



LAND AT BATTLEFIELDS LANE, HOLBEACH

TRAVEL PLAN

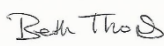
January 2021

Cicero Estates

RESIDENTIAL DEVELOPMENT
LAND AT BATTLEFIELDS LANE
HOLBEACH

TRAVEL PLAN

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Prepared by:	Beth Thomas		January 2021
Checked by:	Alex Stephenson		January 2021
Approved by:	Rob Hardyman		January 2021

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Cicero Estates
Towngate House
2-8 Parkstone Road
Poole
Dorset
BH15 2PW



Paul Basham Associates Ltd
Regus Castlemead
Lower Castle Street
Bristol
BS1 3AG

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HOLBEACH**

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1. INTRODUCTION

- 1.1 This Transport Assessment (TA) has been prepared by Paul Basham Associates on behalf of Cicero Estates to renew an existing outline planning application (ref: H09-0534-12) for the development of 185 dwellings on land at Battlefields Lane, Holbeach. The site location is shown within Holbeach in **Figure 1**.

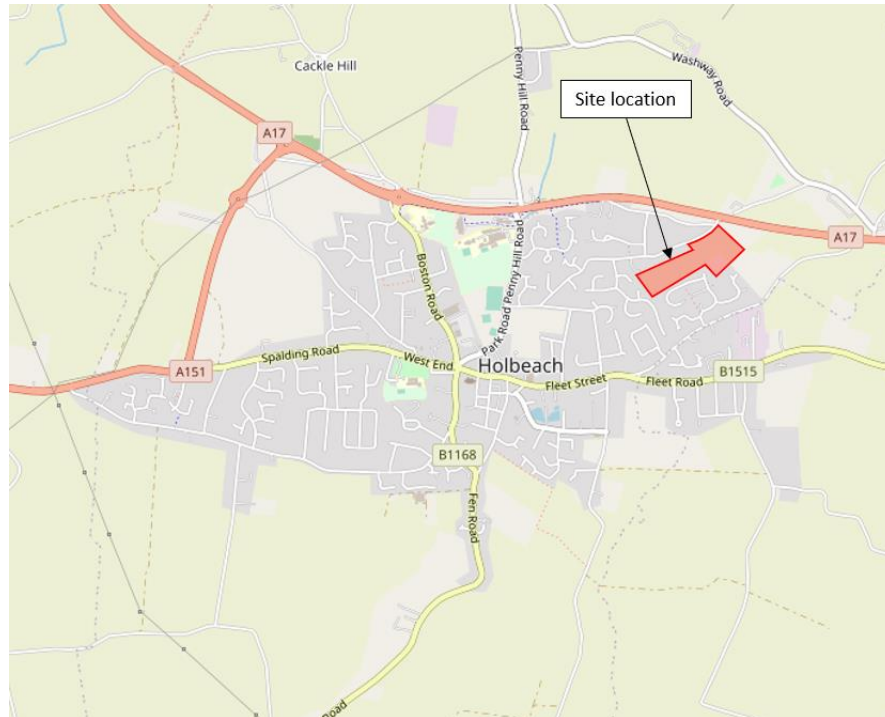


Figure 1: Site Location

Site History

- 1.2 An outline application for 185 dwellings (ref: H09-0534-12) at the proposed site was submitted in 2012 and received planning permission in January 2018. The application consisted of an extension to an existing residential development of 112 dwellings (ref: H09-0349-99) served from Foxes Low Road. The development is now complete.
- 1.3 As part of the outline permission, a reserved matters application was required to be submitted within three-years of the decision notice, however, an application was not forthcoming, and the outline planning permission subsequently expired on 17th January 2021.
- 1.4 Alongside this TP Paul Basham Associates have also prepared a Transport Assessment (TA) which provides further detail on the proposals and should be read in conjunction with this document.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.6 A TP is an evolving process initiated through site visits and discussions between key stakeholders and Lincolnshire County Council (LCC). The TP will develop over time from feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.7 A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to document sustainable travel measures and practices within the vicinity of the development site, encapsulating these within a wider strategy of measures, along with the implementation and monitoring strategy.
- 1.8 This TP is likely to benefit users of the development, the local community and the local environment as identified below:
- Development users -
 - An attractive pedestrian environment with reduced car use
 - Opportunity to try new travel methods given the town centre location
 - Local community (including local global environment) -
 - Reduced pollution on the local road network
 - Reduced congestion on local road networks if fewer vehicles are on the road due to sustainable travel habits
 - The ability for residents of the development to inform other residents of positive sustainable travel experiences

Travel Plan Aim and Objectives

- 1.9 The TP strategy supports access to a wide range of local facilities and activities for future site-users, whilst working alongside the local council and the local community to encourage a sustainable development. The TP follows an overarching aim to reduce the reliance on the private car whilst increasing the use of sustainable transport modes. The objectives that support this aim are outlined in **Table 1:**

Objective number	Objectives
1	To encourage walking and cycling to local amenities within Holbeach
2	To promote the use of local bus services (such as the 505 to Holbeach, Spalding and Kings Lynn)
3	To minimise private vehicle dependence through the promotion of car sharing and understanding the typical journeys of residents at the proposed development

Table 1: TP Objectives

Travel Plan Structure and Approach

1.10 The remainder of this TP will be broken down into the following structure:

Chapter 2: Travel Plan Policy

Chapter 3: Existing Local Conditions and Site Accessibility

Chapter 4: Proposed Development

Chapter 5: Indicative Baseline and Target Travel Patterns

Chapter 6: Travel Plan Strategy

Chapter 7: Travel Plan Implementation, Monitoring and Enforcement

Chapter 8: Summary and Conclusions

2. TRAVEL PLAN POLICY

2.1 The objectives of this TP as outlined in **Table 1** are designed to work alongside those set at national, regional and local levels. For reference these objectives particularly relate to:

- National Planning Policy Framework (NPPF);
- Lincolnshire County Council Local Transport Plan 4 (2013/14 – 2022/23);
- South East Lincolnshire Local Plan (2011-2036); and
- Holbeach Transport Strategy (2018-2036).

National Planning Policy Framework (NPPF)

2.2 The NPPF (February 2019) acts as the central guidance for development planning and replaces national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As defined in the NPPF's Annex 2: Glossary, a Travel Plan is 'a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the TP:

It will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). **(NPPF Para. 84)**

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.
- 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.

(NPPF Para. 102)

Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para. 103)

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; and
- c) 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.

