

Country Court Care Homes

Holland Park Care Home

Travel Plan

April 2026



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Travel Plan

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CONTENTS

	Page Number
1.0 INTRODUCTION	1
2.0 SCOPE OF THE TRAVEL PLAN	3
3.0 TRAVEL SURVEY	5
4.0 OUTCOME OBJECTIVES	6
5.0 TARGETS AND INDICATORS	7
6.0 MANAGEMENT STRATEGY	9
7.0 MEASURES	11
8.0 MARKETING STRATEGY	15
9.0 MONITORING AND REVIEW	17
10.0 ACTION PLAN AND BUDGET	18

FIGURES

Figure 1 Site Location Plan

APPENDICES

Appendix A Proposed Site Layout Plan

1.0 INTRODUCTION

1.1 This Travel Plan has been prepared by Bancroft Consulting who were appointed by Country Court Care Homes to provide highways and transport advice in respect of proposals for a new 75 bed care home at Holland Park in Spalding, Lincolnshire. This report follows completion of a Transport Assessment and aims to demonstrate how sustainable travel would be promoted for staff and visitors at the care home. **Figure 1** shows the site location at the southern edge of Shakespeare Way, to the west of Spalding.

1.2 This Travel Plan has been prepared in accordance with Lincolnshire County Council's Guidance Notes 'For the preparation and implementation of Development Travel Plans' (V5, December 2021). These guidance notes have been prepared in accordance with National Planning Guidance documents, where according to the document 'Travel Plans, Transport Assessments and Statements' (DfT, March 2014), Travel Plans are:

"long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

(Paragraph 003, Travel Plans, Transport Assessments and Statements, MHCLG, March 2014)

1.3 The National Planning Guidance document also describes the primary purpose of a Travel Plan:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less

sustainable modes. As noted above, though, they should not be used as a way of unfairly penalising drivers.”

(Paragraph 005, Travel Plans, Transport Assessments and Statements, MHCLG, March 2014)

- 1.4 The proposed care home is to be located on land immediately to the south of Shakespeare Way, within the Little London area to the west of Spalding. This Travel Plan seeks to solely address the operational issues associated with the care home. The care home would be operated by Country Court Care Homes, which is a well-established company that has many successful care homes throughout the country.
- 1.5 Details of the proposed care home layout are shown within the site layout plan at **Appendix A**. This includes a new T-junction access at the southern edge of Shakespeare Way, comprising a 6 metres carriageway and 6 metres control radii. The access road then extends to serve a total of 30 car parking spaces, including 2 disabled bays. The parking area also provides access to a covered cycle store facility with space for up to 8 cycles.

2.0 SCOPE OF THE TRAVEL PLAN

2.1 This will be a new care home facility with associated staff and visitor activity. The Transport Assessment produced to accompany this Travel Plan has reviewed the development proposals in line with existing infrastructure and opportunities for sustainable travel.

2.2 The Transport Assessment includes detailed calculations of the potential trip generation by all reasonable modes of transport. Section 9 provides the following estimated modal split and corresponding peak hourly trip generation for the site, which is based on comparable generic survey data for this use type and size.

Mode of travel	%'age	Hourly trips
▪ by train	1.0%	0
▪ by bus, minibus or coach	1.2%	0
▪ by taxi	0.2%	0
▪ by motorcycle / scooter / moped	0.6%	0
▪ by car / van (as driver)	72.1%	11
▪ by car / van (as passenger)	9.3%	1
▪ on bicycle	7.5%	1
▪ on foot	7.6%	1
▪ other method	0.3%	0

2.3 The key generator of hourly movements will be car-based activity, with up to 11 two-way movements during the peak hour. This will comprise a mixture of staff and visitor activity. The impact of peak hour traffic movements has been examined within the surrounding highway network and, in line with standard policy guidance, there would be no material change to the present operation. It has also been demonstrated that the proposed car parking provision would be sufficient to accommodate the predicted demand profile.

