTP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of the future residents and visitors of the site. The flexibility of the RTP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.

Benefits of a Travel Plan

- 2.3 RTPs help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
- a) Inform the design and operation of development;
 - b) Improve the health of all users on-site through promoting walking and cycling measures;
 - c) Create improvements for public transport users, pedestrians and cyclists;
 - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
 - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
 - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO₂; and
 - g) Save energy through reduced fossil fuel use.
- 2.4 In summary, RTPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Policy

- 2.5 In developing this RTP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. A number of key policy documents (national and local) have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.

National Policy

- 2.6 The National Planning Policy Framework (NPPF) (December 2023) states in Paragraph 116 under Section 9: Promoting Sustainable Transport:

“... applications for development should:

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

(b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

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

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

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

- 2.7 The NPPF promotes sustainable development. Paragraph 117 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.”

- 2.8 The Government's guidance on TPs is set out in the Government's Planning Practice Guidance to the NPPF, which was launched as a web-based resource by the Department for Levelling Up, Housing and Communities (DLUHC) and Ministry of Housing, Communities and Local Government (MHCLG) on 6 March 2014. Guidance on TPs falls within the category 'Travel Plans, Transport Assessments and Statements' (Reference ID: 42 Revision date: 06 03 2014).

- 2.9 Paragraph 002 (Reference: ID: 42-002-20140306) states that TPs, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements.

- 2.10 Paragraph 006 (Reference: ID: 42-006-20140306) of the guidance considers that TPs, Transport Assessments and Statements can positively contribute to:

- a) encouraging sustainable travel;
- b) lessening traffic generation and its detrimental impacts;
- c) reducing carbon emissions and climate impacts;
- d) creating accessible, connected, inclusive communities;
- e) improving health outcomes and quality of life;



- f) improving road safety; and
 - g) reducing the need for new development to increase existing road capacity or provide new roads.
- 2.11 The site has good existing walking, cycling and public transport links, the provision and use of which will be further enhanced by the development of this RTP.
- 2.12 Significant research has been undertaken by DfT on the impacts of travel planning and smart choice measures on reducing the number of car trips made. This RTP includes measures which have been proven to maximise returns in terms of car trip reductions.

Local Policy

Herefordshire Local Plan Core Strategy 2011 – 2031 (October 2015)

- 2.13 The Herefordshire Local Plan sets out the use of land within the county, along with how the area functions and how different parts of the county should develop or change over the 20 year period between 2011 and 2031. The Local Plan identifies the following key issues which will need to be addressed during this period:
- a) The delivery of more, better quality and affordable homes;
 - b) Delivery of improved infrastructure to support economic development;
 - c) Promotion of a thriving local economy with sufficient employment opportunities;
 - d) Protect, conserve and enhance valued natural, historic and built environments;
 - e) Address issues arising from an ageing population and the reducing younger age population;
 - f) Meet the challenge of climate change and adapt to its impacts such as increased risk of flooding and air pollution;
 - g) Create places that actively promote and enable healthy lifestyles; and
 - h) Achieve sustainable development and reduce reliance on the private car whilst accepting the sparsely populated nature of the area and difficulty communities have in accessing service.
- 2.14 Policy MT1 (3) states that new developments should “*encourage active travel behaviour to reduce numbers of short distance car journeys through the use of travel plans and other promotional awareness activities.*”

Herefordshire Local Transport Plan 2016-2031

- 2.15 The Local Transport Plan (LTP) sets out a clear plan for investment in the transport network within Herefordshire. The LTP has five clear objectives:
- a) Enable economic growth;
 - b) Provide a good quality network for all users;
 - c) Promote healthy lifestyles;
 - d) Make journeys safer, easier and healthier; and
 - e) Ensure access to services for those living in rural areas.
- 2.16 In relation to new development, Policy DC1 ensures that the council will fully consider and mitigate the impacts of new development on the transport network. The policy seeks to ensure:

- a) Those planning new developments must follow national and locally adopted guidance, including Manual for Streets 1 and 2 and Herefordshire Council's Highways Design Guide and Specification for New Developments;
- b) The inclusion of sustainable transport infrastructure is to be prioritised within the design of new and re-developments so that active travel is the natural choice for short journeys;
- c) The network can be pressurised by the implementation of unsuitable parking standards;
- d) Car parking requirements for development must be designed on the need and use of the proposed site and locality;
- e) The hierarchy of transport modes is used to inform the design for new sites and the re-development of sites. The hierarchy is not an order or precedence for actual provision, but simply an order of consideration that seeks to ensure that decisions regarding development design are consistent with delivering the objectives of the LTP. In order of importance, the hierarchy is as follows:
 - Pedestrians and people with mobility difficulties;
 - Cyclists and public transport users;
 - Commercial / business users and powered two wheelers;
 - Car borne shoppers / visitors and coach borne visitors; and
 - Car borne commuters.
- f) Development of existing sites are to be designed and constructed in a way that does not impact on the safety of highway users, and where located adjacent to existing problematic sites, incorporate solutions into the design;
- g) The inclusion of sustainable transport infrastructure is to be encouraged within the design of new and re-developments; and
- h) Development of existing sites should always avoid disrupting and cutting through routes used by cyclists or pedestrians or affecting negatively the accessibility of walking or cycling. If development proposals do impact on the walking or cycling network then an alternative route must be provided by developers. The quality of alternative routes must be equal or better quality than the one impacted by the development without incurring on-going additional revenue costs to Herefordshire Council. Protect and incorporate into the design, historic transport routes such as dismantled railways to be used as sustainable transport links.

Summary

- 2.17 In summary, the requirement for a TP is recognised within both national and local policy and it is within this context that this RTP is prepared.

3 Site Accessibility and Opportunities for Sustainable Travel

Local Services and Amenities

- 3.1 The site is located on the eastern edge of the existing built-up area of Hereford and therefore a detailed review of connections from the site to the existing services and facilities located in Hereford has been undertaken.
- 3.2 In terms of the site location, the site will form a natural extension to the existing built-up area at the east of Hereford and as part of the masterplanning process the opportunity to provide connectivity for pedestrians and cyclists, has been considered as a priority.
- 3.3 Within this section consideration has been given to the existing services and facilities located in Hereford, however, as part of the development proposals a mixture of commercial uses are proposed to be provided on site, alongside the residential development, and further details of these uses are provided later in this report.
- 3.4 The site is located approximately 2.9km from Hereford city centre which, in accordance with Local Transport Note (LTN) 1/20, is well within a comfortable cycling distance. Paragraph 2.2.2 states:

'Two out of every three personal trips are less than five miles (8km) in length, achievable distance to cycle for most people'.

- 3.5 From the site, the entirety of Hereford is located within 8km of the site, providing future residents and visitors the opportunity to cycle to the proposed development.
- 3.6 Furthermore, there are a range of services and facilities located within 1.6km of the site.
- 3.7 The National Travel Survey (NTS) 2019¹ report, indicates that 24% of all journeys are under one mile (1.6km), that 80% of journeys under one mile are made on foot, and that the average walking trip length is 17 minutes.
- 3.8 Whilst the NPPF now supersedes the previous Planning Policy Guidance (PPG), the underlying principles of PPG13 'Transport' (March 2001) remain relevant as they are based on recorded travel behaviour and generally accepted accessibility indicators. PPG13 indicates that: *"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres."*
- 3.9 In addition, guidance on this issue is provided by Manual for Streets (MfS) 2007 which, in Paragraph 4.4.1, states that: *"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes [up to about 800m] walking distance of residential areas which residents may access on foot. However, this is not an upper limit and walking offers the greatest potential to replace short car trips, particularly those under 2km."*
- 3.10 Whilst MfS suggests that the greatest potential to replace short car trips is for those under 2km, this is not a maximum distance to which pedestrians are willing to walk. The NTS (at Table NTS0308a) also identifies that 26% of walking trips are over 1 mile (1.6km) and 4% (c. 1 in 20) over 2 miles (3.2km) in length.

¹ Source: <https://www.gov.uk/government/statistics/national-travel-survey-2019> Table NTS0308a. Latest available data not affected by Covid lockdowns.



- 3.11 With regards to cycling, the NTS identifies that the average journey time by bicycle is 23 minutes, which is equivalent to 4 miles (6.4km). Furthermore, Table NTS0308a identifies that 85% of all cycle trips are over 1 mile (1.6km), 54% of cycle trips are over 2 miles (3.2km) and indeed, 19% (1 in 5) cycle trips are over 5 miles (8km).
- 3.12 Together, these statistics demonstrate that 81% of all trips under 1 mile (1.6km) are by walking and cycling, and indeed, over half (60%) of all trips under 2 miles (3.2km) are by walking and cycling.
- 3.13 **Table 3.1** details the services and amenities within walking and cycling distance of the site that residents could require on a daily basis. For robustness, the distances and their corresponding journey times have been measured from the site via the following methods, firstly, in accordance with the Institution of Highways and Transport (IHT) and LTN 1/20 (paragraph 5.1.2) for walking speed (1.4m/s) and cycling speed (4.5m/s) respectively, and secondly via Google Maps, which additionally accounts for the gradient of the route when undertaking such journeys.



Service / Amenity	Approx. Actual Distance	Approx. Walking Time		Approx Cycling Time	
		IHT	Google	LTN 1/20	Google
Cock of Tupsley Public House	470m	6 minutes	7 minutes	2 minutes	3 minutes
Cock of Tupsley (Bus Stops)	480m	6 minutes	7 minutes	2 minutes	3 minutes
Bishop of Herefords Bluecoat School	500m	6 minutes	7 minutes	2 minutes	3 minutes
St Paul's Church of England Primary School	800m	10 minutes	10 minutes	3 minutes	4 minutes
Hampton Deane Surgery	800m	10 minutes	10 minutes	3 minutes	4 minutes
Co-Op Foodstore	1.0km	12 minutes	13 minutes	4 minutes	4 minutes
Hampton Deane Primary School	1.1km	13 minutes	15 minutes	5 minutes	5 minutes
The Dentist at Tupsley	1.6km	19 minutes	20 minutes	6 minutes	6 minutes
Rose & Crown Public House	1.6km	19 minutes	20 minutes	6 minutes	6 minutes
Hereford Sixth Form College	1.6km	19 minutes	22 minutes	6 minutes	9 minutes
Tupsley Post Office	1.8km	21 minutes	19 minutes	7 minutes	6 minutes
Tesco Express	1.8km	21 minutes	22 minutes	7 minutes	6 minutes
Hereford Rail Station	2.4km	29 minutes	31 minutes	9 minutes	12 minutes
Hereford County Hospital	2.7km	32 minutes	34 minutes	10 minutes	11 minutes
Hereford City Centre	2.9km	35 minutes	37 minutes	11 minutes	11 minutes
Rotherwas Industrial Estate	4.3km	51 minutes	55 minutes	16 minutes	18 minutes
Premier Business Park, Faraday Road	4.5km	54 minutes	57 minutes	17 minutes	20 minutes

Table 3.1 Distances and Journey Times to Services and Amenities

- 3.14 Based on the above, it is evident that the site benefits from being within walking and cycling distance to a wide range of services, including those within the city centre. The services and facilities located near to the site are illustrated on the plan included in **Appendix E**.

Pedestrian Infrastructure

Existing Footway Provision

- 3.15 The site fronts on to the A438, which benefits from a footway located to the north of the carriageway. This footway provides a continuous connection from the site towards Hereford. Presently there are no crossing facilities provided in the vicinity of the proposed site access, and as part of the proposed development the opportunity to provide a suitable crossing is detailed later in this report.
- 3.16 Hampton Dene Road benefits from a continuous footway provided to the west of the carriageway, this footway provides a connection from the junction with the A438 southwards to the secondary and primary schools located on this road. Dropped kerbs with tactile paving are provided over the side road junctions which join Hampton Dene Road.
- 3.17 A section of footway adjacent to the eastern side of the carriageway is provided for a distance of approximately 70m south from the junction with the A438. This footway

terminates at the junction with the proposed pedestrian and cycle access to the site. A dropped kerb crossing with tactile paving is provided to facilitate pedestrian crossing movements between the eastern and western footways on Hampton Dene Road at this location. Footways are provided either side of the carriageway to the south of the junction with Mantella Drive.