(NPPF Para. 108)

Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

(NPPF Para. 109)

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.

(NPPF Para. 111)

Lincolnshire County Council Local Transport Plan 4 (2013/14 – 2022/23)

- 2.3 The Lincolnshire County Council Local Transport Plan 4 (2013/14 – 2022/23) sets out the objectives, policies and targets for improving transport across Lincolnshire. It covers all modes of transport (including walking, cycling, public transport, car based travel and freight), the management and maintenance of the highway network, and the relationships between transport and wider policy issues such as the environment, health and social inclusion. To support the delivery of the plan, eight goals are outlined:

1. To assist the sustainable economic growth of Lincolnshire, and the wider region, through improvements to the transport network;
2. To improve access to employment and key services by widening travel choices, especially for those without access to a car;
3. To make travel for all modes safer and, in particular, reduce the number and severity of road casualties;
4. To maintain the transport system to standards which allow safe and efficient movement of people and goods;
5. To protect and enhance the built and natural environment of the county by reducing the adverse impacts of traffic, including HGVs;
6. To improve the quality of public spaces for residents, workers and visitors by creating a safe, attractive and accessible environment;
7. To improve the quality of life and health of residents and visitors by encouraging active travel and tackling air quality and noise problems;
8. To minimise carbon emissions from transport across the county.

- 2.4 Some examples of how the aims of the LTP4 relate to this TP are:

Travel Planning

Tackling congestion through the planning process has centred around the use of travel plans to engage developers and occupiers with congestion busting solutions. New employment and residential developments of more than 20 dwellings are required to develop a bespoke Travel Plan to support their application as part of the development control process.

11.1 Providing sustainable and healthy transport options remains a key objective, such as walking, cycling, using public transport, and car sharing.

2.35 Encouraging greater travel through walking, cycling and public transport as an alternative to the car also has a role to play in improving air quality.

South East Lincolnshire Local Plan (2011-2036)

- 2.5 The South East Lincolnshire Local Plan (2011-2036) provides overarching aims for settlements in South East Lincolnshire with a vision to be achieved by 2036. The general vision for transport states that *'South East Lincolnshire will be better connected by sustainable modes of transport, which will help ensure access to key services and facilities and places of employment is more accessible to all, as well as helping to reduce carbon emissions'*.

2.6 Strategic Priorities - Transport

- To improve accessibility for all to jobs, services and facilities by sustainable and public transport, to make travel as easy and affordable as possible, both within the area and along key links to and from South East Lincolnshire.
- To improve South East Lincolnshire's highway infrastructure, to tackle congestion, improve road safety and make journeys as easy as possible particularly for those living in rural areas and to enhance efficiencies for business.

3.4.6 Accessibility/Transport

A development should incorporate existing public rights of way and cycleways and where practicable extend them, to encourage residents to walk or cycle to places of work, school, local shops and services as well as open space.

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Policy 33: Delivering a More Sustainable Transport Network

The Local Planning Authorities will work with partners to make the best use of, and seek improvements to, existing transport infrastructure and services within, and connecting to South East Lincolnshire, having considered first solutions that are based on better promotion and management of the existing network and the provision of sustainable forms of travel. To achieve this, the following priorities and actions have been identified:

C. For cycling, walking and other sustainable transport this will be by:

- Protecting existing footpaths, cycle routes and public rights of way from development;
- Improving connectivity to create a more coherent walking and cycling network through the provision of new multi-user routes;
- Ensuring that major new developments provide for walking and cycling routes and/or links to existing networks, to key public transport corridors and to transport interchanges;
- Protecting the 'key public transport corridors' and supporting the ongoing provision, and, where appropriate, extension of bus services, in partnership with bus operators.

To demonstrate compliance with this policy, an appropriate Transport Assessment and associated Travel Plan should be submitted with proposals. The form will be dependent upon the scale and nature of the development and agreed through early discussion with the Local Highway Authority.

Holbeach Transport Strategy (2018-2036)

2.6 The Holbeach Transport Strategy (2018-2036) demonstrates a collective vision for improved accessibility and a sustainable transport network to support the growth of Holbeach. To support the transport strategy for Holbeach, eight objectives are outlined:

1. To improve the sustainability of the communities of Holbeach and the surrounding area by improving access for all to employment, retail, services and new housing;
2. To improve the safety and security of all travel and, in particular, reduce the number and severity of road casualties;
3. To encourage and enhance sustainable travel and alternatives to the private car through widening choice, improving public transport and increasing provision for cycling and walking;
4. To provide a resilient, efficient and convenient transport network, reducing the adverse impacts of travel, particularly from private cars and road-based freight;
5. To support the sustainable development, regeneration and growth of Holbeach, including the Food Enterprise Zone, and to meet current and future housing and business needs, and support the revitalisation of the town's retail offer;
6. To minimise carbon emissions from personal travel and freight transport;
7. To protect and enhance the quality and attractiveness of the built and natural environment of Holbeach and the surrounding area;
8. To improve the health, wellbeing and quality of life of residents, employees and visitors, including through the reduction of noise and air quality related issues.

2.7 The transport strategy also identifies the potential transport opportunities for Holbeach:

Around half of commuting trips wholly within Holbeach are by active modes (cycling, walking), which is above national averages and constitutes a good basis for increasing further and encouraging a shift away from the private car.

Improved access between Holbeach and surrounding communities – and towns such as Spalding and Boston – by public transport would enable access to employment and other opportunities further afield.

There is an opportunity to develop a comprehensive cycling and walking network for Holbeach, to support a significant increase in travel by active modes.

Planned developments provide an opportunity to gain funding from third parties for transport improvements.

3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

Existing Site Conditions

- 3.1 The site is located within Holbeach c.13k east of Spalding and approximately 27km south of Boston. The site currently consists of agricultural land and is currently bordered by some residential properties and a minor road called Battlefields Lane South to the north, vacant land to the east and residential development to the south and west. The site context is shown in **Figure 2** with the site layout attached as **Appendix A**.



Figure 2: Site Context (Source: Google Earth)

Site Accessibility

- 3.2 The site is situated adjacent to the A17 off Battlefields Lane South, a minor residential road providing access to numerous properties. The site is located approximately 1km from the main High Street (B1515) in Holbeach, which is host to numerous amenities and services such as a pharmacy, post office, convenience store, eateries, and a library. The development site is therefore presented with a good opportunity to support sustainable development with its close proximity to local amenities.

