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Home Bargains, Galebreaker House, New Mills Industrial Estate, Ledbury

TJ Morris Ltd

Framework Travel Plan
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1 Introduction

Brief

- 1.1 Rappor has been instructed by Quod on behalf of TJ Morris Ltd to prepare a Framework Travel Plan (FTP) in support of a planning application concerning the redevelopment of the existing Homebase, Galebreaker House, New Mills Industrial Estate, Ledbury, HR8 2SR.
- 1.2 This FTP sets out initiatives and measures to be provided before the development is occupied, in order to influence future staff and customers travel behaviour at the outset and therefore minimise single occupancy car journeys and encourage staff and customers to use other sustainable modes of travel.
- 1.3 Should permission be granted for this scheme this FTP will eventually be replaced by the full Travel Plan (TP), which will be prepared prior to occupation of the site, and implemented and monitored over a five-year period post occupation of the development.

Development Proposals

- 1.4 Planning permission is sought for the continued use of the existing retail unit (2,109sq.m Gross External Area (GEA)) and garden centre (c.964sq.m), to provide a retail unit (2,062sq.m (GEA)) and garden centre (551sq.m), as well as the reconfiguration of customer car parking adjacent the frontage of the building and construction of additional car parking adjacent the eastern side of the building. The main car park area north of the building will remain as existing. The site is to be occupied by Home Bargains and will allow up to 30% of the retail floorspace to sell food / drink.
- 1.5 The Proposed Site Layout Plan is provided in **Appendix A** of this report.

Site Location

- 1.6 The application site is located off New Mills Industrial Estate, within an existing commercial area of Ledbury and is situated approximately 1km west of the town centre.
- 1.7 It is bound by New Mills Industrial Estate and the Leadon Way / New Mills Way / New Mills Industrial Estate roundabout to the north, Ledbury Welding & Engineering to the east and south whilst to the east it is bound by Leadon Way and vegetation.
- 1.8 A site location plan illustrating the application site and adjacent highway network is provided at **Appendix B**.



Aims and Scope of Travel Plan

- 1.9 The main objective of this FTP is to consider positive ways and methods by which the impact of the users of the site and the associated vehicle movements can be minimised, and the accessibility improved through its implementation.
- 1.10 The aims of this FTP are:
- a) To reduce the overall amount of car travel to the site;
 - b) To increase the use of public transport;
 - c) To increase the use of walking and cycling; and
 - d) To minimise the impact of the development on the local area and transport infrastructure.
- 1.11 The structure of the remainder of report is as follows:
- a) **Section 2:** details the FTP context and management structure;
 - b) **Section 3:** provides a site assessment in relation to the walking, cycling and public transport opportunities;
 - c) **Section 4:** provides overarching objectives of this FTP;
 - d) **Section 5:** identifies the travel survey methodology and details the modal shift targets to be achieved;
 - e) **Section 6:** details the TP Action Plan which sets out the measures and initiatives that will influence the modal shift; and
 - f) **Section 7:** identifies the monitoring and review schedule.



2 Travel Plan Context

Introduction

- 2.1 A TP 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 TP is a dynamic process that grows and develops with time. This FTP and the eventual full TP 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 future staff and visitors of the site.
- 2.3 The FTP is primarily focused at encouraging sustainable travel behaviour to and from the site by staff, whilst visitors may also benefit from certain measures and initiatives detailed later in this report.

Benefits of a Travel Plan

- 2.4 In general, TPs 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 the development;
 - b) Improve the health of all users on-site through promoting walking and cycling measures;
 - c) Create improvements for public transport, 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 carbon monoxide; and
 - g) Save energy through the reduced use of fossil fuels.
- 2.5 In summary, TPs 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

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

National Policy

National Planning Policy Framework (December 2023)

- 2.7 The National Planning Policy Framework (NPPF) (December 2023) sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development.

- 2.8 The NPPF states in Paragraph 108:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed;
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.”

- 2.9 Paragraph 114 under Section 9, which deals with ‘Promoting sustainable transport’, states:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*



b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

2.10 Paragraph 117 of the NPPF states that “All developments that will generate significant amounts of movement should be required to provide a travel plan”.

It should also be noted that the NPPF states in ‘Annex 2: Glossary’ at Page 76 that sustainable transport modes are “Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport”.

2.11 The Government’s planning practice guidance to the NPPF was launched as a web-based resource by the Department for Communities and Local Government (DCLG) in March 2014. The guidance highlights that “*Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.*”

Local Guidance

Herefordshire Council Environment Directorate – Highways Design Guide for New Developments (2006)

2.12 Herefordshire Council (HC) state in their ‘*Highways Design for New Developments*’ (HDG) that ‘*generally for non-residential sites a Travel Plan should be submitted*’. The HDG states that “*Travel Plans are typically a package of practical measures to encourage employees and users to choose alternatives to single occupancy car use and even reduce the need to travel at all for their work. Travel Plans should be site specific and should offer a range of measures that will make a positive impact at that site. Typical examples of measures include car sharing schemes, flexible working schemes, offering good cycle facilities and cycle mileage allowances, negotiating for improved public transport facilities with providers, restricting or charging for car parking, setting up video conferencing to reduce business travel*”.



Summary

2.13 In summary, the requirement for a Travel Plan is recognised within both national and local policy and it is within the context that this TP is prepared.