- 3.18 Footways are present on either side of the carriageway along Church Road and Folly Lane. These routes provide a connection towards Hereford Sixth Form College and Hereford Rail Station. Controlled pedestrian crossing facilities are provided as part of the A438/Mount Crescent/Church Road/Folly Lane traffic signals, allowing pedestrians to cross at this junction during an 'all red' phase of the traffic signals. The crossing arrangements at this junction are illustrated in **Photo 3.1** below.



Photo 3.1 Pedestrian Crossing Facilities at the A438/Mount Crescent/Church Road/Folly Lane Signals

Public Rights of Way

- 3.19 In the vicinity of the site there is a network of Public Rights of Way (PRoW) comprising footpaths and bridleways. The PRoW network is illustrated in **Figure 3.1** below and in **Appendix F**.

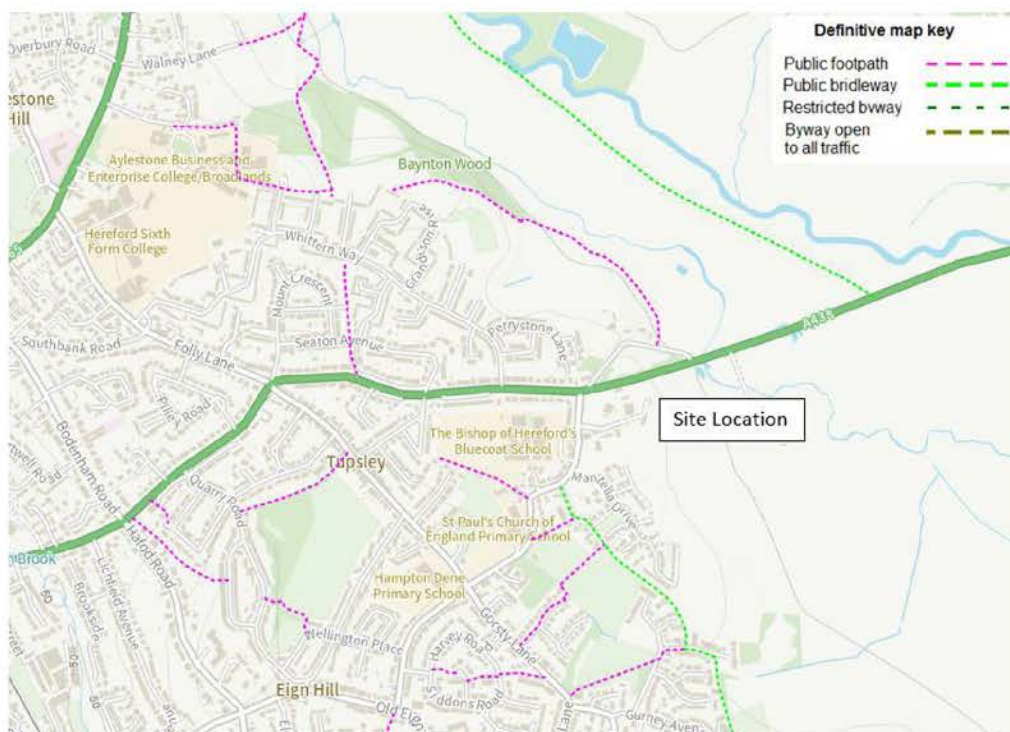


Figure 3.1 PRow Mapping

- 3.20 To the south west of the site Hollywell Gutter Lane routes in a roughly north to south alignment from Hampton Dene Road to Hampton Park Road via Copsewood Drive. This route is identified as a bridleway and is therefore suitable for pedestrians and cyclists.
- 3.21 In the vicinity of the site, Hollywell Gutter Lane is an unmade path with vegetation provided either side. During the site visit undertaken on the 5th September 2023, it was observed that the vegetation had been cut, improving the effective width of the bridleway. The conditions along Hollywell Gutter Lane are illustrated in **Photos 3.2** and **3.3** below.



Photo 3.2 Hollywell Gutter Lane Existing Conditions 1

Photo 3.3 Hollywell Gutter Lane Existing Conditions 2

- 3.22 The neighbouring Mantella Drive development provides two connections on to Hollywell Gutter Lane. These are demonstrated in **Photos 3.4** and **3.5** below.



Photo 3.4 Mantella Drive Connection 1

Photo 3.5 Mantella Drive Connection 2

- 3.23 These connections allow for pedestrian and cycle movements to occur to the south of Mantella Drive.
- 3.24 To the south of Hollywell Gutter Lane there are two public footpaths (Footpath 49 and Footpath 62), which provide a connection to Gorsty Lane via the playing field. In addition to these public footpaths, there is a further footpath (Footpath 58) which routes east to west in alignment from Hampton Dene Road to Canterbury Avenue, to the south of The Bishop of Hereford's Bluecoat School.

Cyclist Infrastructure

- 3.25 There are two National Cycle Network (NCN) routes which pass through Hereford City Centre, these comprise of Route 46 and Route 44. Route 46 is a long-distance route connecting Bromsgrove to Neath. Through Hereford this route is primarily off-road and would therefore be suitable for cyclists of all abilities. It is identified on the Sustrans website, that the section between Hereford and Worcester is currently under development.
- 3.26 Route 44 is open in sections between Hereford and Shrewsbury. Within Hereford city centre, the route provides a connection to Route 46 and can be accessed from Outfall Works Road, which is located approximately 2km to the west of the site. The NCN routes within the vicinity of the site are demonstrated in **Figure 3.2** and in **Appendix G**.

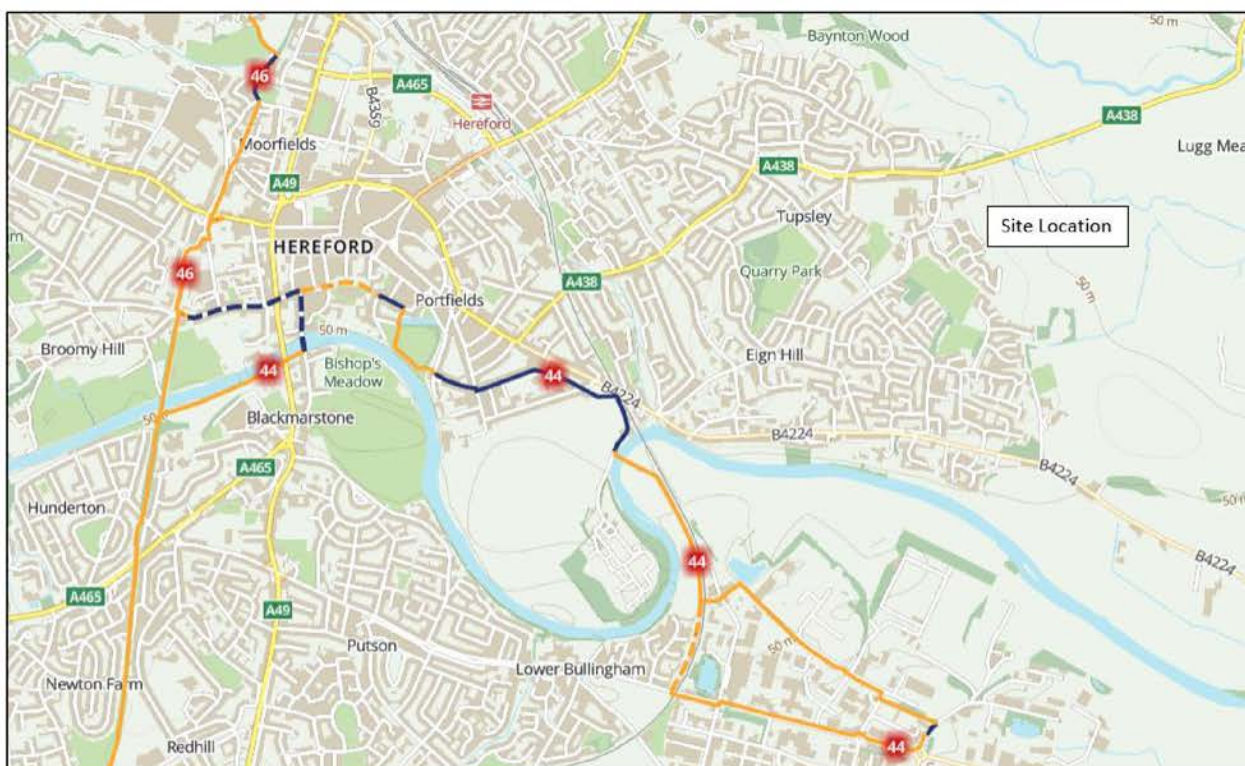


Figure 3.2 National Cycle Network

- 3.27 In addition to the identified national cycle routes, there is an indicative eastbound cycle lane provided on the A438 from the A438/Mount Crescent/Church Road/Folly Lane signals to a point approximately 60m west of the A438/Hampton Dene Road junction.
- 3.28 In addition to the cycle infrastructure identified above, Beryl Bikes operate a bike hire scheme across the city. Users are able to access the bikes utilising an app and can travel to their destination by bicycle. Users end their rides in a designated parking space, which are identifiable on the app.
- 3.29 Presently, the scheme does not extend to the site, however, should the development be granted permission, discussions will be held with the council regarding extending the scheme to include the site, with the potential for designated parking spaces to be made available as part of the proposed on-site mobility hub described later in the report.
- 3.30 The potential to cycle within the local area has been reviewed via the Propensity to Cycle Tool (PCT). The site is located within the Mid Super Output Area (MSOA) of Herefordshire 018. According to PCT, 2% of people who reside in this area cycle to work, which is slightly below the 3.0% average of all commuters throughout Herefordshire and Worcestershire.
- 3.31 An extract obtained from the PCT website, which illustrated the Herefordshire 018 MSOA is shown in **Figure 3.3**.

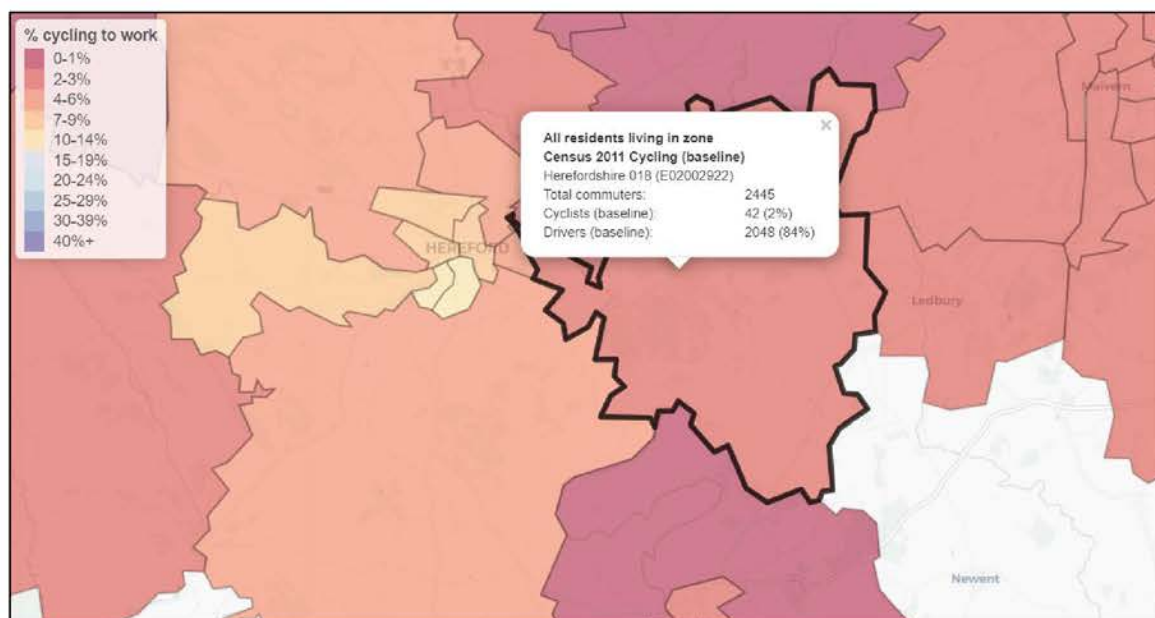


Figure 3.3 PCT Herefordshire MSOA 018

- 3.32 The Herefordshire 018 MSOA is predominantly a rural MSOA with very few residential dwellings. The Herefordshire 018 MSOA immediately abuts the Herefordshire 014 MSOA, which is considered to be more representative of the characteristics of the development proposals.
- 3.33 Within the Herefordshire 014 MSOA, 6% of commuting journeys are undertaken by bicycle and therefore through provision of a permeable layout and promotion of sustainable modes, it is reasonable to expect that the level of cycling from the proposed development would be comparable, and therefore double that of the regional average which is 3.0% for Herefordshire and Worcestershire. **Figure 3.4** demonstrates the propensity to cycle for the Herefordshire 014 MSOA.