3.3 Details of the amenities in the local area and their distance from the site via walking and cycling are provided in **Table 2**.

Service	Distance from site (m/km)	Travel time (minutes)	
		Walking (based on a speed of 80m per minute)	Cycling (based on a speed of 240m per minute)
Church (Holy Trinity R C Church)	650m	8	3
Bus Stop (Damgate)	800m	10	3
Community Centre	1.1km	14	5
Gym (Royals Gym)	1.1km	14	5
Convenience Store (Co-op)	1.1km	14	5
Post Office (Lincolnshire Co-op Post Office)	1.2km	15	5
Library (Holbeach Community Library)	1.2km	15	5
Pharmacy (Lincolnshire Co-op Pharmacy)	1.2km	15	5
Medical Centre (Littlebury Medical Centre)	1.3km	16	5
Pre-School (Small Saints Pre-School)	1.3km	16	5
Bank (Nationwide Building Society)	1.5km	19	6
Supermarket (Tesco)	1.8km	23	8
Primary School (William Stukeley Church of England Primary School)	1.9km	24	8
Secondary School (University Academy Holbeach)	1.9km	24	8

Table 2: Distance to Local Amenities

3.4 The Chartered Institution of Highways and Transportation (CIHT) outlines guidance for 'Providing Journeys on Foot' (2000) which identifies desirable, acceptable and preferred maximum walking distances for local amenities. **Table 3** outlines the guidance proposed by CIHT.

	Local centre (m)	Commuting/School/Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Table 3: CIHT guidance for Providing Journeys on Foot

3.5 In accordance with the values in **Table 3** this indicates that the bus stop is within a desirable distance from the site. It also indicates that all of the facilities within close proximity to the site are within the preferred maximum distance that CIHT suggests. In particular the nursery, primary and secondary school are all within an acceptable distance.

Local Road and Pedestrian Network

- 3.6 Kings Road, from which the proposed site will connect onto, is an access road that serves the existing residential development (ref: H09-0349-99) adjacent and south of the proposed development. Kings Road measures approximately 5.5m in width and is subject to a 30mph speed limit. Continuous footways with grass verges are provided on both sides of Kings Road with the footways measuring c.2m in width. Existing conditions on Kings Road and the terminal point to which the proposed development will connect onto are shown in **Photographs 1 and 2**.



Photograph 1: Conditions on Kings Road



Photograph 2: Kings Road Terminal Point

- 3.7 Foxes Low Road, onto which Kings Road connects and from which the proposed development will be accessed, provides access onto the A17 and the B1515. Foxes Low Road measures c.6m in width within the vicinity of the site and is subject to a 30mph speed limit. A continuous footway is present on the northern side of Foxes Low Road towards Fleet Street (B1515) which facilitates access to the High Street, with no footways present on Foxes Low Road towards the A17.
- 3.8 Battlefields Lane South, situated to the north of the development, measures approximately 6m in width and is subject to 30mph speed limits. Battlefields Lane South connects onto Park Lane towards the west of the site and the A17. A continuous footway is present on the northern side of Battlefields Lane South to towards the A17 with a continuous footway on both sides of the carriageway towards Park Lane, measuring c.2m in width.
- 3.9 The A17 road is a 62 mile road linking Newmarket-on-Trent in Nottinghamshire to King's Lynn in Norfolk, travelling across southern Lincolnshire and western Norfolk.

Public Rights of Way

- 3.10 The local Public Right of Way (PROW) network within the vicinity of the proposed development includes footpath 7173 which connects Battlefields Lane South to Park Lane, as well as footpaths 2835 and 2834 to the north of the site. The locations of these routes in relation to the site are demonstrated in **Figure 3**.

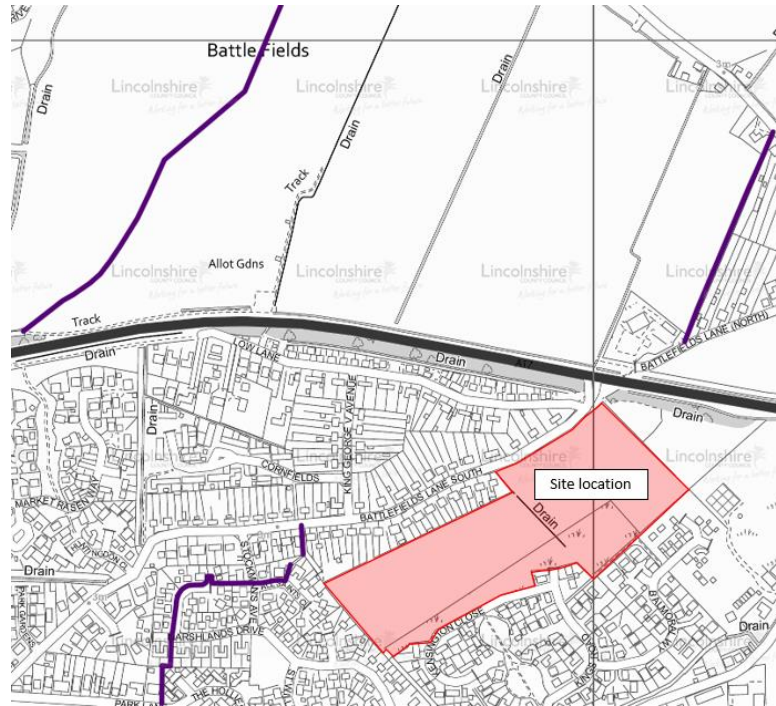


Figure 3: Public Rights of Way (Lincolnshire County Council)

Cycle Network

- 3.11 The local area provides an attractive and accessible environment for cycling with an increasing network of dedicated off-road and on-road cycle routes. This includes National Cycle Route 1, which is a 1,264 mile route running from Dover to Shetland in Scotland. The route runs along the B1515 (Fleet Street and High Street) approximately 700m from the proposed site and is a three-minute cycle along Kings Road and Foxes Low Road to join the route. **Figure 4** demonstrates National Cycle Route 1 in relation to the site location.