3 Baseline Site Accessibility

- 3.1 In order to ensure that the site can operate sustainably in terms of minimising the overall level of daily vehicular trips to and from the site, particularly single-occupancy vehicle trips, it is essential to consider what alternative sustainable travel opportunities are present to enable future employees and visitors to choose to travel by non-car modes, as well as identifying what local services and amenities are located in proximity of the site, which may assist in promoting linked trips.
- 3.2 The application site comprises an existing retail unit, which is located within a wider retail / commercial area. Therefore, it can be considered to be sustainably located and so a detailed assessment of facilities for non-car travel is not required. Notwithstanding this, a brief summary of local services, amenities, and infrastructure is provided below.

Proximity to Local Services and Amenities

- 3.3 The application site is situated approximately 1.2km west of the centre of Ledbury, therefore, the potential for linked trips to occur is high, with visitors likely to utilise other services and amenities in the nearby area, including various retail offerings / recreational destinations.
- 3.4 A range of existing services and amenities are located within 2km of the application site - with some located within the wider retail park. These various services and amenities, which staff and visitors may require on a day-to-day basis include an ALDI, Tesco, Co-op, several public houses, and several eateries (takeaways, restaurants and cafes).
- 3.5 In addition to the above, it should be noted that there are a number of residential areas within proximity to the application site; therefore, the location of the application site also affords an opportunity for future staff and visitors to travel to the application site by modes other than private car.

Walking and Cycling

Walking

- 3.6 The Institution of Highways and Transportation (now the: Chartered Institution of Highways and Transportation) guidance document '*Providing for Journeys on Foot*' (published 2000) suggests an acceptable walking distance of 1km for commuting purposes and a preferred maximum walking distance of 2km.



- 3.7 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within 10 minutes walking distance (around 800 metres). However, it states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.8 This guidance is supported by the National Travel Survey (NTS) which found that over the past four years 80% (2019), 82% (2020), 82% (2021), 83% (2022) of trips under a mile (1.6km) are undertaken on foot (NTS0308). It should be noted that the NTS for 2020 which was undertaken during the COVID-19 pandemic had less than half the response rate and experienced substantial missing data, the highway conditions could not be classed as 'normal' which is likely to have impacted on how people travel. However, the 2020 NTS journeys on foot under a mile is validated by the 2021 and 2022 NTS, which demonstrates a 2-percentage point and 3-percentage point, respectively, increase in journeys by foot under a mile since 2019. These findings also demonstrate that a steady increase in the number of trips under a mile undertaken on foot is present.
- 3.9 Continuous footway provision is present throughout the local highway network which provides a permeable walking network within the vicinity of the application site. This network provides safe and convenient access from the application site to By Street and The Homend (A438) where facilities and services required on a daily basis can be found within Ledbury.

Cycling

- 3.10 Cycling also has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (8km) and trips of 30 - 40 mins are considered acceptable for commuting purposes. The NTS 2022 (Table NTS0303) notes that the average cycle trip is approximately 3.6 miles (5.8km). The growth of electric bikes is also increasing the propensity to cycle and reducing journey times.
- 3.11 The Local Transport Note 1/20: Cycle Infrastructure Design, produced by the Department for Transport (DfT), states the following at paragraph 2.2.2:
- 'Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people'.*
- 3.12 It is therefore considered, and substantiated by DfT findings, that facilities and amenities within five miles, or 8km, of the application site are within acceptable cycling distance. The entirety of Ledbury in addition to smaller surrounding villages are within approximately 8km of the application site.

- 3.13 There are a number of designated and traffic-free cycle routes within Ledbury, which are demonstrated on the map produced by HC and attached at **Appendix C**. These provide a permeable cycling network throughout Ledbury which future staff and customers will be able to utilise when travelling to / from the application site.

STRAVA Heatmap

- 3.14 STRAVA is an internet service that tracks physical exercise, predominantly cycling and running, using GPS data. The GPS data is stored in a database which allows STRAVA users to visually see the extent that routes and roads are used by other users in the form of heatmaps. The data is updated monthly.
- 3.15 The STRAVA heatmap indicates the more frequently used routes, by STRAVA users, on a light (white) to dark (purple) scale. **Figure 3.1** illustrates that the surrounding roads and routes are frequently utilised by cyclists using STRAVA.



Figure 3.1: STRAVA Heatmap Extract (Source: www.strava.com)

Public Transport

- 3.16 The nearest bus stop (the 'Aldi' bus stop) in relation to the development site is located on New Mills Industrial Estate, approximately 160m from the centre of the application site. The stop comprises a flag.
- 3.17 The 'Aldi' bus stop provides access to the number 600 bus service which provides access around Ledbury.
- 3.18 Full bus timetable information is provided at **Appendix D**.



- 3.19 Services operating via the above detailed stops provide regular services throughout the week and on Saturdays, to surrounding residential and suburban areas and therefore provide a genuine opportunity for staff and customers to travel to / from the store via more sustainable modes of travel.

Summary

- 3.20 The site is considered to be sustainably located with accessibility to a wide range of local services and amenities to promote linked trips, supported by local public transport services. Therefore, future employees and visitors will be presented with a range of suitable travel choices to access the site and will be able to link trips with other pre-existing retail offerings within vicinity of the site.