2.4 A review of local traffic speeds at Shakespeare Way has shown how it is a lightly trafficked and slow speed route, with observed approach speeds of 18.76 and 24.74 mph, for eastbound and westbound direction respectively. A review of Personal Injury Accident records has also demonstrated how there is no evidence of any ongoing safety problems within the immediate surrounding highway network.

2.5 The scheme includes footways at the proposed site access that connect to existing facilities on Shakespeare Way. New bus stop facilities would also be provided adjacent to the access (replacing the existing unmarked bus stop). This will satisfactorily address the predicted activity of up to 1 hourly movement (comprising pedestrians and potential bus users). The scheme also includes 8 cycle parking spaces for staff and visitors, which would be in accordance with the council's adopted standards and the predicted demand. People travelling to the site by bus will be accommodated by both the improved exiting bus stops on Shakespeare Way but also further bus stops further afield at Little London. These stops are served by regular services that extend between Spalding and Peterborough throughout the week.

3.0 TRAVEL SURVEY

- 3.1 Details of the predicted care home trip generation profile are presented at Section 9 of the Transport Assessment, with the corresponding modal split calculated from 2011 Census data. In accordance with best practice, these results will form the basis of the Travel Plan, subject to further detailed surveys being undertaken in accordance with the action plan.
- 3.2 In accordance with the highway authority's published guidance notes, the details of any subsequent staff and visitor travel surveys will be undertaken within three months of first occupation or 25% occupancy. The final details of the surveys will be agreed with the highway authority using its MODESHIFT STARS travel planning system. The surveys will seek to deliver a minimum response rate of 50% for all staff and visitors.
- 3.3 Based on the results of these annual travel surveys the modal split profile will be recalculated to established where the targets of the Travel Plan have been met and identify where further investment is required to address specific issues. The results will be submitted to the highway authority for discussion and agreement as part of an annual monitoring report.
- 3.4 All surveys will be scheduled to take place between March and October in each year (outside of any public/school holidays) to best represent neutral conditions.

4.0 OUTCOME OBJECTIVES

4.1 The overall objective of this Travel Plan is to ensure opportunities for sustainable travel at the site are maximised. This will be realised by a series of specific objectives that will form the basis of the Travel Plan process. These are summarised below in Table 4.1:

Table 4.1 – Travel Plan Objectives

Objective Number	Description
OBJ 1	Minimise single occupancy car trips to and from the site by staff and visitors.
OBJ 2	Work with staff and visitors to identify where opportunities for walking, cycling, and public transport can be adopted in preference to single occupancy car travel.
OBJ 3	Liaise with the council to identify where existing barriers to sustainable travel can be overcome for staff and visitor travel.
OBJ 4	Incorporate good practice within the site management to ensure all users are clear that maximising sustainable travel is a priority.

4.2 The above objectives have been identified in recognition of the potential overall activity, where staff will often work shift patterns and visitors to the site will predominantly occur during off-peak times at irregular intervals.

5.0 TARGETS AND INDICATORS

- 5.1 Targets are the measurable goals by which the performance of the Travel Plan and its implementation will be assessed. They are essential for monitoring the progress and success of the Travel Plan and should be SMART (Specific, Measurable, Achievable, Realistic and Time-related).
- 5.2 To achieve measurable outputs from the Travel Plan process, it is important to establish targets from the outset, against which progress can be measured. The initial targets will be based on an estimated modal split taken from 2011 Census data, as set out within the Transport Assessment (and summarised earlier in Section 2). As the precise details of site operation (including staffing and residents) are not yet known, the targets set out are provisional and would be subject to confirmation following completion of the annual surveys. In this regard, it is important to note that there could be a high degree of variability in the annual results due to changeover of staff and visitors and their corresponding travel demands. However, in accordance with the council's published guidance the Travel Plan will actively seek to ensure that sustainable travel behaviour is established early on, with initiatives in place from the day of opening.