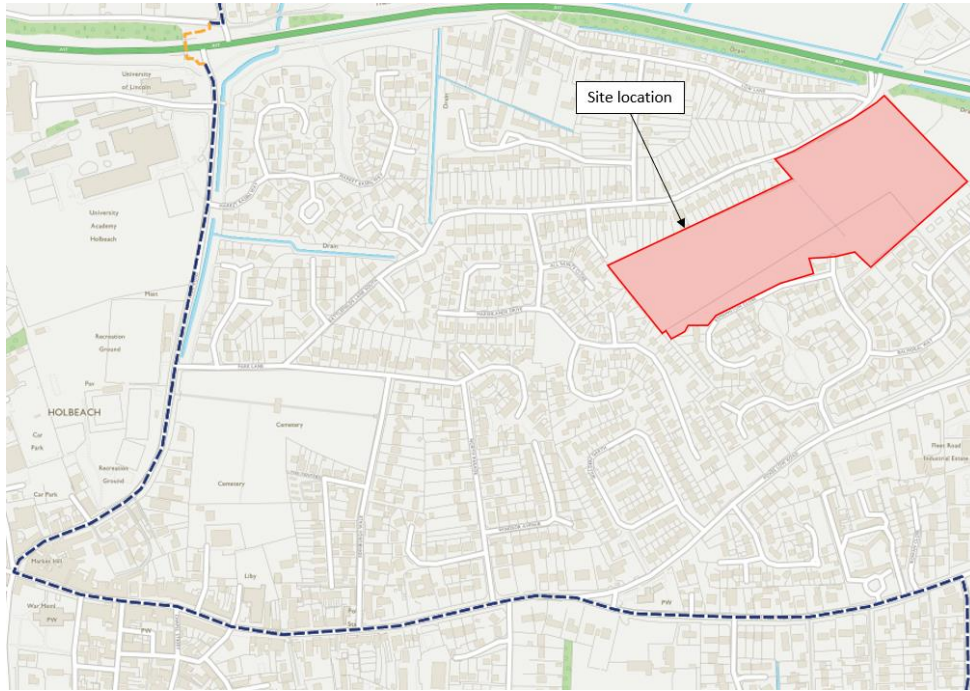


Figure 4: National Cycle Route 1 (Source: Sustrans)

- 3.12 There is a cycle lane situated adjacent to the A17 that is accessed via Low Lane and Battlefields Lane South, onto which the proposed site abuts. The cycle lane leads west towards University Academy Holbeach and undercuts the A17 onto Cherry Tree Lane. A cycle lane also runs through Fleet Street (B1515) and into the town centre, starting adjacent to the Foxes Low Road junction.

Bus Services

- 3.13 The nearest bus stops to the site are located on Fleet Street (B1515), travelling in a west and southeast direction. The bus stops are located approximately 800m to the southwest of the site and are within a 10-minute walk or three minute cycle. Both stops are characterised by a flagpole and timetable. The bus facilities are considered acceptable for the use of the proposed development.

Service	Provider	Route	Timetable		
			Monday – Friday	Saturday	Sunday
505	Stagecoach East	Kings Lynn – Spalding	06:22 start with approximately 2 services per hour until 20:05	07:29 start with approximately 2 services per hour until 18:59	09:10 then hourly until 17:10, 18:04, 19:04
NG1 (School Bus)	Stagecoach East Midlands	Sutton Bridge – Spalding	08:09 returning 16:06	N/A	N/A
S125S (School Bus)	Phil Haines Coaches	Weston – Boston	07:43 returning 17:21	N/A	N/A

Table 4: Local Bus Services

- 3.14 **Table 4** demonstrates that the site benefits from a regular bus service which provides access to key local destinations. Journey times on the 505 bus service to Long Sutton are approximately 15 minutes, 19 minutes to Spalding and 22 minutes to Sutton Bridge. Destinations on the 505 bus service include Spalding Bus Station and King's Lynn Transport Interchange, providing opportunities for onward travel and connection to a wider array of bus services.

Rail Services

- 3.15 Although there are no rail services in Holbeach, Spalding Railway Station is located approximately 14.8km from the proposed site. Station facilities include a ticket office and machines, a customer help point, toilets, CCTV and bicycle parking with 16 storage spaces. Direct destinations from Spalding include Lincoln Central (57m) and Peterborough (20m).

Key Travel Resources

- 3.16 Sustainable travel opportunities are supported locally. **Table 5** provides a summary of key travel resources.

Resource	Description	Details
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online travel journey planner	www.traveline.info
Cycle Street	Online cycling journey planner	www.cyclestreets.co.uk
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Liftshare	Car sharing platform	www.liftshare.com

Table 5: Key Travel Resources

Summary

- 3.17 The proposed site is within an accessible location and is within walking distance of local amenities and facilities in Holbeach. Numerous facilities located within the town centre are accessible within a 19-minute walk or 6-minute cycle such as a bus stop, pharmacy, medical centre, convenience store and post office. The proposed site benefits from frequent bus services and a rail service nearby, allowing for both local travel and travel further afield. It is therefore considered that the site facilitates easy access to non-car modes of transport which could encourage sustainable development.

4. PROPOSED DEVELOPMENT

- 4.1 The development proposes to deliver 185 residential units on land located off Battlefields Lane South in Holbeach, which will include a mix of dwelling sizes and both private and affordable units. The proposed accommodation schedule is summarised in **Table 6**.

Unit Type	Quantity
1 Bed Flat	10
2 Bed Flat	10
2 Bed House	46
3 Bed House	92
4 Bed House	27
Total	185

Table 6: Accommodation Schedule

Access Arrangements

- 4.2 Access to the site will be taken from the existing Kings Road access onto Foxes Low Road. The existing bellmouth access measures approximately 18m in width with an internal road width of c.5.5m. A small number of properties to the north of the site will face onto Battlefields Lane South with driveway access.
- 4.3 An emergency access point will also be located to the north of the site with access onto Battlefields Lane South. Whilst this access point will not be vehicular, it will serve as a pedestrian/cycle way for users of the site.
- 4.4 Further details of the sites access and servicing arrangements are provided in **Section 4** of the TA.

Car Parking Provision

- 4.5 The application is outline in nature and therefore assessment of the internal arrangement and parking provision will be undertaken at the appropriate Reserved Matters stage. However, car parking for the development will be informed by the relevant local standards, in particular the parking standards outlined in the South East Lincolnshire Local Plan (2011-2036).

Cycle Parking Provision

- 4.6 The South East Lincolnshire Local Plan (2011-2036) also provides recommended cycle parking standards. Cycle parking would also be considered and applied to the development using these parking standards within the Reserved Matters application.