4 Aims and Objectives

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

Objectives

- 4.3 The four main objectives of this FTP are set out below:
- a) To achieve a high awareness of the sustainable travel options available amongst employees and visitors, which is to be maintained during the build-up of the site. It is vitally important that the users of the development are made fully aware of the sustainable transport choices available to them from the opening of the site so that sustainable travel habits are established from the outset;
 - b) To increase the health of all users of the site by increasing the proportion of active travel (i.e., walking and cycling). Current Government advice for living a healthier lifestyle is to engage in moderate exercise (that raises your breathing and heart rate) for 30 minutes a day;
 - c) To encourage less reliance on the car, wherever practical, particularly for single occupancy car journeys. The measures set out in this FTP not only encourage and facilitate pedestrian and cycle use, but also make better use of the car through initiatives such as car sharing; and
 - d) Engage employees in critical thinking regarding their travel choices.
- 4.4 These objectives will be implemented through a package of measures that are discussed at **Section 5**, which shall be expanded upon – and revised, if required, upon the implementation of the full TP.



Travel Surveys

- 4.5 The full TP will be produced prior to occupation and will include the results of the staff travel survey. The initial baseline surveys, in the form of questionnaires, will be carried out within six months of the development opening (Year 1). Surveys will also be undertaken in the third (Year 3) and fifth years (Year 5) to ascertain modal splits and determine if the targets and objectives of the TP are being met.
- 4.6 As a 'living document', measures within the TP can be adjusted/enhanced year-on-year in response to the travel survey results to ensure that the targets are being met. These are important as they provide the base from which comparisons can take place and they provide a focus for what the TP is trying to achieve.
- 4.7 Undertaking the surveys will be the responsibility of the Travel Plan Co-ordinator (TPC), who will supply HC with updated statistical data show how staff travel to and from the site and the full TP will be updated.
- 4.8 An example travel survey has been provided at **Appendix E**.

Modal Shift Targets

- 4.9 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The TP 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 7**.
- 4.10 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.
- 4.11 Targets for the scale of modal shift against which the success of the TP 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).



- 4.12 Accurate modal split targets will be identified once the baseline travel survey has been undertaken (Year 1). Initial modal split targets have been set based on Census 2011 travel to work data for the Middle Super Output Area (MSOA) Herefordshire 019: E02002923 within which the site is contained. The data is provided at **Appendix F**.
- 4.13 Initial modal shift targets are based on a 10% modal shift from car trips to more sustainable modes, such as public transport, cycling and walking. A target of 10% is considered feasible considering the measures in place, set out in **Section 5**, together with the sustainable location of the site. Furthermore, a 10% reduction is considered reasonable and in line with industry standards. **Table 4.1** sets out initial modal split targets based on a 10% reduction in single occupancy car journeys.

Mode of Travel	Census Result	Year 5 Target
Car Driver	65.98%	59.38%
On foot	22.52%	27.00%
Car Passenger	5.95%	7.13%
Bicycle	2.50%	3.00%
Bus, Minibus or Coach	1.21%	1.45%
Train	0.97%	1.16%
Motorcycle & Scooter	0.50%	0.50%
Other	0.24%	0.24%
Taxi	0.13%	0.13%

Table 4.1: Percentage modal shift targets based on 2011 Census Data

- 4.14 Whilst the targets have potential to change once the site is occupied, they are able to broadly set out what is able to be achieved as a result of implementing the TP. It is proposed that the above targets should be achieved over a five-year time period from the opening of the site.
- 4.15 It is worth noting that Working from Home data recorded in the census has not been included in **Table 4.1** due to the retail staff being unlikely to work from home and better reflect the application site use. Nor has Metro due to no one in the data set stating they travelled by this particular mode.



- 4.16 It is not considered appropriate to set specific targets for customers, other than to encourage customers to travel sustainably.



5 Travel Plan Management and Measures

Travel Plan Co-ordinator

- 5.1 The key to any effective TP is to have an identified person responsible for its operation and monitoring. In order for the TP to be effective and responsive, it must be kept up to date and relevant, otherwise it may become ineffective.
- 5.2 In order to maintain and develop the TP, it is important to designate a member of staff from the site to be the TPC. The TP will be managed and monitored by the TPC who will work to deliver the content of this TP and ensure the measures are carried out effectively.
- 5.3 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC. They will be appointed at least three months prior to opening and their role will be ongoing for a period of five years, post occupation of the development.
- 5.4 The responsibilities of the TPC will include the following:
 - a) Marketing and promoting the TP;
 - b) Providing sustainable travel information to staff;
 - c) Liaising with the council, transport operators and specialist groups where necessary;
 - d) Arranging and undertaking of travel surveys; and
 - e) Providing monitoring updates to HC.

Marketing and Promotion

- 5.5 The TPC will be responsible for marketing and promotion of the TP and sustainable travel opportunities and benefits and will establish communication between those who are responsible for delivery and those who benefit from the implementation of the TP.
- 5.6 The provision of information to staff, which is both accessible and available in varied formats, is an important measure of the TP.
- 5.7 This would be achieved through a co-ordinated marketing and communications strategy including information within a notice board within the staff area, and Travel Information Pack (TIP) for staff on commencement of the employment.