Modal Split

- 5.3 The Transport Assessment has identified an initial single occupancy car travel modal split of 72.1%. Given the location and type of development the key target of this Travel Plan should be to deliver a 15% reduction in the amount of single occupancy car travel, or an overall split of 61.3% (or 10.8% across all modes). For the purposes of an interim indicative assessment, if the care home was to generate 400 two-way daily person trips by staff and visitors (or 200 people visit the site each day by any given mode) then the 10.8% reduction would equate to 22 people switching from single occupancy car travel each day (200×0.108).
- 5.4 **Table 5.3** below provides an initial indication of where the transfer of trips could be achieved. This is only indicative and will need to be updated accordingly based on the results of the annual surveys. However, the results provide an indication as to

the overall volume of modals transfer that could be required which should be attainable without the need for immediate further infrastructure improvements.

Table 5.3 – Modal Share Targets

Mode of Travel	Existing Mode Share	Proposed Mode Share
Train	1.0%	0.3%
Bus, Minibus or Coach	1.2%	5.0%
Taxi	0.2%	0.2%
Motorcycle, scooter or moped	0.6%	1.0%
Driving a car or van	72.1%	61.3%
Passenger in a car or van	9.3%	12.5%
Bicycle	7.5%	9.2%
On foot	7.6%	9.7%
Other	0.3%	0.5%

5.5 The table above sets out how the 15% reduction (10.8% overall) in single occupancy car travel will be targeted towards a 2.1% increase in pedestrian travel (7.6% to 9.7%), a 3.8% increase in bus travel (1.2% to 5.0%), a 1.7% increase in those cycling (7.5% to 9.2%) and a 3.2% increase in car sharing/as passengers (9.3% to 12.5%).

5.6 Based on the above example of 200 people visiting the care home daily, this would equate to 7 new bus passengers, 6 car sharers, 3 cyclists, and 4 pedestrians, with a corresponding reduction of 20 single occupancy car users.

6.0 MANAGEMENT STRATEGY

- 6.1 The purpose of the overall Travel Plan process is not to make it more difficult for people to drive, but to encourage non-essential single occupancy car users to adopt a more appropriate mode of travel. At this stage in the Travel Plan process, the key focus will be on reducing the need for car travel through softer measures for staff and visitors.
- 6.2 To ensure consistency across the Travel Plan period, Country Court Care Homes will appoint a Travel Plan Coordinator (TPC) within 3 months of receiving formal approval/agreement with the highway authority. If at any point the appointment of the Travel Plan Coordinator is changed, updated contact details will be communicated directly to the highway authority for their records. The TPC role will exist throughout the entire period of the Travel Plan to oversee the roll-out of each stage in its process, i.e. this Travel Plan and all subsequent Monitoring Reports (including the coordination of any surveys).
- 6.3 The TPC will undertake the following tasks:
- Implement and promote the Travel Plan.
 - Monitor the success of the Travel Plan, by reviewing the Monitoring Report and survey at the Detailed Travel Plan stage.
 - Liaise with public transport operators and members of the Council to improve the opportunities for sustainable travel, including organising any taster public transport tickets (or equivalent cycle voucher) for initial residents at the site.
 - Communicate details of relevant local cycle training and cycle maintenance opportunities to residents, alongside the organisation of any potential on-site events (subject to demand).
 - Be the point of contact or any queries associated with the Travel Plan both for senior board management at Country Court Care Homes alongside site-based staff and visitors.
- 6.4 Until such time as this Travel Plan is agreed with the highway authority and Country Court Care Homes has appointed a TPC role, the initial contact details are as follows:

Chris Bancroft
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Bancroft Consulting Limited
Clairmont House
8 Albemarle Road
Woodthorpe
Nottinghamshire NG5 4FE
Tel: 0115 960 2919
email: chris@bancroftconsulting.co.uk

7.0 MEASURES

7.1 **Table 7.1** below gives a summary of all key measures that will be introduced as part of this Travel Plan. They have been derived from the details contained in both the highway authority's published Travel Plan guidance along with the Governments 'Guidance for the Preparation of Travel Plans in support of Planning Applications' document and have been selected where they could have a positive effect in shifting the modal split away from single occupancy car travel. Further detailed description is provided below.