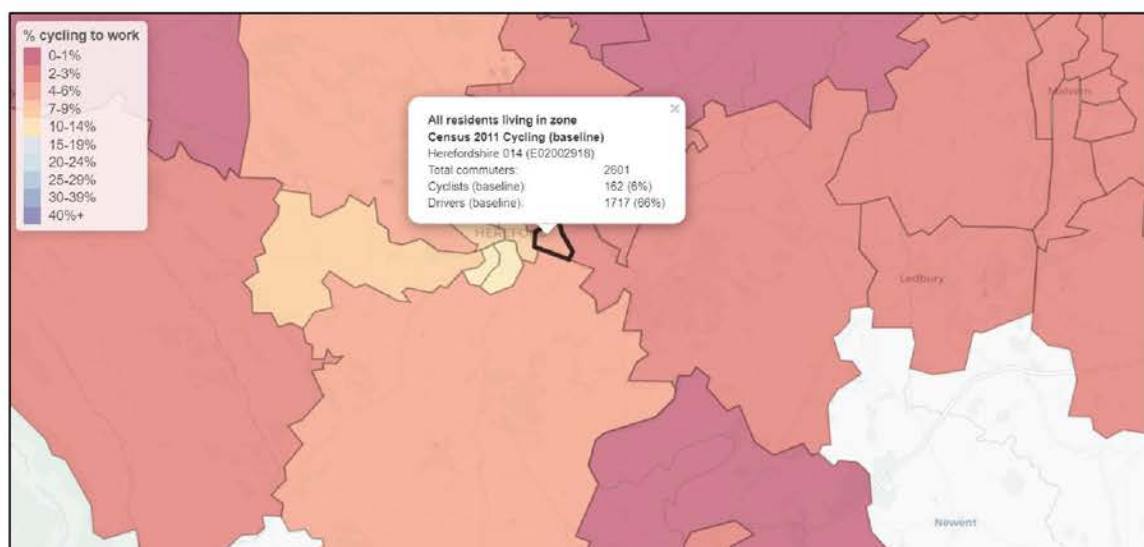


Figure 3.4 PCT Herefordshire MSOA 014



Public Transport

Bus

- 3.34 The nearest bus stops to the site are located on the A438 approximately 400m west of the proposed site access. The stops are known as the Cock of Tupsley and provide access to the 420, 469, 476 and 'C' bus services. Both the eastbound and westbound bus stops are demarcated by a flag and pole, which includes timetable information.
- 3.35 In addition to the stops located on the A453, further bus stops are located on Sudbury Avenue, approximately 300m to the south of the site. These stops are identified as Kyrle Pope Court and are served by the 453 and 'C' bus services. The westbound stop is provided with a bus shelter and layby and the eastbound stop has no dedicated features but is identified as a stop on Google.
- 3.36 A summary of the bus services operating from these stops is summarised in **Table 3.2** below (correct at time of writing). The 420, 453 and 469 bus services operate as school services and are therefore only available on school days only. Therefore, details of the 476 and C bus services have been considered in detail. The location of the existing bus stops and the routes are illustrated in **Appendix H**.

Service Number	Operator	Route / Destinations Served	Days	Approximate Frequency		
				First Service	Approx Freq.	Last Service
Cock of Tupsley Bus Stops						
476	DRM Bus	Ledbury – Hereford	Mon – Fri	07:13	Hourly	19:04
			Sat	08:18	Hourly	23:04
			Sun	08:43	Hourly	15:56
		Hereford – Ledbury	Mon – Fri	07:28	Hourly	19:23
			Sat	07:28	Hourly	23:23
			Sun	07:28	Hourly	16:24
C	Sargeants Brothers	Hereford – Tupsley – Hampton Park	Mon – Fri	08:02	Hourly	18:02
			Sat	08:02	Hourly	18:02
			Sun	No services		
Kyrle Pope Court						
C	Sargeants Brothers	Hereford – Tupsley – Hampton Park	Mon – Fri	07:58	Hourly	17:58
			Sat	07:58	Hourly	17:58
			Sun	No services		

Table 3.2 Bus Services and Frequencies

- 3.37 It is demonstrated that there are frequent bus services operating throughout the week in the vicinity of the site. Both the 476 and C bus services provide connections to the rail station, and therefore provide a sustainable connection for journeys further afield.
- 3.38 Furthermore, the 476 service takes approximately seven minutes to route from the Cock of Tupsley bus stops and therefore this provides an efficient connection to the city centre from the site.
- 3.39 As part of the Transport Assessment and Travel Plan, measures have been identified to promote the uptake of bus travel for residents and visitors of the proposed development.

Rail

- 3.40 Hereford rail station is located approximately 2.4km west of the site and would therefore be within a suitable cycling distance of the site. The station is managed by Great Western Railway and is equipped with four platforms, waiting rooms, toilets, changing facilities, Wi-Fi, refreshment facilities, car parking and bike storage facilities.
- 3.41 The station runs frequent and direct trains to Cardiff Central, Birmingham New Street, Manchester Piccadilly, London Paddington and Bangor. The rail services from Hereford rail station are appropriate to provide access to a range of regional and national destinations, which will be of benefit to prospective residents.

Accessibility Summary

- 3.42 It is demonstrated that the site is located within a sustainable location, where residents and visitors of the proposed development will be able to travel using active modes to nearby services and facilities, as well as public transport to key destinations further afield. The development proposal therefore complies with the NPPF paragraph 110(a).

4 Development Proposals

Proposed Development

- 4.1 It is proposed to develop the site for up to 350 residential dwellings, with a Farm Shop and Café and employment uses. In addition to these proposed uses, land for a potential primary school will be made available.
- 4.2 The development mix for the proposed residential dwellings will be determined through future reserved matters planning applications, however, it is likely that the proposals will comprise a mix of houses and apartments, with private and affordable dwellings to be provided.
- 4.3 The development masterplan for the proposed development is provided in **Appendix A**.

Pedestrian/Cycle Access

- 4.4 Providing a permeable site layout for pedestrians and cyclists will be key to ensure that these modes are more direct and preferable to journeys by private vehicle. Therefore, it is proposed to provide pedestrian and cycle access in the following locations:
 - a) Pedestrian access to be provided as part of the main vehicular access on to the A438 and provision of a secondary access in the vicinity of the proposed Farm Shop and Café and employment uses;
 - b) Pedestrian and cycle link to Hampton Dene Road, via the path located to the south of the Cock of Tupsley public house; and
 - c) Access to Holywell Gutter Lane (Bridleway 47).
- 4.5 These proposed connections will offer direct routes to the services and facilities which are located within Hereford to the west of the site, as identified in **Table 3.1**, as well as for existing residents to the proposed facilities on site.

A438 Pedestrian Accesses

- 4.6 It is proposed to provide two points of access for pedestrians from the site to the A438. The first will comprise a footway adjacent to the proposed vehicle access and the second will comprise a footpath link from the site to the A438 in the vicinity of the existing field gate. The location of the proposed access arrangements are illustrated on the site access plan (Drawing 230477-RAP-XX-XX-DR-TP-3200 P03) included in **Appendix F**.
- 4.7 The western pedestrian access to the A438 will provide a connection to the proposed bus stop facilities. This access will provide a direct connection for existing residents to access the proposed Farm Shop and Café and employment uses.
- 4.8 A new section of footway will be provided from the proposed site access to the existing field gate. The opportunity to continue this link beyond this location was reviewed, however, due to the restricted extent of the highway boundary and the presence of third-party land beyond the extent of the site, it was identified that it was not possible to provide a suitable pedestrian connection to the existing footway on Hampton Dene Road. On this basis, the masterplan and access strategy provides for safe and direct pedestrian and cycle connections through the site to Hampton Dene Road, to the south of the Cock of Tupsley.

Pedestrian and Cycle Link to the South of the Cock of Tupsley

- 4.9 A pedestrian and cycle link will be provided via the existing route located to the south of the Cock of Tupsley public house. The route measures approximately 3.5m in width and currently benefits from a metalled surface, as shown in **Photo 4.1**. As part of the proposals, the route will be resurfaced.



Photo 4.1 Existing Conditions along Proposed Pedestrian and Cycle Link

- 4.10 At the point where the proposed pedestrian/cycle connection meets Hampton Dene Road, cyclists will travel on carriageway and a raised table crossing will be provided for pedestrians to cross to the western side of the carriageway, with good visibility in both directions along Hampton Dene Road. The proposed access arrangement is illustrated in the drawing (230477-RAP-XX-XX-DR-TP-6000) included in **Appendix G**.
- 4.11 As identified earlier in this report, it is understood that there are existing cycle movements along the A438 associated with those travelling to the nearby senior schools. As a result of the provision of the pedestrian and cycle access arrangements to the south of the Cock of Tupsley, cyclists will have the opportunity to divert from the A438, via the proposed site access and route to Hampton Dene Road, avoiding the uphill section of the A438 into Hereford. As part of the development proposals a signage strategy could be developed to highlight this route to cyclists on the A438, who may seek a lower traffic/lower speed route to access Hampton Dene Road.

Pedestrian/Cycle Link to Hollywell Gutter Lane

- 4.12 Access to and from the south of the site for pedestrians and cyclists will be provided via a connection to Hollywell Gutter Lane. The proposed arrangement will be similar to those that have been provided as part of the Mantella Drive development and are shown in **Photos 3.4 and 3.5** earlier in this report.
- 4.13 As part of the proposed development, the potential for a financial contribution towards the improvement of Hollywell Gutter Lane will be discussed with HC. The improvements could include a metalled surface to allow for a suitable connection for pedestrians and cyclists in all weathers.
- 4.14 The proposed pedestrian/cycle connection to Hollywell Gutter Lane is illustrated on the drawing (230477-RAP-XX-XX-DR-TP-6001) included in **Appendix H**.

Vehicle Access

- 4.15 Vehicle access to the site will be provided in the form of a ghost island right-turn lane at the location of the existing priority junction arrangement. The proposed access arrangement is designed in accordance with the standards identified within the Design Manual for Roads and Bridges (DMRB), using a design speed of 100kph. Therefore, visibility splays of 2.4m x 215m have been provided and a deceleration length of 80m has been included within the design of the proposed right-turn lane. The proposed site access arrangements are provided in **Appendix F**.
- 4.16 Whilst it is possible to achieve the design in accordance with the existing 60mph speed limit on the A438, the development proposal will change the character of this section of road and therefore, it would be proposed to extend the 30mph speed limit east of the proposed site access, to reduce vehicle speeds and make this section of the A438 more conducive for pedestrian and cycle movements.
- 4.17 Whilst it is not considered necessary to make the development acceptable, a reduction in speed limit is considered desirable. The exact arrangements of the proposed 30mph speed limit extension are therefore for discussion with HC, however, it is proposed to offer a financial contribution to cover the cost of the Traffic Regulation Order (TRO) and implementation of the proposed speed limit reduction.
- 4.18 To the west of the proposed site access, a right-turn lane will be provided for vehicles turning into Netherwood Lane. Due to the constraints in relation to the proposed site access arrangements, it is not possible to provide a full length right-turn lane for Netherwood Lane, however, this will represent an improvement over the existing simple priority arrangement whereby vehicles waiting to turn right would block traffic heading west on the A438.
- 4.19 It is understood that Netherwood Lane is utilised by school buses for turning, therefore swept path analysis for a school bus has been undertaken as part of the site access design and it can be confirmed that buses will be able to continue to utilise Netherwood Lane for turning. A copy of the swept path analysis is included in **Appendix F**.