Travel Plan Measures

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

Travel Information Pack

- 5.9 A TIP will be created and distributed to all staff on commencement of their employment. The TIP will include various travel information, with the intention of encouraging staff to engage with sustainable transport modes. The TIP will contain the following:
- a) A cycle / pedestrian route map;
 - b) Contact details of the TPC;
 - c) Details of nearby bus stops and the most recent bus timetables;
 - d) Details of public transport fares and operators;
 - e) Benefits of car sharing; and
 - f) Links to relevant sustainable travel apps.

- 5.10 The TPC will keep the TIP up-to-date to reflect changes, for example when revised bus timetables are issued.

Walking / Cycling Measures

- 5.11 All pedestrian and cyclist infrastructure included as part of the development will be completed to a high standard. Details of the health benefits of walking, will be included in the TIP.
- 5.12 The TPC will be responsible for promoting events such as Bike Week and European Mobility Week to encourage staff to cycle.
- 5.13 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.
- 5.14 The Cycle to Work scheme will be offered to all staff and details will be provided within the TIP.
- 5.15 Secure cycle parking will be provided at the development.



- 5.16 Furthermore, staff will be made aware of walking and cycling initiatives they can get involved with, such as www.livingstreets.org.uk and www.sustrans.org.uk.

Public Transport Measures

- 5.17 Good public transport provision is important to achieving sustainable transport targets. By encouraging staff to use existing bus services, additional revenue will be generated, and the quality of services could improve and also allow 'at risk' services to be maintained.
- 5.18 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.19 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;
 - b) Provision of information on tickets;
 - c) Promotion of local bus services as attractive access options; and
 - d) Regular review of any changes to timetables, routes or fares.
- 5.20 The staff travel surveys will identify how staff currently travel and what the potential is for encouraging staff to travel to work on public transport. The results of the survey will be analysed and then consideration could be given to offering season tickets if it is found that there would be a demand for such a service.

Car Measures

- 5.21 The most unsustainable mode of transport is single occupancy car travel. 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.
- 5.22 Staff will be made aware of car sharing websites such as liftshare.com and blablacar.co.uk, which is free to access and helps to facilitate car-sharing amongst anyone that lives in the surrounding area. The scheme can benefit anyone who regularly commutes to work by trip matching drivers, pedestrians, cyclists and taxi users.
- 5.23 The TPC will ensure that all staff are advised of the financial savings, which can be achieved through car sharing and will ensure that all staff are provided with details of the car share scheme.



6 Travel Plan Action Plan

- 6.1 Key to the success of the TP is the identification of viable transport alternatives and these can be identified through the 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.
- 6.2 This section outlines measures that will be implemented as part of this TP. These measures will include making best use of the current facilities, as well as creating further incentive for staff use sustainable transport modes of travel. The implementation of the TP and the measures contained within it will be flexible.

Action Plan

- 6.3 A comprehensive set of initiatives and measures is set out on the following pages. The recommended measures have been drawn from best practice, Travel Plan guidance and case studies throughout the UK.
- 6.4 The Action Plan has been broken down into four main strategy sections relating to the scope of the TP, which comprise the following:-
- a) Walking and cycling strategy;
 - b) Public transport strategy;
 - c) Car user strategy; and
 - d) Additional TP support measures.
- 6.5 The measures and initiatives identified in the strategy section aim to directly influence staff of the site. Furthermore, some of the measures have an influence on visitor trips to the site, and where this is the case, this has been identified in each strategy section.
- 6.6 Measures contained within the Action Plan also indicate where the responsibility lies in relation to each measure, timeframe and estimated costs.



Walking and Cycling Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
WC1	Implement cycle parking facilities	Cycle parking to be provided prior to occupation of the development	✓	✓	During construction phase	As part of build costs	Developer
WC2	Implement on-site pedestrian facilities	New pedestrian facilities to be provided within the site	✓	✓	During construction phase	Part of construction costs	Developer
WC3	Walking and Cycling Route Maps to Facilities	Walking and cycling route maps will be available on noticeboards and within the TIP	✓	✓	Prior to completion / updated bi-annually	Designer's time and printing costs	TPC
WC4	Promotion of Walking and Cycling Events / Websites	Promotion of events such as 'Walk to Work Week' and websites such as livingstreets.org.uk and sustrans.org.uk	✓		Ongoing for the lifetime of the TP	TPC's Time	TPC
WC5	Promote Cycle to Work Schemes	All staff will have access to the Government's Cycle to Work Scheme that provides a financial incentive for staff to cycle (tax discounts on cycles and equipment)	✓		Ongoing for the lifetime of the TP	TPC 's Time	TPC

Table 6.1: Walking and Cycling Action Plan



Public Transport Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
PT1	Promotion of Bus Services	Up to date bus information to be provided to staff and visitors in the TIP	✓	✓	Prior to completion / updated bi-annually for the lifetime of the TP	Designer's time and printing costs	TPC
PT2	Promotion of Travel Apps	Public transport apps will be promoted as part of personalised journey planning in the TIP	✓		Prior to completion / for the lifetime of the TP	Designer's time and printing costs	TPC
PT3	Information on Noticeboard	Provide up-to-date public transport information on noticeboard in the staff office	✓		Updated bi-annually	Printing costs	TPC

Table 6.2: Public Transport Action Plan



Car User Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓	✓	Ongoing for the lifetime of the TP	TPC's Time	TPC
CU2	Reduce Single Occupancy Car Travel	Reduce the level of single occupancy car travel through the promotion of this TP and on-going monitoring	✓	✓	Ongoing for the lifetime of the TP	TPC's Time	TPC