5. INDICATIVE BASELINE AND TARGET TRAVEL PATTERNS

- 5.1 The main objective of this TP is to engage with and encourage residents of the site to use sustainable modes of travel when commuting to and from work. In order to establish the indicative modal split for the development, 2011 Census 'Method of Travel to Work' data for 'South Holland 003' has been used which covers the site and its surrounding area. **Figure 5** demonstrates the output area and the modal split estimated to be generated by the site is outlined in **Table 7**.

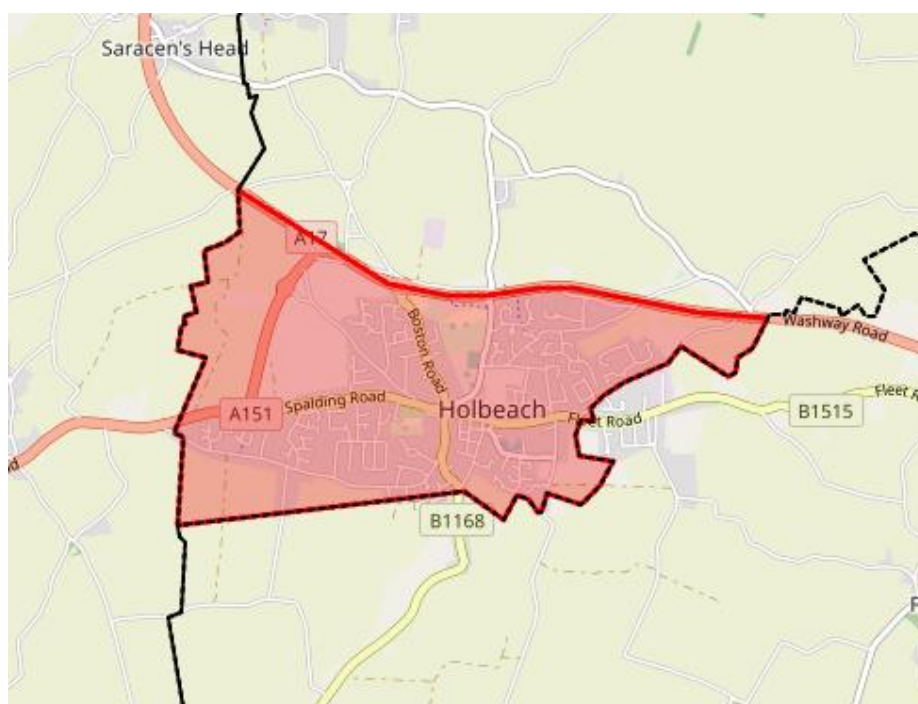


Figure 5: 'South Holland 003' Area (Source: Nomis)

Mode of travel	Percentage
Single Occupancy Vehicle	72%
Passenger in Vehicle	7%
On Foot	8%
Bicycle	4%
Public Transport	4%
Motorcycle, Scooter or Moped	1%
Work Mainly at or From Home	4%
Other (inc. Taxi)	0%
Total	100%

Table 7: 2011 Census Data 'Journey to Work'

- 5.2 **Table 6** indicates that 72% of all commuter trips are undertaken through private vehicle without passengers, whilst 7% of trips are undertaken as a passenger in a vehicle. The data indicates that the most favourable sustainable mode for the development is likely to be walking with 8% anticipated to walk. The second most favourable sustainable modes are likely to be using public transport and cycling, with around 4% anticipated to cycle and 4% anticipated to use public transport. The 'Journey to Work' census data output is attached as **Appendix B**.

Targets

- 5.3 As part of this TP SMART (Specific, Measurable, Achievable, Realistic and Time-Bound) targets are proposed to be met over a five-year period (at 50% occupation). These targets inform the measures and monitoring strategy as well as the TP Action Plan. Overall, a 5% target modal shift away from single occupancy vehicle trips will be sought through the implementation of the TP. The indicative modal split targets are shown in **Table 8**.

Target	Objective	Baseline Modal Share	Target	End of Year 5 Modal share target
TP1	Single occupancy vehicle trips	72%	-5%	67%
TP2	Increase the number of residents travelling by public transport	4%	+2%	6%
TP3	Increase the number of residents walking and cycling to and from the site	12%	+2%	14%
TP4	Increase the number of vehicle trips with passengers	7%	+1%	8%

Table 8: Interim Modal Share Targets Based on Census Data

- 5.4 The targets in **Table 8** are based on current baseline modal splits and the availability of other services to promote alternative modal uses. Given that the site's location already has a relatively high number of residents who walk or cycle, it is therefore considered a realistic and achievable target to aim for a 2% increase in the number of residents at the proposed development walking or cycling to work, particularly given the pedestrian and cycle infrastructure within the vicinity of the site.
- 5.5 A 2% target increase has also been allocated to public transport. The proposed site is accessible to frequent bus services and given that the percentage modal split for public transport is currently at 4%, then it is realistic to achieve a target of a 2% increase with the integration of a TP. It is also considered realistic to aim for a 1% increase in vehicle trips made with passengers.

- 5.6 The baseline modal split and targets of this TP would be confirmed through a residential travel survey at 50% occupation. The survey would help to establish accurate site-specific baseline travel patterns for the development, which are anticipated to be similar to those outlined in **Table 7**. Details of the sites monitoring strategy are outlined in **Section 7**.

6. TRAVEL PLAN STRATEGY

- 6.1 The following section proposes a package of measures to be adopted and refined by the Travel Plan Coordinator (TPC) throughout the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP objectives and targets and local and national policy. The measures chosen could also be continued by local residents beyond the monitoring period.

Key Stages: Preliminary

- 6.2 In order to meet the aims and objectives of this TP a number of measures are essential to be completed at an early stage. Completing these tasks would help to embed the TP within the development and the local community. Prior to first occupation the TPC should complete all preliminary tasks identified in the Action Plan.
- 6.3 The developer would be required to appoint a TPC at least three months prior to first occupation, whose details would be given to LCC's Travel Plan Officer (TPO) alongside a finalised Action Plan. The TPC would then prepare a database for holding important contact details (residents, TPO, forums etc.) alongside liaison with other local TPC's. Through this stage there should be ongoing dialogue between the TPC, the developer and LCC's TPO.
- 6.4 It is proposed that a residential travel survey would be completed at 50% occupation to ensure baseline travel patterns are captured. Recording survey responses at this point allows TP targets to be revised if necessary.