Refuse and Emergency Vehicle Access

- 4.20 Access to the site for refuse vehicles and emergency vehicles will be primarily provided via the proposed site access. Swept path analysis of the proposed site access arrangements

has been undertaken for a 16.5m articulated vehicle and therefore it would be possible to accommodate the turning movements for both a fire tender and a refuse vehicle.

- 4.21 A secondary emergency vehicle access will be via the existing field gate on the A438, via the proposed pedestrian access. This arrangement will only be required if access cannot be achieved via the main vehicular access and will therefore provide an alternative location through which emergency vehicles can enter the site.

Internal Site Layout

- 4.22 The internal layout of the site will be a matter for consideration as part of a future reserved matters planning application. In terms of the principles, the proposed site layout will seek to accord with Manual for Streets and HC's Highway Design Guide for New Developments, or any other relevant guidance available at the time of the planning application. The layout will also priorities pedestrians and cyclists to ensure that direct routes are provided through the site to the access points identified above. This will help in promoting the use of active and sustainable modes of travel to nearby services and facilities.

Car and Cycle Parking

- 4.23 The proposed layout will be determined as part of a future reserved matters planning application and will therefore be set out in accordance with the adopted car and cycle parking standards.
- 4.24 As already identified, the development proposals will promote the use of active travel modes and therefore parking provision will be provided and located in a way that does not limit the uptake of sustainable travel modes.

Mobility Hub

- 4.25 It is proposed to provide a Mobility Hub which will be located in the vicinity of the proposed farm shop and employment uses. The mobility hub will include the following:
- a) Parking for Beryl Bikes and electric scooters (subject to Herefordshire Council identifying a scheme for hire scooters);
 - b) Cycle parking for standard and non-standard bikes such as cargo bikes;
 - c) Electric vehicle hire car; and
 - d) Electric vehicle charging points.
- 4.26 The mobility hub will assist in encouraging residents and visitors to travel by either low carbon or sustainable travel modes to and from the site. As identified earlier in this report, should the proposals be granted permission, discussions will be held with the council regarding extending the existing Beryl Bike scheme to include the site.

5 Objectives and Targets

Introduction

- 5.1 It is important that the RTP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of RTP objectives, which are realistic and site specific.
- 5.2 It is essential that there is an agreed set of objectives which can be adopted and thereby influence all actions arising from the RTP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

Objectives

- 5.3 In accordance with HC policy, the main aim for a RTP is to *“encourage active travel behaviour to reduce numbers of short distance car journeys through the use of travel plans and other promotional awareness raising activities.”*
- 5.4 The main objectives of this RTP are set out below:
- a) To achieve a high awareness of the sustainable transport options available amongst residents and visitors to be maintained for the duration of the RTP;
 - b) To increase the health of all users of the site by increasing the proportion of active travel (i.e., walking and cycling); and
 - c) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, which could practically be undertaken by walking and cycling.
- 5.5 These objectives will be implemented through a package of measures that are discussed in **Section 6**.

Targets

- 5.6 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand.
- 5.7 The RTP will need to be monitored to ensure it is still relevant, up-to-date, and influencing sustainable travel use on the site, which is discussed in **Section 8**.
- 5.8 Monitoring of the RTP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply HC with updated statistical data showing how residents travel to and from the site, along with details of the measures to encourage sustainable travel.
- 5.9 The targets for the scale of modal shift against, which the success of the RTP can be measured, will accord with the following SMART principles:
- a) **Specific** (identify what is to be achieved);
 - b) **Measurable** (over the target period);
 - c) **Achievable** (linked to overall objectives and aims);
 - d) **Realistic** (must be achievable over time allocated); and
 - e) **Time-bound** (a defined action plan including dates for achievement).

Travel Surveys

- 5.10 The baseline travel survey will be undertaken within 3 months of first occupation of the site, during a neutral month (i.e. not during school holidays). Annual surveys will thereafter be conducted for a minimum of five-years following 50% occupation of the development. The TPC will aim for a response rate of 30%. These surveys will ascertain modal splits to see if the targets and objectives of this RTP are being met.
- 5.11 The format and content of the baseline travel survey will be agreed with HC before issuing to residents. A summary of the survey content that should be included is as follows:
- a) How residents travel to work and to other destinations;
 - b) Reasons for travelling as such; and
 - c) Any current barriers to sustainable transport
- 5.12 The survey data will include the date of when the data was acquired, the number of residents surveyed and the response rate. All coded survey data and associated survey reports will be made available HC.

Modal Shift Targets

- 5.13 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will result in modal shift.
- 5.14 Preliminary modal shift targets are aligned with the programme for monitoring (see **Section 8**) and are set out in **Table 5.1**.
- 5.15 Accurate modal split targets will be identified once the baseline Travel Survey has been undertaken, within 3 months of first occupation. The baseline figures have been based on average 2011 Census Travel to Work data for the 'Herefordshire 018A' Lower Super Output Area.
- 5.16 **Table 5.1** sets out preliminary modal split targets, based on an approximate eventual 10% reduction in car journeys.



Mode of Travel	Anticipated Baseline Modal Split	Year 1 Target	Year 2 Target	Year 3 Target	Year 4 Target	Final Travel Survey Target
Vehicle Driver	66.5%	65.2%	63.9%	62.6%	61.3%	59.9%
Vehicle Passenger	7.2%	7.4%	7.6%	7.8%	8.0%	8.2%
Train	0.6%	0.7%	0.8%	0.9%	1.0%	1.1%
Bus	2.0%	2.2%	2.4%	2.6%	2.8%	3.0%
Taxi	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Motorcycle	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
On Foot	15.4%	15.9%	16.3%	16.6%	17.0%	17.5%
Cycle	6.0%	6.4%	6.8%	7.3%	7.7%	8.1%
Other	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Total	100%	100%	100%	100%	100%	100%

Table 5.1 Preliminary Percentage Mode Shift Targets

Forecast Trip Generation

5.17 To provide context to the number of trips the reduction will equate to, a summary of the forecast trip generation is provided in **Table 5.2**, as identified in the supporting TA.

Type of Trip Generation	Time	Arrivals	Departures	Total
Forecast Vehicle Trip Generation – as per the TA	AM Peak (08:00 - 09:00)	51	132	184
	PM Peak (17:00 - 18:00)	118	58	176
Revised Forecast Vehicle Trip Generation – considering 10 % Modal Shift	AM Peak (08:00 - 09:00)	46	119	165
	PM Peak (17:00 - 18:00)	107	52	158
Net Difference	AM Peak (08:00 - 09:00)	-5	-13	-19
	PM Peak (17:00 - 18:00)	-11	-6	-18

Table 5.2 Travel Plan Forecast Vehicle Trip Reductions

5.18 A 10% reduction in single occupancy car use could equate to the removal of 19 vehicle trips from the local highway network during the peak AM peak and 18 vehicle trips during the PM peak period. It should be noted, however, that not all trips identified in **Table 5.2** will be undertaken by single occupants.

6 Travel Plan Management and Measures

- 6.1 The RTP will be implemented and managed by a TPC, in accordance with this RTP. The TPC will be appointed prior to occupation to guarantee the most effective implementation of the RTP.

Travel Plan Co-ordinator

- 6.2 It will be the responsibility of STL Group or their successors to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC, in order to ensure compliance with the RTP. A TPC shall be appointed at least three months prior to first occupation.
- 6.3 The RTP will be actively managed by the TPC for a minimum period of five-years following 50% occupation.

Marketing and Promotion

- 6.4 Marketing and promotion of the RTP and sustainable travel opportunities and benefits will establish communication between those who are responsible for delivery (i.e. TPC) and those who benefit from the implementation of the RTP (i.e. residents).
- 6.5 The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the RTP. This would be achieved through a co-ordinated marketing and communication strategy including information within the sales office, and Travel Information Packs (TIPs) for new residents on first occupation of each dwelling.

Travel Plan Measures

- 6.6 The RTP is effectively a set of measures, directed at residents and visitors and intended to maximise sustainable travel for journeys to / from the site. The proposed RTP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.

Travel Information Pack

- 6.7 A Travel Information Pack (TIP) will be provided on first occupation for each dwelling. The TIP will include various travel information, which will identify means of sustainable travel for residents. Specifically, the TIP will contain the following:
- a) Green Travel Voucher Details;
 - b) A map illustrating the location of local facilities and amenities;
 - c) Contact details of the TPC;
 - d) Details of the most recent bus timetables;
 - e) Details of public transport discounted fares / season tickets;
 - f) Details of the site facilities including EV charging spaces;
 - g) Information on local taxi and hire car companies; and
 - h) Information on marketing and promotional events at a national and local level.
- 6.8 The TPC will keep the TIP up to date to reflect changes. For example, when revised bus timetables are issued and maintain records of distribution.



Travel Plan Website / Social Media

- 6.9 To assist with the promotion and visibility of the RTP either a website or a social media page will be set up which can be accessed by residents and visitors to the site.

Annual Newsletter

- 6.10 An annual newsletter will be provided alongside each travel survey. The newsletter will include up to date travel information, promote sustainable travel modes, and provide progress on the modal shift targets.

Green Travel Vouchers

- 6.11 Green Travel Vouchers (value to be agreed with HC) will be offered to each dwelling upon first occupation.
- 6.12 Vouchers will allow for residents to obtain reimbursement on purchases of sustainable travel items, up to the value stated. A list of redeemable items has been provided; however, it is thought that this list will be up to discretion of the TPC, who can add or remove items as they deem fit.
- 6.13 The proposed item list is broken down by category, and is as follows:

Walking Items:

- a) Shopping trolley bag;
- b) Walking poles;
- c) Raincoat;
- d) Personal attack alarm;
- e) Rucksack;
- f) Walking shoes / boots;
- g) Umbrella;
- h) Waterproof trousers;
- i) Hi-vis clothing; and
- j) Fitbit.

Cycling Items:

- a) Bicycle or E-Bike;
- b) Scooter (non-motorised); and
- c) Cycle accessories (inc. helmet, lock, lights, bell, basket etc.).

Public Transport Items:

- d) Bus season ticket (not individual journeys); and
- e) Rail season ticket (not individual journeys).

Walking and Cycling Measures

- 6.14 All pedestrian and cyclist infrastructure included as part of the development will be completed to a good standard. Details of walking and cycling routes will be included as part of the TIP for new residents as well as the health benefits of walking, will be included in the TIP.



- 6.15 The TPC will be responsible for promoting events such as National Bike Week, National Car Free Day, Bike2Work Days, Green Transport Week, European Mobility Week and HC's Choose How you Move Campaign to encourage residents to walk and cycle.
- 6.16 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 6.17 Information on cycling routes, local area cycle maps, cycle training and local cycle shops will be included in the TIP and located on the website/social media page.
- 6.18 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 6.19 Secure and covered cycle parking will be provided at the development for each dwelling in accordance with HC's standards at that time.

Public Transport Measures

- 6.20 Public transport provision is important to help towards achieving sustainable transport targets. By encouraging new residents to use existing bus services, additional revenue could be generated.
- 6.21 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 6.22 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:
 - a) Provision of current information on bus routes, bus times and location of bus stops to residents;
 - b) Provision of information on tickets;
 - c) Details of current promotions and discounted tickets from local bus operators;
 - d) Promotion of local bus services as attractive access options;
 - e) Dedicated space on the noticeboard within the sales suite for bus timetables and fare information; and
 - f) Regular review of any changes to timetables, routes or fares.