Table 6.3: Car User Action Plan



Travel Plan Support Measures

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
TP1	Appoint a TPC	A TPC to be appointed for the lifetime of the TP	✓	✓	Prior to completion	TBC	Developer
TP2	TIP	A TIP is to be created and distributed to staff upon commencement of employment	✓		Prior to completion / updated bi-annually for lifetime of the TP	Designer's time and printing costs	TPC
TP3	Transport Noticeboards	Install noticeboard detailing sustainable travel information in staff area	✓		During construction / information updated regularly	Cost of signage and printing	Developer / TPC
TP4	Travel to Work Network	TPC to register site with the Herefordshire Council Travel to Work network. This is a free service which provides sustainable travel promotions, advice, information and support for employers and employees	✓		Ongoing for the lifetime of the TP	TPC's Time	TPC

Table 6.4: Additional Support Action Plan.



7 Monitoring and Review

- 7.1 An effective monitoring and review process is important to establish how successful the TP 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 TP targets have been met.
- 7.2 As set out in **Paragraph 5.3**, the TPC will be appointed at least three months prior to completion of the proposed development and will liaise with the relevant officers at HC. The TP will be actively managed and monitored by the TPC for a period of five-years, post occupation of the development.
- 7.3 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 TP. As part of the monitoring process, it is important to establish the baseline conditions.

Travel Plan Monitoring

- 7.4 For the on-going management of the TP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the TP, which means the Developer / TPC and HC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the TP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 A baseline staff travel survey will be undertaken within six months of completion of the development (Year 1). Follow up monitoring surveys will then be conducted in Year 3 and Year 5, as shown in **Table 7.1**. The results of the initial surveys will be used to inform targets, objectives and measures and the monitoring surveys will be used to assess the progress of the TP against the objectives and targets.

	Year 1 / Baseline	Year 2	Year 3	Year 5	Year 5
Travel Survey	✓		✓		✓

Table 7.1: Programme of Surveys



- 7.7 Monitoring reports will be issued to HC within six weeks of the survey results, to demonstrate how the TP has been implemented for the year. The reports will outline future monitoring strategies, a confirmation and revision of targets if necessary and also discuss the travel surveys and analyse the responses.



Appendix A – Site Layout Plan

Schedule of Accommodation	
Unit G.I.A.	= 1,993m ² / 21,452ft ²
Total Car Spaces	
97 spaces	
Standard	= 86 spaces
Disabled	= 6 spaces
Parent and Child	= 3 spaces
EV	= 2 spaces

DRAWING KEY

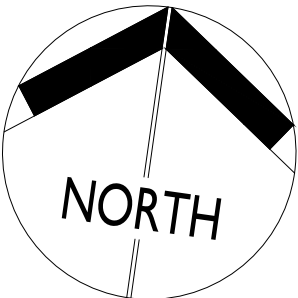
Site boundary.

External surfaces are to fall away from building at approximate 1:60 generally
- (this gradient not to be exceeded)

600mm high treated timber knee rail	
Secure heras zenith -358 weld mesh panels fence - 5.2m high	
Secure heras zenith -358 weld mesh panels fence - 3m high	

New exterior lighting to site to be designed by specialist to give correct lighting levels.

450x450 slab paving, colour - Natural	
Tactile paving with blister finish to surface.	
Low maintenance soft landscape areas in accordance with landscape architects design.	
Macadam road way and car parking	
HGV SPEC - New brush finish concrete	
Macadam footway	



0mm 2,000mm 10,000mm 20,000mm
1:200

home bargains

PLANNING

H	21.02.24	Further boundary line and line amendments at the request of Quod
G	27.02.24	Red line boundary amended request of Quod
F	28.04.24	Schedule update
E	28.04.24	Amendments to line rail
D	25.04.24	Updated pathways, highlight existing disabled fence, new gate to service yard
C	19.04.24	Revised path with, quantity of fencing, dual EV parking
B	22.11.23	Amendments to service yard, trolley shelter, car park count amended, EV 2nd location, general landscaping and line rail updated.
A	20.11.23	Car park rationalised per client request, line rail removed to service yard.
REV.	DATE	AMENDMENT



WPL Consulting LLP
1 Airport West, Lancaster Way, Leeds LS19 7ZA
Tel: 0113 202 9444 Fax: 0113 202 9333
E-mail: mail@wplconsulting.co.uk