Key Stages: 5 Years Following 50% occupation

- 6.5 The TP would become fully active following 50% occupation and would remain active for a period of five years from this date. After the five year period has ended, residents may take over the day-to-day implementation of the TP if they wish to.
- 6.6 After 50% occupation, residents would be supported to travel sustainably through regular newsletters, leaflet drops and the Travel Plan website to encourage travel behaviour changes.
- 6.7 During the lifetime of the TP the Action Plan agreed with LCC at the preliminary stage would be expanded upon through the implementation of a variety of measures. These measures would be determined through liaison with the residents, the developer, TPO, local TPC's and other key players.

Modal Measures: Walking and Cycling

- 6.8 The site is in close proximity to facilities within Holbeach which suggests that walking and cycling are likely to be attractive modes of transport for residents for short journeys. The National Cycle Route and the cycle lanes on Fleet Street (B1515) within the vicinity of the site will also enable residents to travel sustainably within Holbeach as well as further afield. As the site has a close proximity to cycle lanes and a good pedestrian network this would help to encourage shorter journeys to be undertaken by foot or cycle.
- 6.9 The TPC would encourage the use of local walking and cycling amenities through promoting national/local cycling routes and walking campaigns and events such as. Cycle to Work Day. To further encourage walking and cycling the TPC would seek to secure discounts at local stores, with information on local cycling and walking routes provided as part of the resident TP Welcome Pack. Particular emphasis would be given to the National Cycle Network Route within the site to highlight opportunities available other than private vehicle travel.

Modal Measures: Public Transport

- 6.10 The site benefits from a regular bus service travelling to Kings Lynn and Spalding. Journey times on the 505 bus service to Long Sutton are approximately 15 minutes, 19 minutes to Spalding and 22 minutes to Sutton Bridge. The nearest bus stops to the site are located on Fleet Street (B1515), travelling in a west and southeast direction. The bus stops are located approximately 800m to the southwest of the site and are within a 10 minute walk or three minute cycle. The local bus service provides an excellent opportunity to connect residents within Holbeach and the surrounding areas. This should again be promoted to ensure that shorter trips are travelled sustainably, with wider travel opportunities available from the surrounding areas.
- 6.11 The TPC would seek to raise awareness of the local bus network by providing information on bus times and services. The TPC would also maintain a dialogue with local bus operators, seeking development discounts and promotions where appropriate.
- 6.12 Although there are no rail services in Holbeach, Spalding Railway Station is located approximately 14.8km from the proposed site. Station facilities include a ticket office and machines, a customer help point, toilets, CCTV and bicycle parking with 16 storage spaces. Direct destinations from Spalding include Lincoln Central (57m) and Peterborough (20m).

Modal Measures: Car Sharing

- 6.13 On occasions where car use is unavoidable the TPC would seek to promote car sharing through the use of websites such as <https://liftshare.com>. Promoting sustainable driving practices such as car sharing helps to reduce pollution and congestion. The Lift Share website provides information about car sharing and helps members to find potential car sharing partners.
- 6.14 The TPC would also provide residents with information of fuel efficient practices and the benefits of car sharing. Through the TP, the TPC would explore opportunities of setting up a development based car sharing network if the demand exists, given that the starting destination would be the same for residents.

Local Area and Other Site Users

- 6.15 The TP should not develop in isolation from the local community and therefore the TPC would seek to maximise liaison and communication between local resident groups and community groups. The TPC would also promote local facilities and encourage the promotion of sustainable travel options to visitors and work alongside other local TPC's.

Visitors

- 6.16 TPs should also encourage and extend sustainable travel opportunities to any visitors travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect to visitors. Visitors would also have access to the TP website, similarly to local residents and will be able to make an informed decision on how they travel to and from the site area.

Communication and Marketing

- 6.17 The TPC would provide residents with a site-specific website, known as Paul Basham Associates Travel Planning Website (tpc-paulbashamassociates.com), which would provide information on site accessibility and sustainable travel options. It could also provide information on and promote the following, which would be maintained by local residents in the long term:
- Introduction to the TP;
 - Accessibility map;
 - Walking, cycling and public transport links and journey planners;
 - Key travel links such as the My Journey personalised journey planner tool;
 - TP newsletters;
 - TP Welcome Pack;
 - TP survey results; and
 - Local news/advertisement/discounts

6.18 The website would also provide residents with the opportunity to voice any concerns through an online form, which is also where residents can request journey planning help.

6.19 The creation of a recognisable and identifiable TP logo would be completed by the TPC. This would be used on all the TP material and used within the coordinated marketing campaign meetings and communication forms listed below:

- TP Welcome Pack;
- Newsletter (6 monthly);
- Posters; and
- Social media pages

Action Plan

6.20 To accompany this TP a proposed Action Plan has been developed which sets out the measures to be implemented by the TPC. The measures have been split into modes of travel and include the preliminary measures that would need to be undertaken by the TPC. Before the start of the TP the TPC would seek to approve the Action Plan with LCC's TPO, reviewing and revising measures as appropriate. The proposed Action Plan is demonstrated in **Table 9**.

	Action	Responsibility	Timescale
Preliminary	Travel Plan Coordinator (TPC) to be instructed and confirmed with LCC	Developer/TPC	Prior to occupation
	Hard Infrastructure to be implemented	Developer	
	Relevant TP logo and identity established	TPC	
	Contact LCC's TPO for information on local travel events and confirm Action Plan		
	TPC to seek contact with local bus operators and cycle stores to arrange discounts/promotional packages		
	Confirm communication strategy, newsletters and webpage		
	Prepare TP database for logging and recording household details, local key players and survey responses		
	Prepare TP welcome packs and baseline surveys		
	Liaise with sale representatives to introduce TP		
	Walking/Cycling		
Promote local cycle stores			
Publicise local and national events and campaigns such as Walk to Work Week, Bike Week, Sustrans Big Cycle and Walk Challenge			
Public Transport	Provide information on the local bus networks by publicising maps and timetables. Adding further information and photograph contributions from residents	TPC	Ongoing
	Prepare a cost comparison table for public transport verses single car travel		
Car Sharing	Promote the benefits of car sharing.	TPC	Ongoing
	Promote car sharing websites such as Lift Share		
	Provide information on fuel efficient and sustainable driving practices		
Visitors and Other Site Users	Promotion of local facilities through the development of community leaflets/posters providing information, maps and photographs	TPC	Ongoing
	Liaise with other TPCs (including schools and businesses)		
	Encourage the promotion of sustainable travel options available to visitors		
Communication and Marketing	Update TP webpage at frequent intervals	TPC	Ongoing
	Prepare 6 monthly newsletter updating residents on local travel news and any discounts/promotions		
	Provide social media updates at regular intervals		