Mobility Hub

- 6.23 It is proposed to provide a Mobility Hub which will be located in the vicinity of the proposed farm shop and employment uses. The mobility hub will include the following:
 - a) Parking for Beryl Bikes and electric scooters (subject to Herefordshire Council identifying a scheme for hire scooters);
 - b) Cycle parking for standard and non-standard bikes such as cargo bikes;
 - c) Electric vehicle hire car; and
 - d) Electric vehicle charging points.

Car Sharing

- 6.24 Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.

- 6.25 In combination with other modes, car-sharing provides a good alternative to private car use, especially for longer more frequent journeys such as a commute to a place of work.
- 6.26 Liftshare is a countywide car-sharing database that supports a car share scheme, which all residents will be encouraged to utilise via <https://liftshare.com/uk/search/from/hereford>. The information is free to access and helps to facilitate car-sharing amongst anyone that lives or works in Herefordshire. The scheme can benefit anyone who regularly travels by car by trip matching drivers or passengers with others undertaking similar trips. Furthermore, the TPC will encourage the undertaking of car sharing amongst residents at the site.
- 6.27 The TPC will ensure that residents are advised of the financial savings, which can be achieved through car sharing and will ensure that residents are provided with details of the car share scheme.

Electric Vehicle Charging

- 6.28 Electric vehicle charging facilities are to be provided for residents and visitors and will be included in a future reserved matters application in line with building regulations and HC's standards at that time.

Key Travel Resources

- 6.29 Sustainable travel opportunities are supported locally. **Table 6.1** and **6.2** provides a summary of the key travel resources available for residents and visitors.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling journey planner	www.cyclestreets.net
Better by Bike	Cycle information	https://betterbybike.info
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online Journey Planner	www.traveline.info
LiftShare	UK-Wide Lift Share Database	www.liftshare.com/uk
National Rail	National Rail Services Information	www.nationalrail.co.uk
Love To Ride	Cycling rewards and incentives.	www.lovetoride.net
Bike Week	UK Bike Week information	http://bikeweek.org.uk/

Table 6.1 Key Travel Resources



Resource	Description	Details
Herefordshire Council	Walking information for Herefordshire	https://www.herefordshire.gov.uk/walking
Herefordshire Council – Led Bike Rides	Information regarding free led bike rides for women and families	https://www.herefordshire.gov.uk/cycling-1/cycling/4
Beryl Bikes	Information on the Beryl Bike scheme within Hereford	https://www.herefordshire.gov.uk/cycling-1/cycling/12
Hereford Council	Local bus information	https://www.herefordshire.gov.uk/public-transport-1/bus-travel
Hereford Council	Information on rail services	https://www.herefordshire.gov.uk/public-transport-1/train-travel
Herefordshire Council	Cycling information throughout Herefordshire	https://www.herefordshire.gov.uk/cycling-1
Cycling UK	Provides a list of Herefordshire Cycle Clubs and societies.	https://www.cyclinguk.org/groups-listing
Choose how you move	Information on active travel	https://www.herefordshire.gov.uk/travel-transport/choose-move

Table 6.2 Local Travel Resources

Journey Planning

- 6.30 The journey planner <http://www.traveline.com> is an excellent tool in helping to provide journey planning information for travel to/from the site. The journey planner will be promoted to residents by the TPC.

Working from Home

- 6.31 Single occupancy car travel can also be reduced by removing the need to travel in the first place. Given the shift in thinking on working patterns as a result of the COVID-19 Pandemic, residents will be encouraged where possible to include working from home within their working week.

7 Action Plan

Introduction

- 7.1 Key to the success of the RTP is the identification of viable transport alternatives and these can be identified through the TP Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and increase accessibility to and from the site.
- 7.2 This section outlines measures that will be implemented as part of this RTP. These measures will include making best use of the current facilities, as well as creating further incentive for residents to use sustainable transport modes of travel. The implementation of the RTP and the measures contained within it will be flexible.

Action Plan

- 7.3 A comprehensive set of initiatives and measures are set out on the following pages. The recommended residential measures have been drawn from best practice, TP guidance and case studies throughout the UK.
- 7.4 Empirical evidence has shown that the optimum time for introducing people to alternative travel modes is when they experience a major life change or transition period, such as moving to a new house. The success of this RTP will therefore depend on establishing a Travel Plan 'culture' of low car use among residents the moment they occupy their new homes.
- 7.5 The Action Plan has been broken down into four main strategy sections relating to the scope of the RTP including:
- a) Walking and cycling,
 - b) Public transport,
 - c) Car users; and
 - d) RTP support measures.
- 7.6 The measures and initiatives are identified to directly influence residents of the site, furthermore, some of the measures could also have an influence on visitor trips to the site and where this is the case, this has been identified in each strategy section.
- 7.7 Measures contained within the Action Plan also indicate where the responsibility lies for their completion, a timeframe, and estimated costs.



Walking and Cycling Strategy

	Measure	Action	Residents	Visitors	Timeframe / Frequency	Responsibility	Cost
WC1	Implement Pedestrian and Cycle Access Arrangements	Deliver proposed pedestrian and cycle access arrangements. To include wayfinding strategy for visitors and residents.	✓	✓	Prior to occupation	Developer	As part of build costs
WC2	Implement Cycle Parking Facilities	The quantum of cycle parking is proposed in line with local planning guidance	✓	✓	Prior to occupation	Developer	As part of build costs
WC3	Implement Mobility Hub	Provision of mobility hub adjacent to farm shop	✓	✓	Prior to occupation	Developer	As part of build costs
WC4	Walking and Cycling Route Maps	Walking and cycling route maps and key information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
WC5	Promotion of Local Cycling Shops	Promote cycle shops / repair shops to residents to make them more aware of cycling as an option for sustainable travel	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
W65	Promotion of Walking and Cycling Events / Websites	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as www.livingstreets.org.uk/ and www.sustrans.org.uk that will be promoted to residents through the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
WC7	Website/Social Media Page	Maintain website/social media page with up to date walking and cycling information in the development sales office	✓	✓	Regularly during sales period	TPC	TPC's Time



Public Transport Strategy

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
PT1	Provision of Bus Stops on A438	Eastbound and westbound bus stops to be delivered on A438	✓	✓	Prior to occupation	Developer	As part of build costs
PT2	Promotion of Bus Services	Up to date bus information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
PT3	Promotion of Long-Term Tickets	Provide links to allow the purchasing of long-term bus tickets	✓		Included in TIP Prior to occupation	TPC	TPC's Time
PT4	Website/Social Media Page	Maintain website/social media page with up-to-date public transport information	✓	✓	Regularly during sales period	TPC	Designer's time and printing costs



Car Users Strategy

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓		Included in TIP	TPC	TPC's Time
CU2	Electric Vehicle Charging	Electrical vehicle charging to be provided	✓	✓	During construction phase	Developer	Construction costs
CU3	Promotion of car sharing websites	Provide information on car sharing websites for residents to make use of	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
CU4	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time



Travel Plan Support Measures

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
TP1	Travel Information Pack (TIP)	A TIP is to be created and distributed to residents of the development	✓		On first occupation of each dwelling	TPC	TBC
TP2	Promote Working from Home	Residents will be made aware of the benefits of working from home. Suitable broadband connection will be available at the development to allow for this	✓		During construction phase / Prior to first occupation	TPC	TPC's Time
TP3	Promotion of Local Delivery Services	Promotion of delivery services from supermarkets to reduce frequent travel, details of supermarkets with delivery services will be included in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
TP4	Website/Social Media	Provide website and /or social media page detailing sustainable travel information in the sales office	✓	✓	On construction of the development	TPC	Printing cost
TP5	Green Travel Vouchers	Provision a Green Travel Voucher to each household (value to be agreed with HC)	✓		On first occupation	TPC / Developer Funded	350 dwellings x £TBC per voucher = £TBC

8 Monitoring and Review

- 8.1 An effective monitoring and review process is important to establish how successful the RTP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the RTP targets have been met.
- 8.2 As set out in **Section 6**, the TPC will be appointed three months prior to occupation of the proposed development and will liaise with the relevant officers at HC. Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with HC, to decide what, if any, amendments are required to the RTP. As part of the monitoring process, it is important to establish the baseline conditions.
- 8.3 The RTP will be actively managed and monitored by the TPC for a minimum period of five-years, following 50% occupation of the development. On appointment, at least three months prior to occupation, contact details would be provided to HC to ensure that clear dialogue is possible from inception of the RTP.

Monitoring

- 8.4 For the on-going management of the RTP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the RTP, which means the developer / TPC and HC, work effectively in partnership to achieve the desired results.
- 8.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the RTP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 8.6 It is proposed that annual monitoring will be undertaken as part of the RTP for a minimum of five years following 50% occupation of the development.
- 8.7 A baseline travel survey will be undertaken within 3 months of first occupation. Follow up monitoring surveys will then be conducted in the same month annually for the remainder of the RTP's lifetime, as shown in **Table 8.1**.
- 8.8 Full Monitoring requirements include surveys of vehicle numbers generated by the development, and mode split from a questionnaire survey.

Implementation Plan

- 8.9 An implementation plan sets out the commitments and timescales required to effectively implement the RTP.
- 8.10 This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the RTP.
- 8.11 **Table 8.1** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.



Task	Details	Proposed Timescale for Implementation
Appointment of TPC	Responsible for promoting and marketing the RTP and implementing measures.	At least 3 months prior to first occupation
Travel Plan Action Plan	Implement all measures as set out in the Action Plan.	As per the timescales set out in the Travel Plan Action Plan
Surveys and Monitoring	Travel surveys will be undertaken to determine the travel patterns of residents / visitors on the site, which will influence any amendments or refinements to be made to the Travel Plan.	Baseline survey following 3 months of 50% occupation. Follow up monitoring surveys in Years 1, 2,3,4, and 5 minimum.
Review of RTP Performance	Following completion of the surveys, the TPC will be required to provide a review report to HC	Within three months of the data being made available