PROJECT TITLE
REFURBISHMENT TO EXISTING RETAIL UNIT
NEW MILLS INDUSTRIAL ESTATE
LEADON WAY
LEDBURY
HR8 2SR

DRAWING TITLE
PROPOSED SITE PLAN

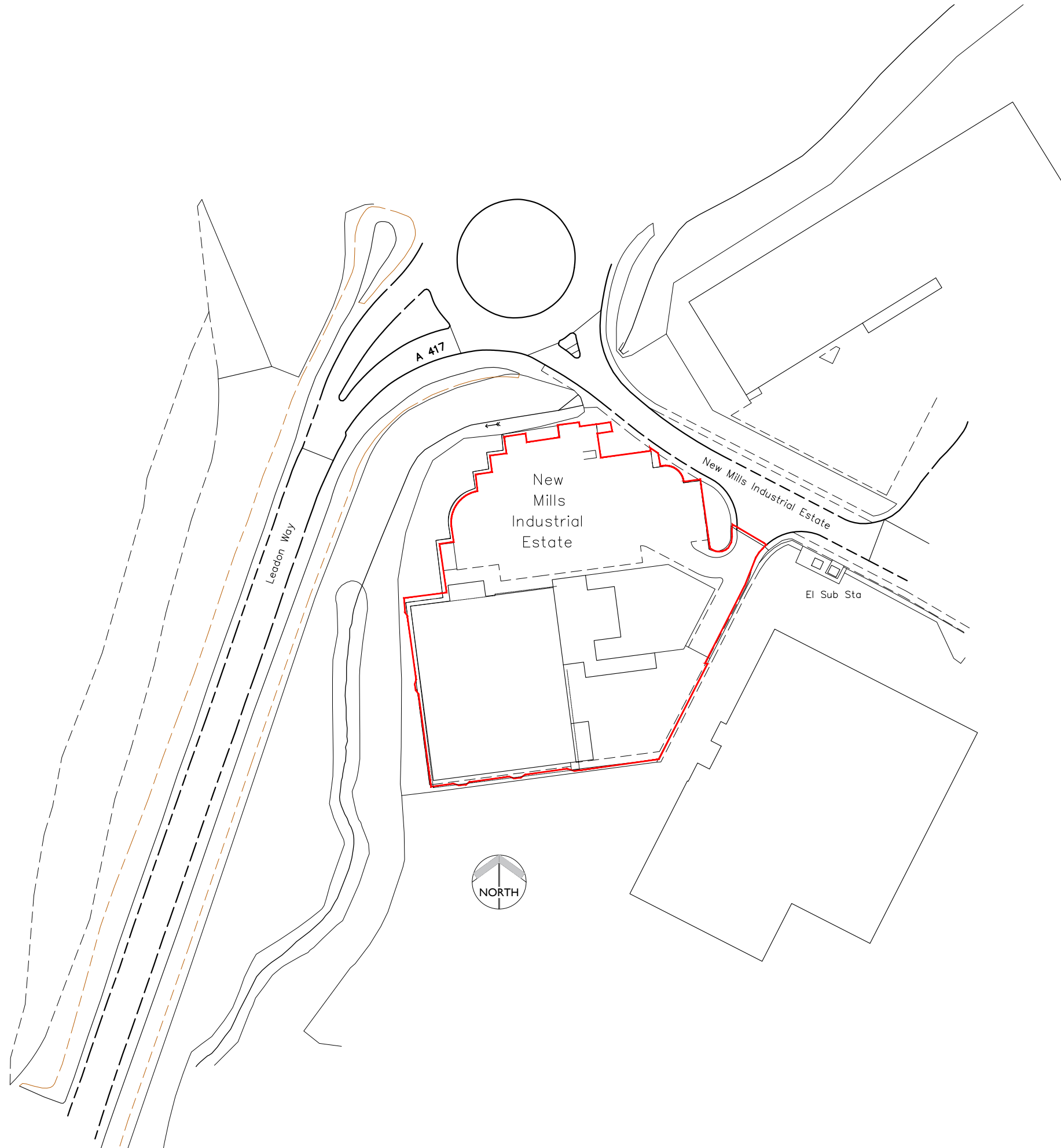
PROJECT No:	DRAWING No:	REVISION:
9858	105	H
SCALE:	DATE:	DRAWN BY:
1:200 @ A0	31.10.23	AE

CHECKED BY:	DATE:
-------------	-------





Appendix B – Site Location Plan



0m 10m 50m 125m
1:1250

home

bargains

TOP BRANDS - BOTTOM PRICES

PLANNING

C	21.05.24	Red line amended further to request from Quod
B	21.05.24	Red line to NE boundary amended
A	21.05.24	Red line amended
REV.	DATE	AMENDMENT

WPL

WPL Consulting LLP

1 Airport West Lancaster Way Leeds LS19 7ZA

Tel: 0113 202 9444 Fax: 0113 202 9333

E-mail: mail@wplconsulting.co.uk

PROJECT TITLE

LEADON WAY

LEDBURY

HR8 2SR

DRAWING TITLE

LOCATION PLAN

PROJECT No:	DRAWING No:	REVISION:
9858	100	C
SCALE:	DATE:	DRAWN BY:
1:1250 @ A3	07.02.23	TR
CHECKED BY:	DATE:	



Appendix C – Herefordshire Council Ledbury Walking and Cycling Map

Welcome to Ledbury

Whether you live or work in the town, or if you are visiting to shop, this guide is designed to help you find your way around.

Use this map to plan ahead. It may be quicker and easier to walk or cycle than to drive. If you walk or cycle around, you will also have the chance to see and absorb more of the features and character of