Table 9: Indicative Action Plan

7. TRAVEL PLAN IMPLEMENTATION, MONITORING AND ENFORCEMENT

The Travel Plan Coordinator (TPC)

- 7.1 The role of the TPC would be part-time over the course of the TP, with mutual support from the developer. The TPC would be operated by an external consultant on a part time basis and would be responsible for implementing and monitoring the TP through the collaboration with residents and the local community ensuring that they are included at every stage.
- 7.2 More specifically, the role of the TPC requires:
- Overseeing the development of the TP;
 - Implementing an effective marketing strategy and raising awareness;
 - Staying informed on local, regional and national campaigns and promotions;
 - Acting as the point of call for all TP related queries;
 - Liaising with LCC, residents and the developer; and
 - Coordinating the monitoring and evaluation of the TP including the organisation of surveys.
- 7.3 Upon the appointment of a TPC (three months prior to occupation) contact details would be provided to the LCC TPO to ensure that a clear dialogue is possible from the first introduction of the TP.

Surveys and Feedback

- 7.4 The TPC would undertake a consistent monitoring approach for the implementation of the TP, with the following aims in mind:
- Ensuring that surveys are undertaken at defined intervals;
 - Ensuring that all are informed of the TP's aims and objectives including the LCC TPO, residents and the developer;
 - That the TP is being adopted, at least in part by the local community/residents beyond the life of the monitoring period; and
 - Resident fatigue is avoided by securing time-efficient, user friendly and incentivised methods of data collection which benefits and supports subsequent TP implementation.
- 7.5 With the above in mind the proposed monitoring approach of this TP is outlined in **Table 10**.

Preliminary	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Baseline resident survey at 50% occupation	Resident survey	Resident survey	Resident survey	Resident survey	Resident survey

Table 10: TP Monitoring Strategy

- 7.6 At 50% occupation a baseline resident survey would be conducted to identify accurate site-specific travel patterns. This provides an opportunity to review the TP targets and to update these if applicable and in agreement with the LCC TPO. Following one year after 50% occupation resident surveys would be undertaken annually until the end of year five, to confirm the development's modal shares on an annual basis. By undertaking these surveys, it would allow the TPC to ensure that the measures proposed by the TP remain relevant and achievable. An example of a resident's survey is attached as **Appendix C**.
- 7.7 Survey results would be made available to residents on the site's dedicated TP website (set up by the TPC) and would also be included within TP newsletters.
- 7.8 After each survey has been completed a monitoring/progress report would be produced and submitted to LCC within 3 months of the survey taking place. A suitable response rate for the surveys would be agreed with LCC's TPO for each year. The report would include information on the following:
- Survey results;
 - Review of targets and position to achieve targets;
 - Summary of measures implemented during the year; and
 - Evidence of communication and marketing.

Overcoming Barriers to Success

- 7.9 Should the annual progress review identify shortfalls in the TP's progress (with consideration to any unforeseen circumstances beyond the control of the TPC) the TPC would work with the TPO to identify possible areas for improvement, new measures to try and the period in which such remedial actions should be completed. The evolution of the TP would highlight any aspects that were successful as well as those having little impact, and this would guide the choice in any remedial measures.
- 7.10 Whilst specific remedial measures have not been identified within the TP, such remedial measures would be identified through discussions with LCC TPO's. The five year budget for implementing the Travel Plan Coordination works would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year one, there would be budget in year two to rectify this and change to new measures if needed.

Community Handover

- 7.11 Following the completion of the TP, the site should be operating in a sustainable manner with the promotion of sustainable travel methods embedded in the community's practices. The handover strategy should form a key subject in annual liaison with LCC's TPO as the TP draws to an end. As normal, and through the liaison with LCC's TPO, it is expected that the TP would last for five years. Through the implementation of newsletters, social media updates and a welcome pack, local residents should have the necessary tools and experience to continue the TP on a voluntary basis if they would like to do so.

8. SUMMARY AND CONCLUSIONS

- 8.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Cicero Estates to renew an existing outline planning application (ref: H09-0534-12) for the development of 185 dwellings on land at Battlefields Lane, Holbeach.
- 8.2 A TP is a strategy that supports national and local policies by supporting an increase in sustainable travel modes and the accessibility of developments. A TP is an evolving process which requires monitoring and input from the Travel Plan Coordinator (TPC), residents, the developer and Lincolnshire County Council (LCC) to ensure that targets remain relevant and achievable.
- 8.3 The TP's primary aim is to encourage sustainable development by promoting more sustainable travel practices and decreasing the number of single occupancy vehicle trips.
- 8.4 This TP has proposed indicative TP targets and measures that have been based on modal splits calculated from 2011 Census data. These targets and measures would be reviewed, revised and agreed with LCC's Travel Plan Officer (TPO) before the start of the TP. A baseline resident survey would be undertaken at 50% occupation to establish baseline modal splits. Following this, resident surveys would be completed on an annual basis in order to monitor the progress of the TP. The overall aim of the Travel Plan would be to decrease single occupancy vehicle trips by 5% over the course of five years.
- 8.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community, and their establishment at an early stage should also help achieve TP targets in the long term.
- 8.6 The TPC would oversee the implementation of all aspects of the TP and would work alongside LCC, residents and the developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the TP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.