Table 8.1 Implementation Plan

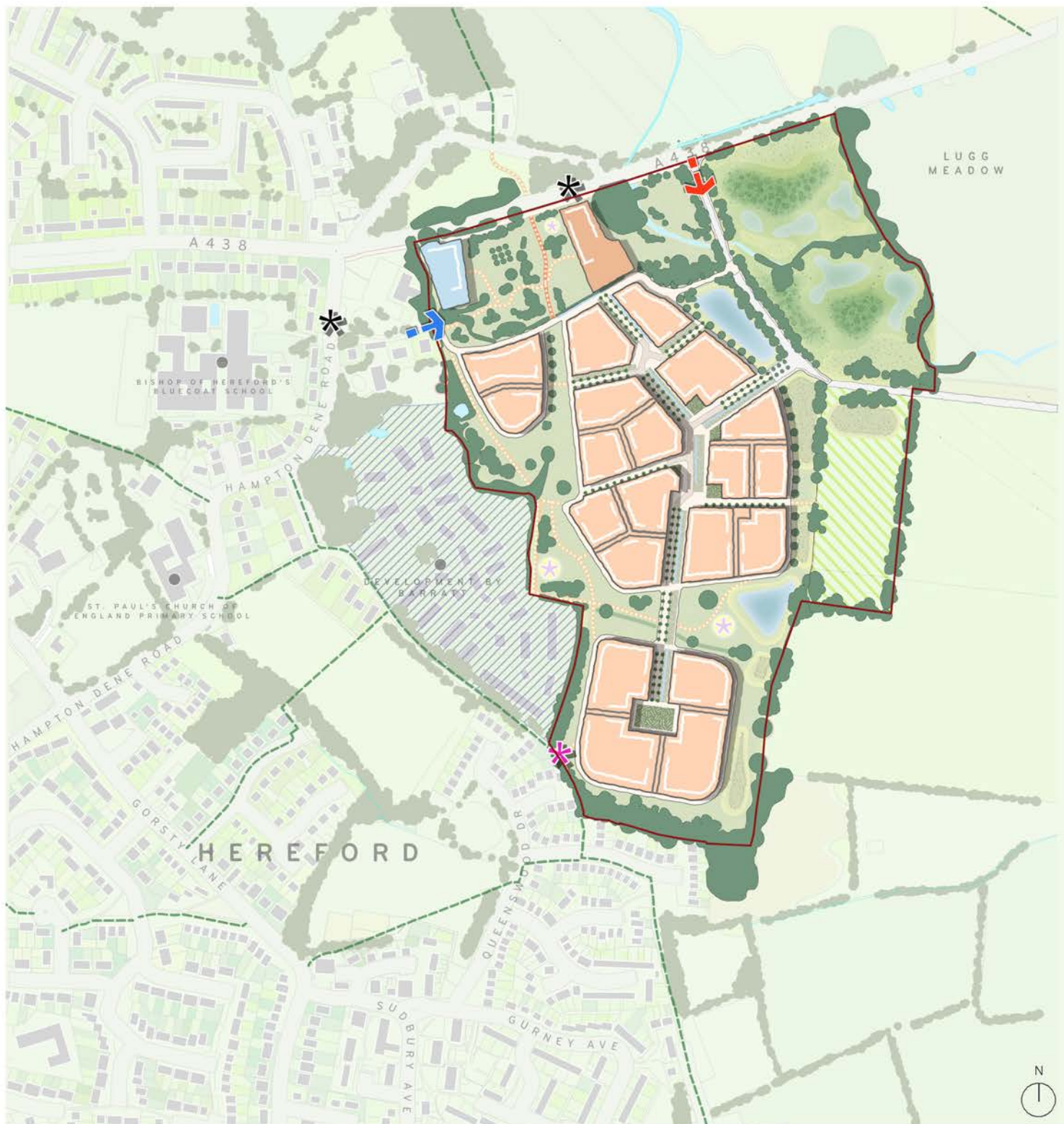


9 Funding

- 9.1 Infrastructure for the proposed development, including the on-site pedestrian and cycle facilities, the mobility hub, off-site pedestrian and cycle connections and bus stops will be secured through appropriate mechanisms within the planning process.
- 9.2 The funding of all aspects of the RTP, including the introduction of measures, employing the TPC, the Green Travel Vouchers and monitoring and reporting will be the responsibility of STL Group or their successor. This responsibility will be maintained for the full life of the RTP.



Appendix A – Proposed Masterplan



	Site boundary		Residential		Focal green open spaces		Play areas
	Existing trees and hedgerows on site		Key frontages		Area for swales and biodiversity on primary avenue		Shared streets with tree-lined avenue
	Existing vegetation around the site		Farm shop and cafe		Detention basin, temporarily wet during storm events		Pedestrian/ cycling routes
	Public right of way		Commercial/ Employment		Restricted access area proposed for biodiversity enhancement		Proposed pedestrian crossings
	Vehicular entrance to site		Potential area for a primary school		Retention basin (permanently wet)		Pedestrian/ Cycle links (with potential emergency access)
	Pedestrian/cycle link and vehicular access to employment land only		Pedestrian/ cycle link onto Hollywell Gutter Lane				Community Gardens/ Orchards

East Hereford

on behalf of STL Group

drawing no.	11	drawing	Illustrative Framework Masterplan		
revision	G	scale	1: 4000	job no.	467101
drawn by	ZP	checked by	CM	date	02/ 01/ 2024

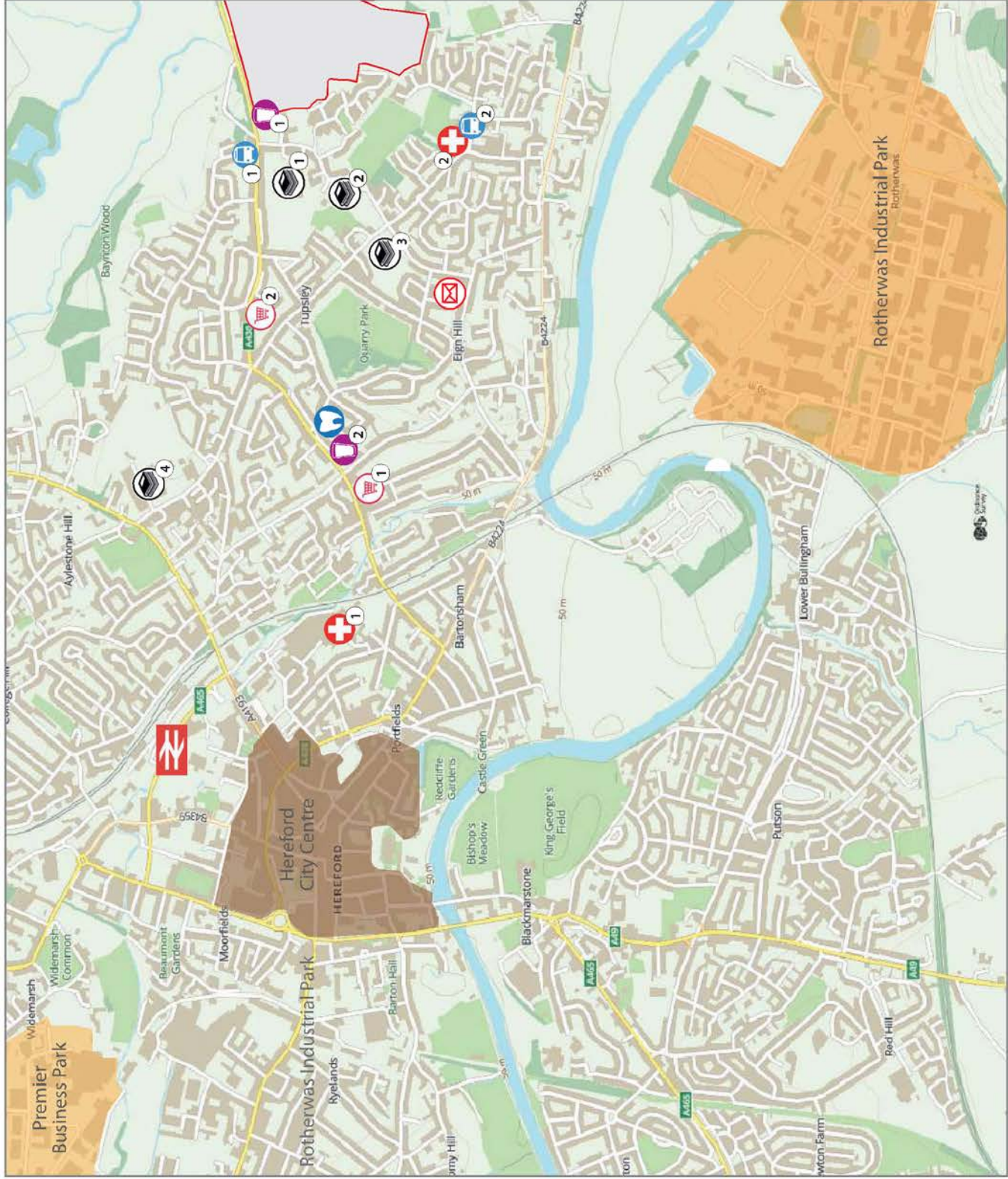
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Appendix B – Local Services and Facilities



KEY:

Indicative Site Boundary

Bus Stop

1. Cock of Tupsley

2. Kylie Pope Court

Tupsley Post Office

School

1. Bishop of Herefords

2. Bluecoat School

3. St Paul's Church of England Primary School

4. Hampton Deane Primary School

5. Hereford Sixth Form College

Supermarket

1. Tesco Express

2. Coop

Medical

1. Hereford County Hospital

2. Hampton Deane Surgery

The Dentist at Tupsley

Pubs

1. Cock of Tupsley

2. Rose & Crown

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STL Energy Limited

Land to the East of Hereford

Map 3: Local Services and Facilities

DATE: 30.01.2024

DRAWN: GH

CHECKED: RH

APPROVED: NT



Appendix C – Public Rights of Way

KEY:

- Indicative Site Boundary
- Public Footpath
- Public Bridleway



STL Energy Limited

Land to the East of Hereford

Map 1: Public Rights of Way

DATE:	30.01.2024	DRAWN:	GH	CHECKED:	RH	APPROVED:	NT
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Appendix D – Cycle Routes

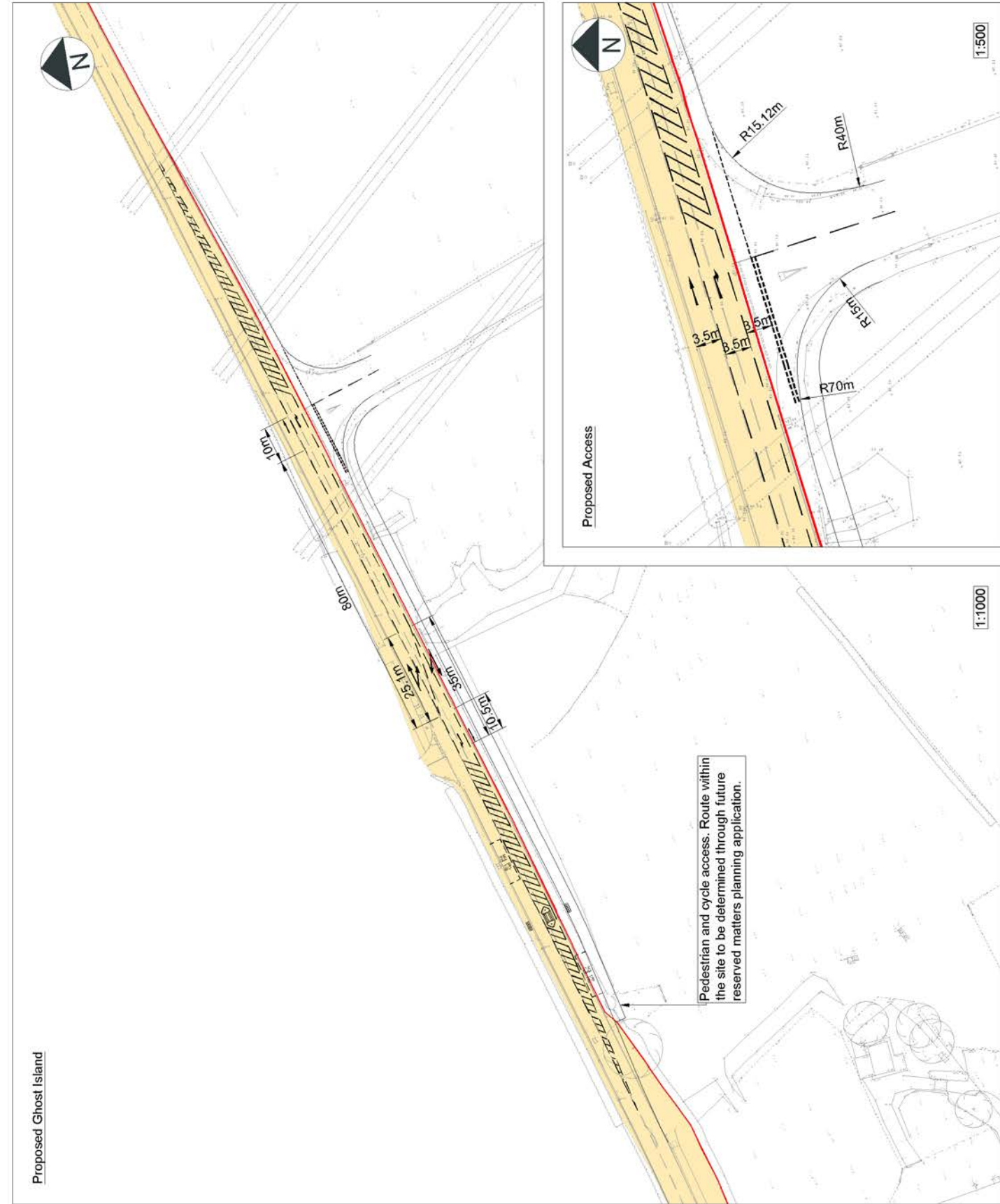


Appendix E – Bus Routes



Appendix F – Proposed Site Access Arrangements

Proposed Ghost Island



Notes:

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. This topographical survey was provided by Savills.
3. Highway boundary information has been provided by Herefordshire Council (Ref:531630314) and has been overlaid by Rappor onto the Topographical Survey & Ordnance Survey on a best fit basis.
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Key:



Rev	Date	Details	By	Chkd
P03	31.10.23	Amendations added	PC	RH
P02	27.10.23	Bus stops relocated	AS	RH
P01	08.10.23	Footway extended and bus stops added	AS	RH

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STL Group

Land to the East of Hereford

Proposed Access Arrangement
(Ghost Island)

SCALE AS	DATE	DRAWN	CHECKED	APPROVED
As Stated	26.07.23	FA	RH	RH
INFORMATION				
DRAWING NO.	230477-RAP-XX-DR-TP-3200	REVISION	P03	

Notes:

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. This topographical survey was provided by Savills.
3. Highway boundary information has been provided by Herefordshire Council (Ref:531630314) and has been overlaid by Rappor onto the Topographical Survey & Ordnance Survey on a best fit basis.
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Key:

- Indicative Site Boundary
- Adopted Highway Boundary
- 2.4m x 215m Visibility Splay (60mph)



2.4m x 215m Junction
Visibility Splay (60mph)
Offset by 0.75m

2.4m x 215m Junction
Visibility Splay (60mph)

Rev	Date	Details	By	Chkd
P03	31.10.23	Updated Client Name	FA	RH
P02	27.10.23	Bus stops relocated	AS	RH
P01	08.10.23	Footway extended and bus stops added	AS	RH

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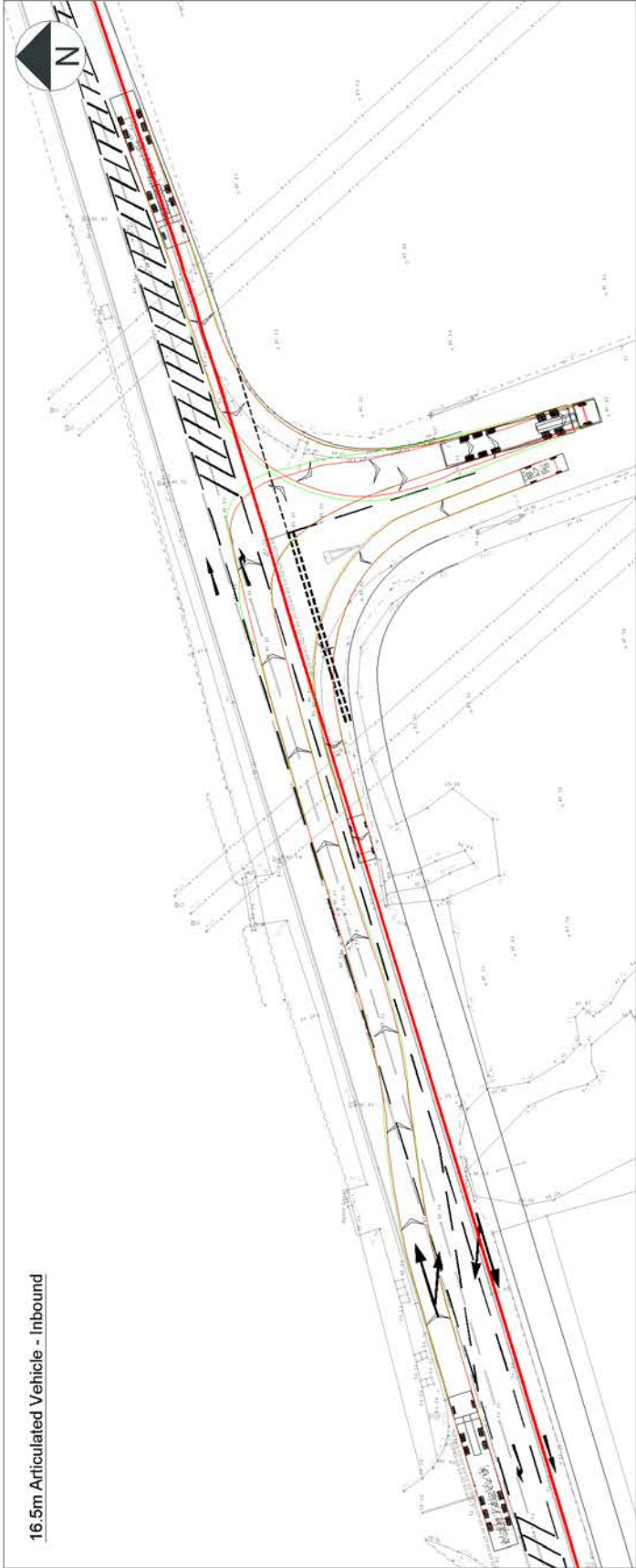
STL Group

Land to the East of Hereford

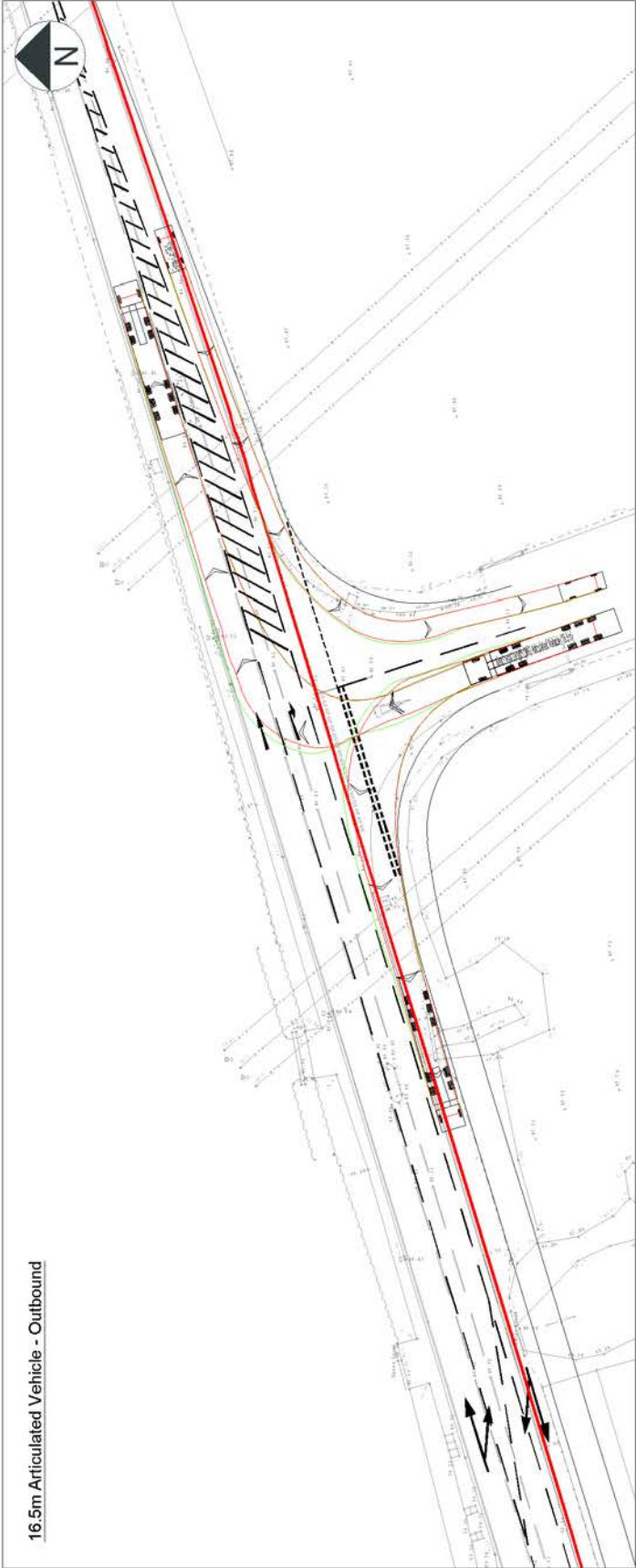
Visibility Assessment
(Ghost Island)

SCALE AS	DATE	DRAWN	CHECKED	APPROVED
1:1250	26.07.23	FA	RH	RH
STATUS				
INFORMATION				
DRAWING NO.	REVISION			
230477-RAP-XX-DR-TP-3201	P03			

16.5m Articulated Vehicle - Inbound



16.5m Articulated Vehicle - Outbound



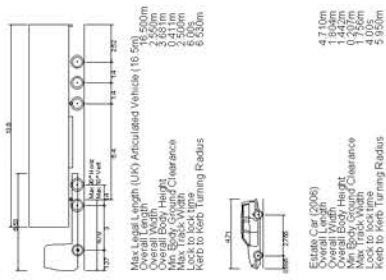
Notes:

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Key:

Indicative Site Boundary

Vehicle Profile



Rev	Date	Updated Client Name	FA	RH	By	Chkd
P02	31.10.22	Footway extended and bus stops added	FA	RH		
P01	08.10.23		RH	RH		

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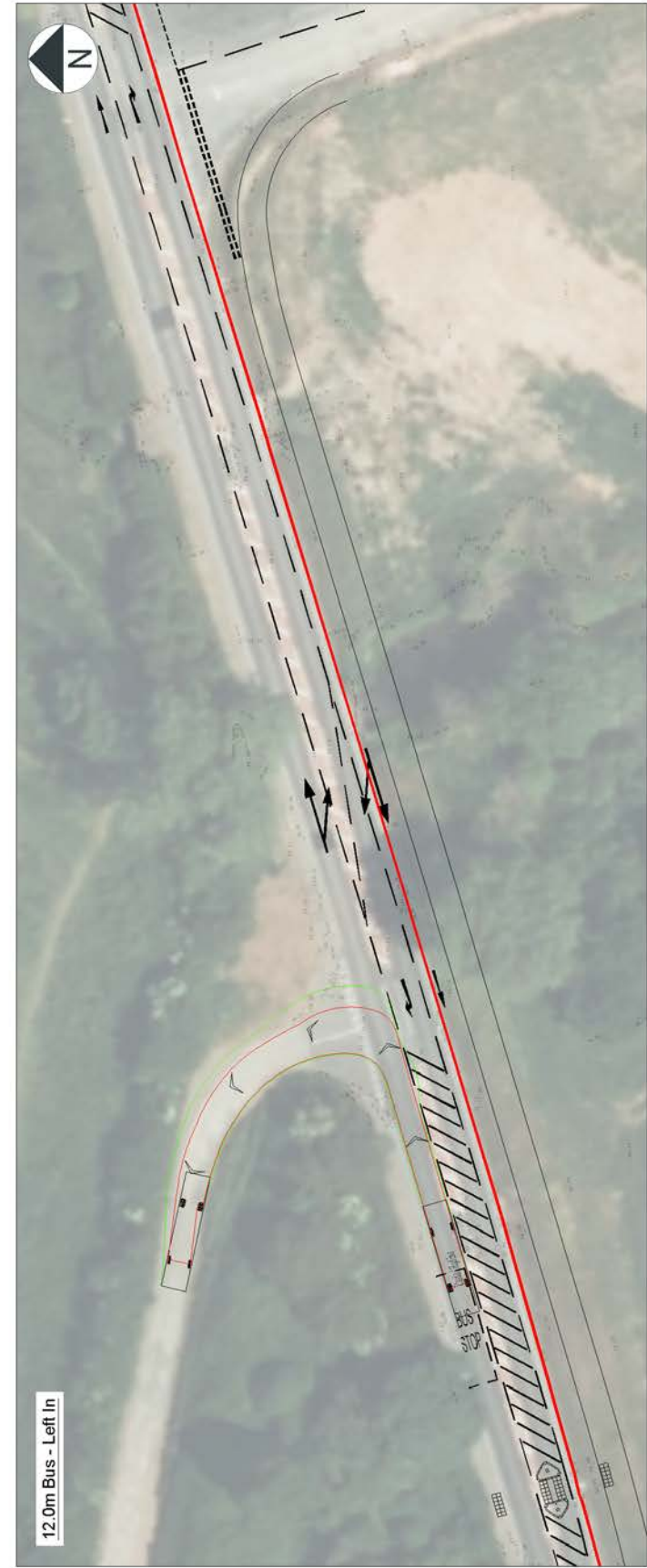