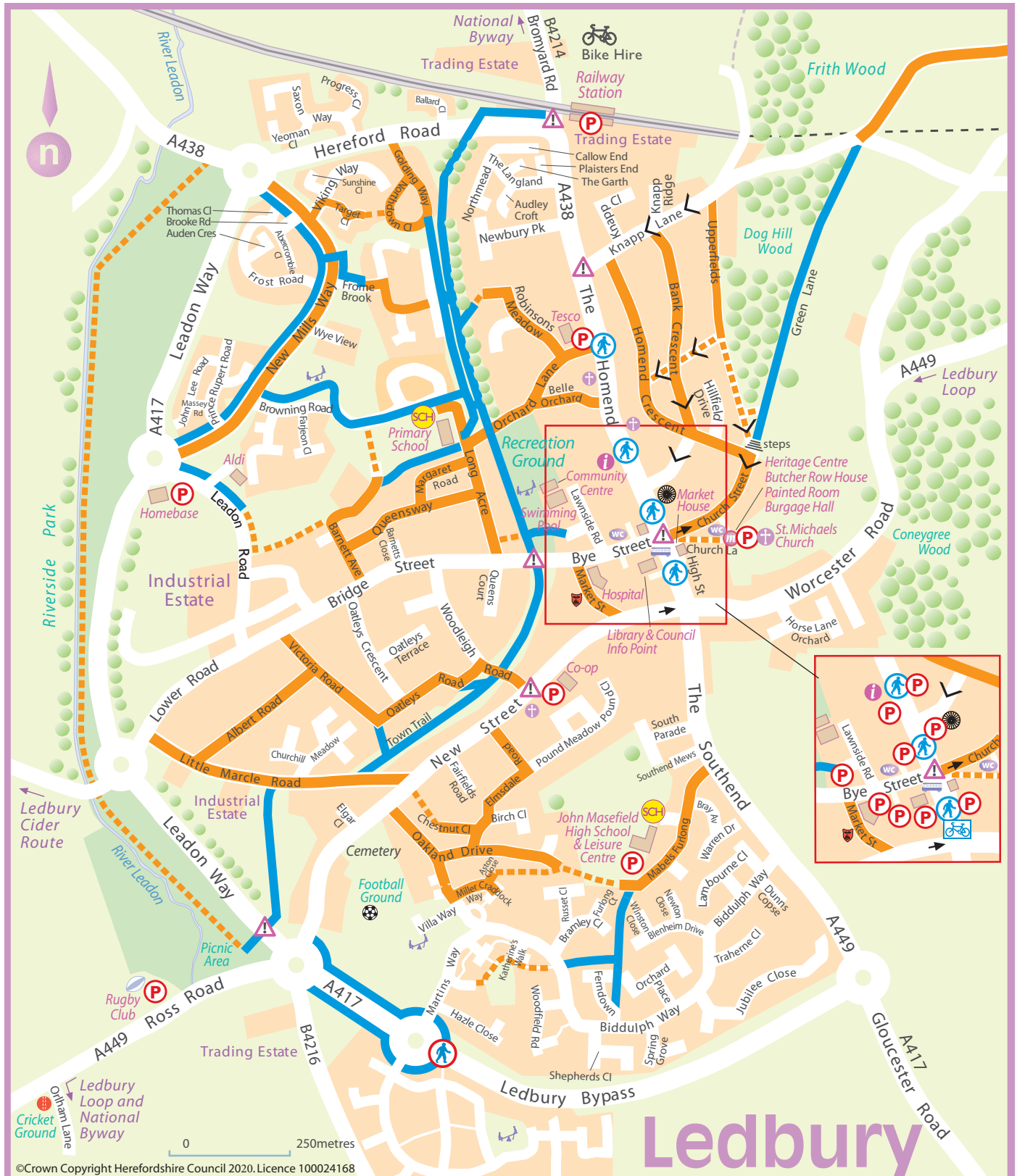
this historic market town, while getting yourself fitter into the bargain.

When walking or cycling don't head straight for the main roads - cycle paths and suggested quieter routes may offer a quicker and more pleasant solution.

If you need to drive, please take care. Slow down and take account of the needs of pedestrians and

cyclists. If you are in a long queue of traffic please don't leave your engine running. Restarting the engine uses less energy than 10 seconds of idling, so you can save yourself some money and give the town a break at the same time.

Consider car sharing if you can – register at www.twoshare.co.uk Remember, fewer cars means fewer queues.



- Traffic-free, and a mixture of special cycle tracks, river paths and other routes through parks.
- Suggested routes on quiet suburban roads or the safest way through the town centre. Intended to be the best available route at all times, but some will be busier than others.
- - - Indicates linking routes where cyclists are legally required to dismount and behave like pedestrians.

- One way section
- Pedestrian crossing
- Cycle parking
- Steep gradient
- Beware hazardous junction/crossing

- Advanced Stop Line for cyclists
- Buses
- Public toilets
- Museum
- Bike shop
- Tourist Information

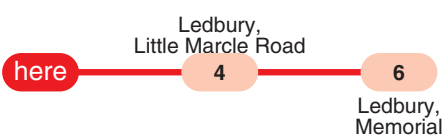


Appendix D – Bus Timetable Information

600

Ledbury - New Mills

First Worcestershire



The numbers circled indicate approximate timings in minutes from Ledbury, Aldi

Mondays to Fridays			Bus times as at 24th January 2024		
Time	Service	Note	Time	Service	Note
0850	600		1055	600	
			1155	600	
			1255	600	
			1355	600	
			1455	600	

Saturdays			Bus times as at 27th January 2024		
Time	Service	Note	Time	Service	Note
0850	600		1055	600	
			1255	600	
			1455	600	

Sundays
No Service



Next bus times on your phone

the code for this stop is **heratmwa**

Mobile internet: Use the QR code (left) if you can, or enter the stop code at www.nextbuses.mobi

By SMS: text the stop code to 84268. Add a space and service number for just that service.

Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).