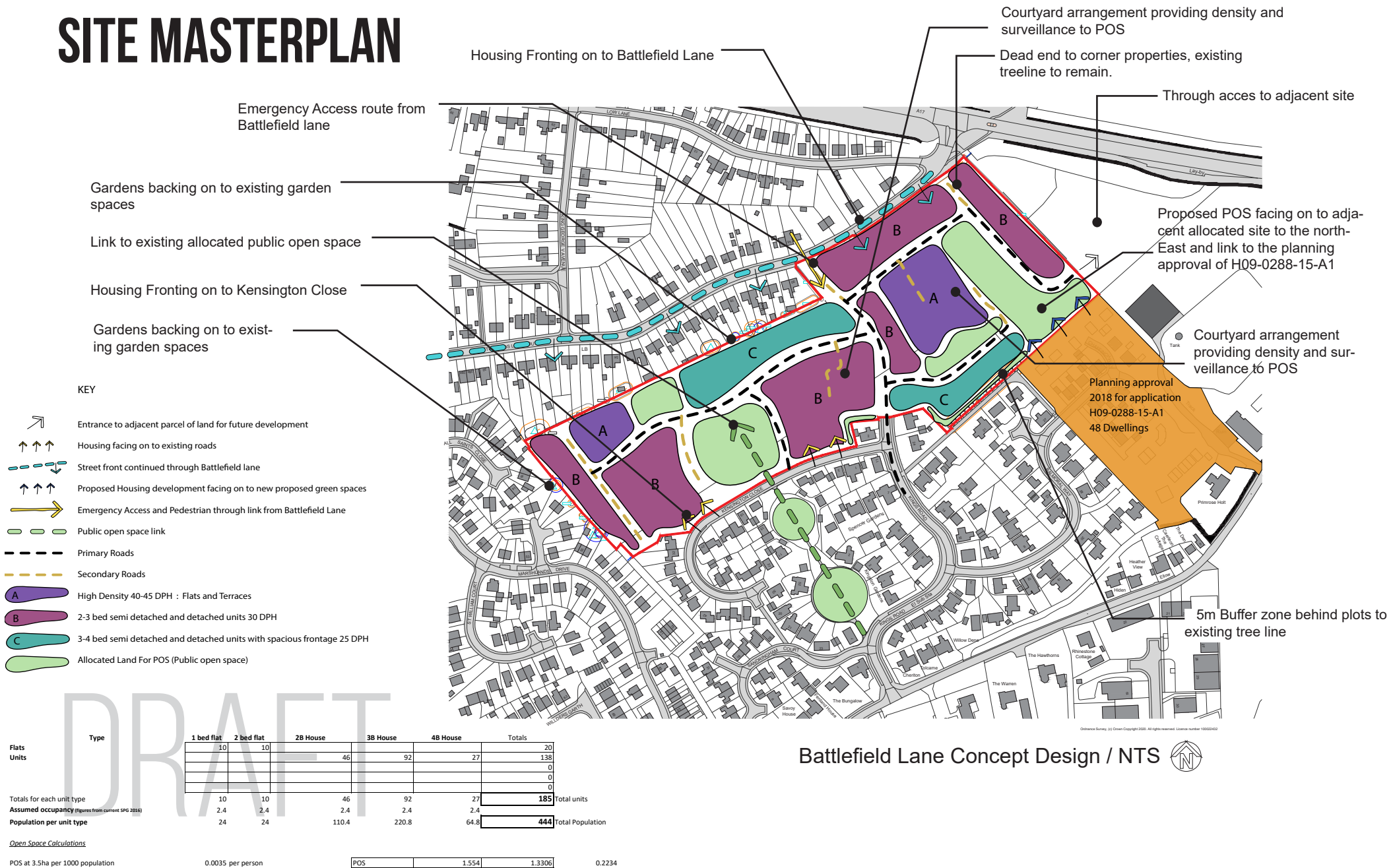
Appendix A

Land at Battlefields Lane, Holbeach
Travel Plan

Paul Basham Associates Ltd
Report No 087.0011/TP/1



SITE MASTERPLAN



Battlefield Lane Concept Design / NTS



Appendix B

Land at Battlefields Lane, Holbeach
Travel Plan

Paul Basham Associates Ltd
Report No 087.0011/TP/1



QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02005467 : South Holland 003
rural urban	Total

Method of Travel to Work	2011	Total (minus not im employment)
All categories: Method of travel to work	4,943	3,062
Work mainly at or from home	133	4%
Underground, metro, light rail, tram	3	0%
Train	16	1%
Bus, minibus or coach	87	3%
Taxi	7	0%
Motorcycle, scooter or moped	16	1%
Driving a car or van	2,204	72%
Passenger in a car or van	225	7%
Bicycle	111	4%
On foot	248	8%
Other method of travel to work	12	0%
Not in employment	1,881	

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, p

Appendix C

Land at Battlefields Lane, Holbeach
Travel Plan

Paul Basham Associates Ltd
Report No 087.0011/TP/1



Thank you for taking the time to complete our annual travel survey. This will help us understand your travel needs.

Don't forget to fill out your details at the end!

You can send your completed survey via:

- ☐ Post using the pre-paid envelope: Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU
- ☐ Or you can fill this out via Survey Monkey on <https://www.surveymonkey.com/s/xxxxxxx>
- ☐ Email: travelplan@paulbashamassociates.com



SITE NAME

Hello **SITE NAME** resident! This survey will only take a few minutes and will help us understand a little more about your journeys and your local travel. Thank you for your time!

1. What is your main mode of travel? (Please choose 1)

- ☐ Car Alone
- ☐ Car Share
- ☐ Walk
- ☐ Cycle
- ☐ Public Transport
- ☐ Other (please specify _____)

2. How often do you use another form of transport?

- ☐ Never
- ☐ Very rarely/sometimes
- ☐ Once a month
- ☐ Once a fortnight
- ☐ Once a week

3. If you were to change your mode of travel what mode would it most likely be:

- ☐ Cycle
- ☐ Walk
- ☐ Train
- ☐ Bus
- ☐ Car Share
- ☐ Other please specify _____

4. What is your most frequent journey for?

- ☐ Work/Education
- ☐ Leisure/Retail
- ☐ Health (doctors/hospital)
- ☐ Visiting friends/family
- ☐ Other

5. How far do you usually travel for your most frequent journey?

- ☐ 0-10 Miles
- ☐ 11-20 Miles
- ☐ 21-30 Miles
- ☐ 31-40 Miles
- ☐ 41 Miles Plus

6. How long does your most frequent journey usually take?

- ☐ 0-10 Minutes
- ☐ 11-20 Minutes
- ☐ 21-30 Minutes
- ☐ 31-45 Minutes
- ☐ 46-60 Minutes
- ☐ Over 1 hour

7. To which location do you travel the most regularly?

- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ Other please specify _____

8. Have you claimed your FREE travel gift? (£XX bus pass or £XX Cycle voucher)

- ☐ Yes (Please go to question 10)
- ☐ No (Please complete next question)

9. I would like to claim:

- ☐ £XX Bus Pass
- ☐ £XX Cycle voucher

10. If you answered 'YES' to question 8, did this voucher change your travel habits, if so how?:

11. Is there anything else you would like to tell us about travel in your local area?:

In order for us to process your voucher request, we require the following information. Please note that this information can be deleted at any time.

Name: _____

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

**INSERT DEVELOPER
LOGO**