STL Group

Land to the East of Hereford

Swept Path Analysis -
16.5m Articulated Vehicle

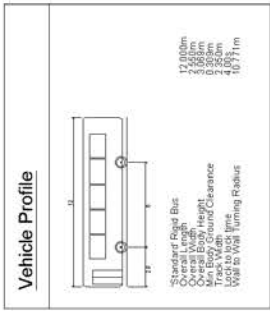
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STATUS	INFORMATION	REVISION		
DRAWING NO.	230477-RAP-XX-XX-DR-TP-4200	P02		



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Key:



P02	31.10.23	Updated Client Name	FA	RH
P01	27.10.23	Bus stops relocated	AS	RH
Rev	Date	Details	By	Chkd

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PROJECT

Land to the East of Hereford

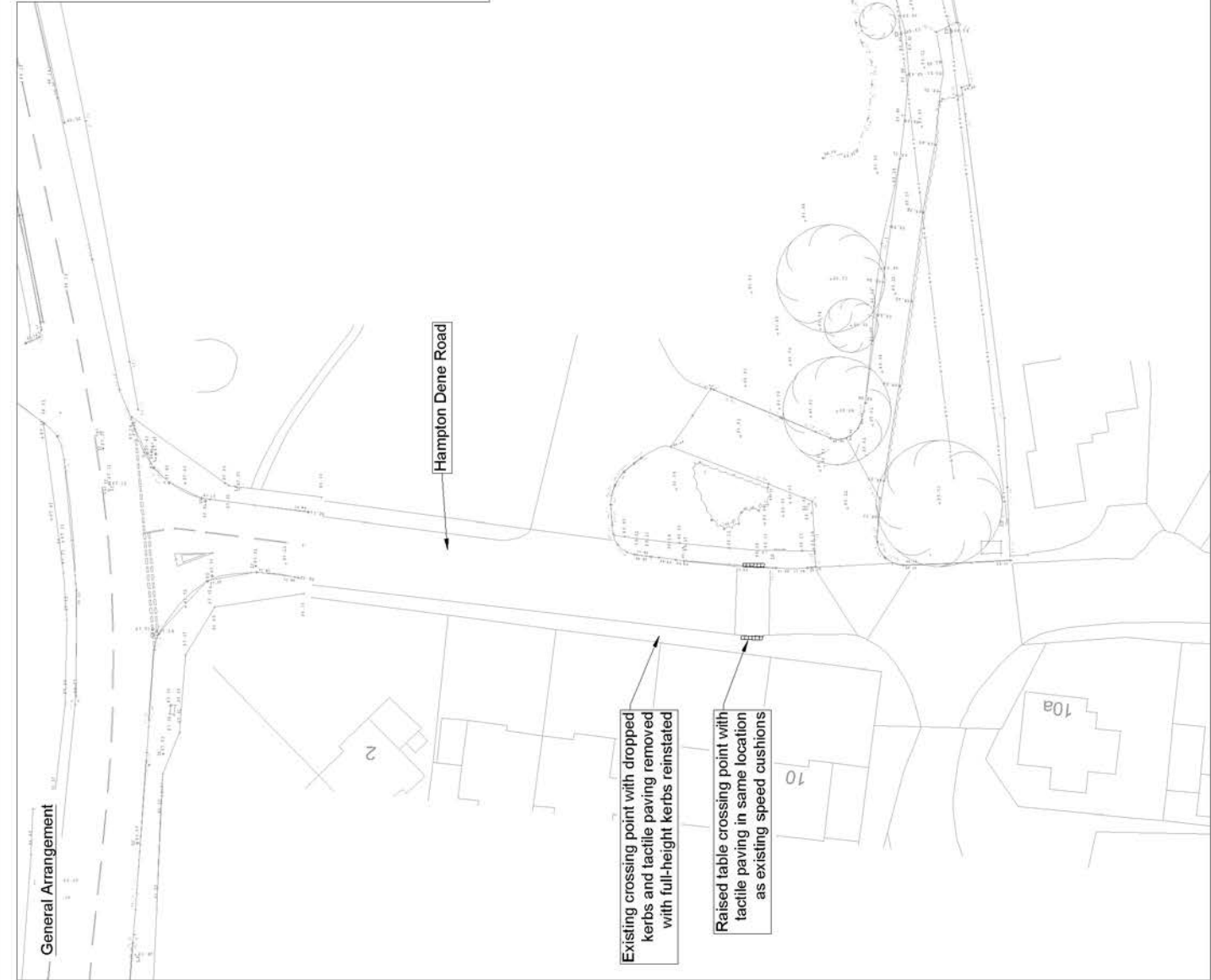
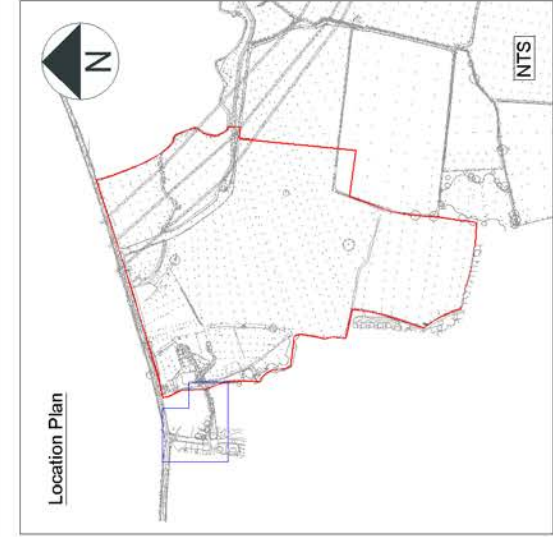
TITLE

Swept Path Analysis -
12.0m Bus

SCALE AS	DATE	DRAWN	CHECKED	APPROVED
1:500	06.10.23	AS	RH	RH
STATUS	INFORMATION			
DRAWING NO.	230477-RAP-XX-DR-TP-4203	REVISION	P02	



Appendix G – Pedestrian and Cycle Link



Notes:

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Key:

Indicative site boundary

P02	20.01.24	Updated red line boundary	AS	RH
P01	31.10.23	Updated cent name	FA	RH
Rev	Date	Details	By	Chkd

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Land East of Hereford

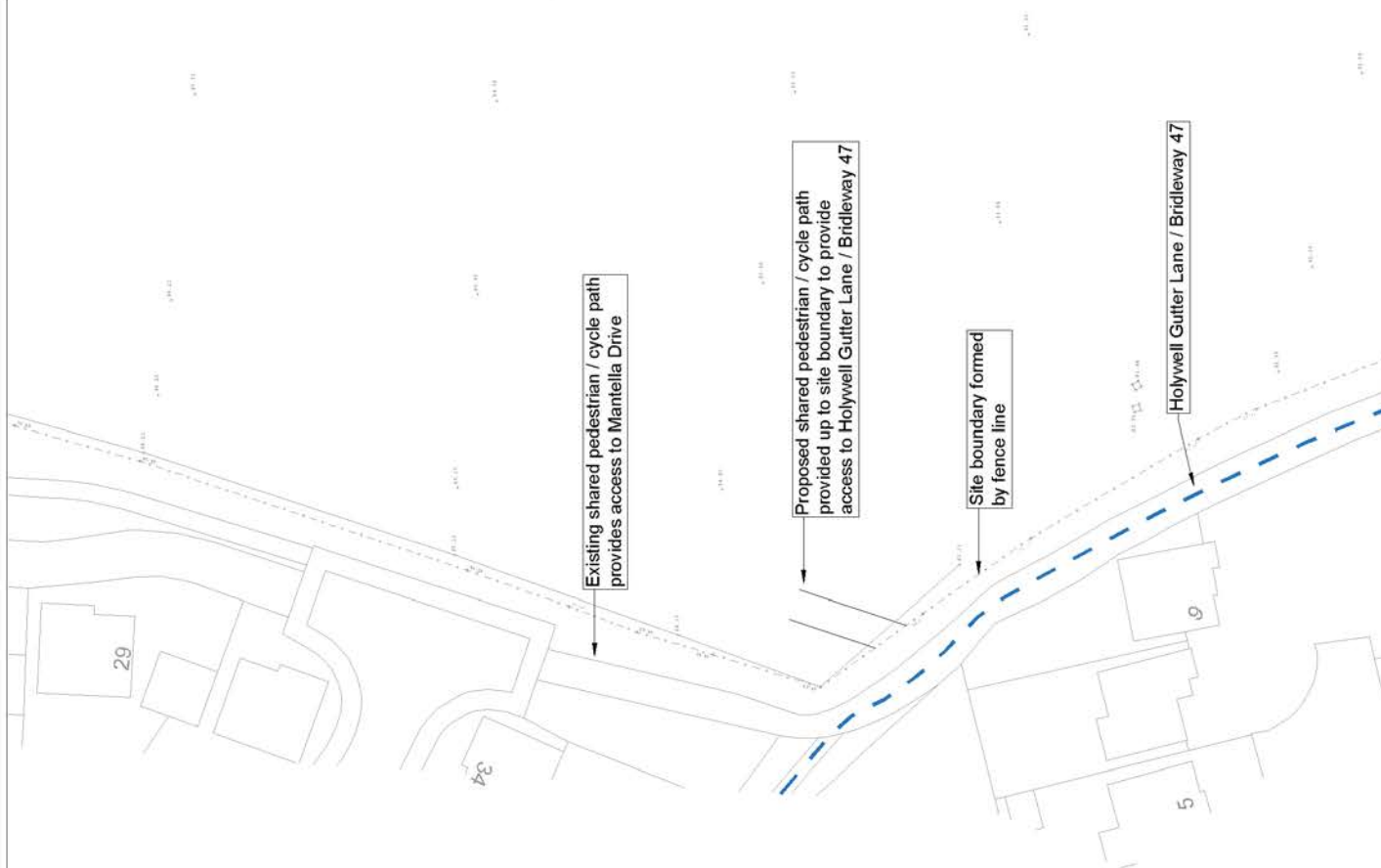
TITLE
Proposed Pedestrian and Cycle Access
Points - Hampton Dene Road

SCALE AS	DATE	DRAWN	CHECKED	APPROVED
As Stated	09.10.23	AS	RH	RH
STATUS	INFORMATION			
DRAWING NO.	230477-RAP-XX-DR-TP-6000			
REVISION	P02			

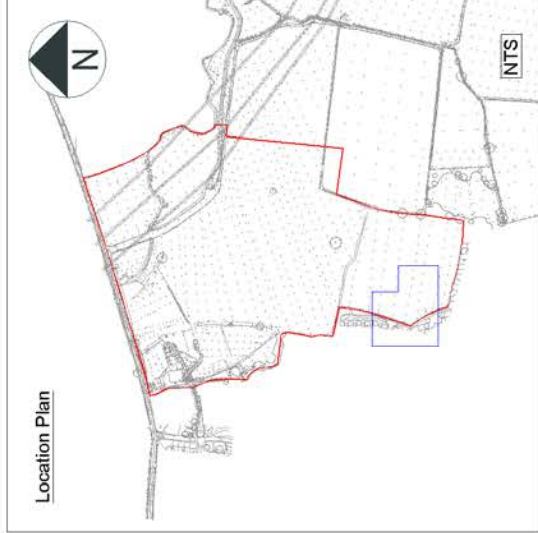


Appendix H – Hollywell Gutter Lane Pedestrian/Cycle Link

General Arrangement



Location Plan



Notes:

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Key:

- Indicative site boundary
- PROW - Public Right of Way

P02	20.01.24	Updated red line boundary	AS	RH
P01	31.10.23	Updated cent name	FA	RH
Rev	Date	Details	By	Chkd

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PROJECT
Land East of Hereford

TITLE
Proposed Pedestrian and Cycle Access
Points - Holywell Gutter Lane

SCALE AS	DATE	DRAWN	CHECKED	APPROVED
As Stated	09.10.23	AS	RH	RH
STATUS	INFORMATION			
DRAWING NO.	230477-RAP-XX-DR-TP-6001	REVISION	P02	

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