Appendix E – Example Travel Survey

1. Gender:

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

2. Age:

- ☐ Under 20
- ☐ 20 - 24
- ☐ 25 - 29
- ☐ 30 - 39
- ☐ 40 - 49
- ☐ 50 +

3. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

4. What are your usual work start and finish times? please tick one AM and one PM box)

- | | |
|--|--|
| <input type="checkbox"/> 07:00 - 07:29 | <input type="checkbox"/> 15:00 - 15:29 |
| <input type="checkbox"/> 07:30 - 07:59 | <input type="checkbox"/> 15:30 - 15:59 |
| <input type="checkbox"/> 08:00 - 08:29 | <input type="checkbox"/> 16:00 - 16:29 |
| <input type="checkbox"/> 08:30 - 08:59 | <input type="checkbox"/> 16:30 - 16:59 |
| <input type="checkbox"/> 09:00 - 09:29 | <input type="checkbox"/> 17:00 - 17:29 |
| <input type="checkbox"/> 09:30 - 10:00 | <input type="checkbox"/> 17:30 - 18:00 |

☐ Other (please specify)

5. How do you mostly travel to work?

- | | |
|--|---|
| <input type="radio"/> Car Driver (alone) | <input type="radio"/> Bicycle |
| <input type="radio"/> Car driver (with passenger(s)) | <input type="radio"/> On Foot |
| <input type="radio"/> Car Passenger | <input type="radio"/> Motorbike / Moped |
| <input type="radio"/> Train | <input type="radio"/> N/A |
| <input type="radio"/> Bus | |
| <input type="radio"/> Other (please specify) | |

6. How far do you travel to work?

- | | |
|---|--|
| <input type="radio"/> Up to 1 mile | <input type="radio"/> Over 5 miles to 10 miles |
| <input type="radio"/> Over 1 mile to 2 miles | <input type="radio"/> Over 10 miles |
| <input type="radio"/> Over 2 miles to 5 miles | |

7. How do you travel to work? (Typically)

- | | |
|--|-------------------------------|
| <input type="radio"/> Up to | <input type="radio"/> Bus |
| <input type="radio"/> Car Driver (with passenger(s)) | <input type="radio"/> Bicycle |
| <input type="radio"/> Car Passenger | <input type="radio"/> On Foot |
| <input type="radio"/> Car (with school peers) | <input type="radio"/> N/A |
| <input type="radio"/> Train | |
| <input type="radio"/> Other (please specify) | |

8. Would any of the following changes encourage you to cycle to work?

- | | |
|--|---|
| <input type="radio"/> YES - Improved cycle paths on the journey to work | <input type="radio"/> YES - Cycle training |
| <input type="radio"/> YES - Improved cycle parking at work | <input type="radio"/> YES - Discounts on bike equipment and accessories |
| <input type="radio"/> YES - Improved cycle changing facilities & lockers at work | <input type="radio"/> NO |
| <input type="radio"/> Other (please specify) | |

9. Would any of the following changes encourage you to use public transport to get to work?

- | | |
|--|--|
| <input type="radio"/> YES - More direct bus routes | <input type="radio"/> YES - Cheaper bus tickets |
| <input type="radio"/> YES - More frequent bus services | <input type="radio"/> YES - More information on public transport information i.e. routes/timetables etc. |
| <input type="radio"/> YES - Better lighting at bus stops and on footpaths between work | <input type="radio"/> NO |
| <input type="radio"/> YES - Bus stops closer to work | |
| <input type="radio"/> Other (please specify) | |

10. What is your main reason for using a car to get to work? Please tick one box only

- | | |
|--|---|
| <input type="radio"/> Additional stops to / from work i.e. dropping children at school | <input type="radio"/> Convenience |
| <input type="radio"/> Get a lift | <input type="radio"/> Public transport is not frequent enough |
| <input type="radio"/> Health reasons | <input type="radio"/> No direct public transport routes |
| <input type="radio"/> Takes the least amount of time | <input type="radio"/> I don't use the car to get to work |

11. Would you be prepared to car share?

- ☐ Yes - as the driver
- ☐ Yes - as the passenger
- ☐ Yes - both
- ☐ No

12. Would any of the following changes encourage you to car share?

- | | |
|--|--|
| <input type="radio"/> YES - Help finding car share partners with similar work patterns | <input type="radio"/> YES - More information on the benefits of car sharing? |
| <input type="radio"/> YES - Free lift home if let down by car sharer | <input type="radio"/> NO |
| <input type="radio"/> YES - Reserved parking for car sharers | |
| <input type="radio"/> Other (please specify) | |

13. Do you have any further comments regarding commuting and other work related journeys?



Appendix F – MSOA Herefordshire 019 Census 2011 Travel to Work Data

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population	All usual residents aged 16 and over in employment the week before the census
units	Persons
date	2011
place of work	E02002923 : Herefordshire 019 (2011 super output area - middle layer)

Method of travel to work	usual residence		
	England and Wales	England	Wales
Work mainly at or from home	0	0	0
Underground, metro, light rail o	0	0	0
Train	37	37	0
Bus, minibus or coach	46	46	0
Taxi	5	5	0
Motorcycle, scooter or moped	19	19	0
Driving a car or van	2,508	2,471	37
Passenger in a car or van	226	224	2
Bicycle	95	95	0
On foot	856	855	1
Other method of travel to work	9	9	0

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

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