Table 7.1 – Summary of Travel Plan Measures

Measure	Brief description
Provision of appropriate infrastructure	▪ Accessible parking bays and cycle parking facilities will be provided with consideration given to adding to this as the development matures. ▪ The Care Home includes a range of on-site facilities that seek to minimise the need for off-site travel.
Travel packs/Notice boards	▪ Travel packs will be distributed to each employee/ residents' family within one week of any offer of employment/residency being accepted. ▪ The pack will contain information and maps of local walking, cycling and public transport opportunities. It will also include website addresses and phone numbers of local taxi companies and officers within the sustainable travel team at Lincolnshire County Council. ▪ A travel notice board will also be provided at a prominent location within the care home, promoting key travel information and contact details.
Walking Incentives	▪ Suitable active gear will be made available for staff to use in emergencies. ▪ The Travel Plan Coordinator will liaise with local walking stores to establish whether employees can

	be provided with discount vouchers for purchasing suitable walking gear. ▪ The Travel Plan Coordinator will promote national and regional walking events.
Cycle Incentives	▪ The Travel Plan Coordinator will promote the Government's 'Cycle to work' Scheme to care home employees. ▪ The Travel Plan Coordinator will liaise with local cycle stores to explore opportunities for employee discount vouchers to purchase cycling equipment. ▪ The Travel Plan Coordinator will actively promote national and regional cycling events.
Bus incentives	▪ Discussions will take place with the highway authority/local bus operators to establish whether discounted tickets or free taster tickets could be offered to each member of staff. ▪ Promotion of the nationwide free bus travel scheme for residents that are able to take up the opportunity. ▪ Consideration will be given to accommodating flexible shift start and end times for staff travelling by bus.
Car share scheme	▪ The Travel Plan Coordinator will explore opportunities to set up a car-sharing scheme within the care home which would provide a platform for staff to share their journeys to work. ▪ Each employee will be encouraged to sign up for the Liftshare database and coordinate with other commuters.

Walking Incentives

- 7.2 There are a variety of initiatives and incentives which the TPC could look at to achieve the 2.1% increase in walking trips (9.7% overall modal split). Initially however, the TPC will ensure that suitable active gear is available for emergencies. This will be stored in either a clear location near the front door or in reception and will be free to use for any employees. Some examples of active gear that could be provided would be umbrellas, waterproof jackets, gloves, wellies, sunglasses or sunhats.
- 7.3 The TPC will liaise with local outdoor stores to establish whether employees could be offered discounted vouchers for purchasing walking equipment. These vouchers could be used towards the purchasing of items such as walking boots/trainers and waterproof jackets/trousers. The TPC will also promote national and regional walking events including Walk to Work week. These events will also be promoted on the travel notice board.

Cycling Incentives

- 7.4 There are a variety of initiatives and incentives which the TPC could look at to achieve the 1.7% increase in cycle travel (or 9.2% overall modal split). The Government's 'Cycle to Work' initiative allows employees to purchase bikes and cycle equipment tax-free through their employer, which provides a significant reduction in the overall cost to the employee for these purchases. The TPC will promote the initiative to care home staff and assist with any form completion.
- 7.5 In addition, the TPC will liaise with local cycle stores to establish whether staff could be offered discounted vouchers for the purchasing of cycle equipment. These vouchers could be used towards the purchasing of a new bike or equipment such as helmets, lights or clothing. Furthermore, discounts could also be offered to employees for bicycle repairs and/or servicing.
- 7.6 The TPC will promote national and regional cycling events including National Bike Week and Cycle to Work Day. These events will also be promoted on the travel notice board.

Bus Incentives

- 7.7 To achieve the 3.8% increase in bus travel (or 5.0% overall), the TPC will liaise with the local bus operator to establish whether tickets could be offered to staff as free tasters or at a discounted price for a set period. This could encourage staff to change their travel behaviours at an early stage of employment with the intention that they continue to do so after the free/discounted pass expires. The TPC will also provide staff with further information on seasonal passes which could encourage them to purchase a longer-term ticket.
- 7.8 The TPC will also promote the nationwide free bus travel scheme for eligible and mobile residents. This can be applied for online, or by phone. The annual travel surveys will also explore whether the timing of shifts presents a barrier to bus travel at the site with consideration given to adjusting these as required.

Car share scheme

- 7.9 The TPC will look to set up a car-sharing scheme within the care home. This would provide a platform for staff to share details to find others travelling from a similar area and car-share with them and therefore help to achieve the required 3.2% increase in car sharing (or an overall modal split of 12.5%).
- 7.10 The TPC will also encourage staff to sign up for the Liftshare database. The website contains details on various car journeys that are planned by its users across the country, allowing other users to identify opportunities to car share. All staff who drive will be encouraged to register for free on the database. By signing up to the database, they will be given login details with which they can access the journeys of other users, to see if there is potential for car sharing.

8.0 MARKETING STRATEGY

8.1 The TPC's role within this Travel Plan for the care home will include a series of tasks that shall:

- Implement and promote the Travel Plan for the care home once operational.
- Monitor the Travel Plan (via the arrangement of the collection and collation of appropriate data).
- Give advice and information on transport-related subjects to staff and visitors.
- Liaise with third parties (i.e. public transport operators, the Council) on Travel Plan issues.

8.2 Travel Packs will be produced prior to occupation and distributed to each employee upon enrolment. Details of the Travel Pack will be agreed upon with the Highway Authority prior to distribution. The Travel Packs will comprise up-to-date sustainable transport information and several incentives to influence travel habits, including the following details.

- Details of all bus routes that operate in the vicinity of the site, along with maps showing local walking and cycle routes.
- Details of any developments in the vicinity which have implemented new bus routes/services or cycle/pedestrian infrastructure.
- Details of any opportunities for discounted bus tickets could be provided once this has been discussed with any local bus operators, for an initial period to try and incentivise people to use the local bus services.
- A summary of benefits that having a Travel Plan brings, to individuals, the community and the environment.
- Information on cycle safety.
- An initial feedback survey to gather early information about perceived transport choices. The survey will be followed up by the Travel Plan Coordinator with an offer of personalised travel planning.
- A copy of this Travel Plan and contact details for relevant organisations, such as the TPC, local taxi companies and any representatives from the sustainable travel team at Lincolnshire County Council.

8.3 The Travel Packs will also outline the benefits of travelling sustainably in terms of the positive outcomes to an individual's health along with the financial savings it brings. Details of upcoming national sustainable travel events will also be detailed on the notice board. The following list identifies a number of (typically) national campaigns that could be publicised at the site to help promote sustainable travel:

- Walk to work day
- World environment day
- National Liftshare week
- Transport and Climate Change week
- Cycle to work week
- Bike to work day

8.4 Promotional material will also be provided, including details of any website addresses that may be useful, such as local initiatives aimed at getting people more active. They also contain a range of route planning tools to help locals complete the work commute via a different mode of travel, whether that is for walking, cycling or public transport. Useful websites include the following:

- <https://liftshare.com/uk> – free to use online car share database.
- www.sustrans.org.uk – the UK's leading sustainable transport charity, with a particular focus on cycling.
- www.cyclestreets.net – includes a useful cycle route journey planner.
- <https://lincsccl.maps.arcgis.com/apps/instant/basic/index.html?appid=4977330953ed48fb857f1e688a3ebddb> - provides information on Public Rights of Way in Lincolnshire.

9.0 MONITORING AND REVIEW

- 9.1 In accordance with the highway authority's published guidance, staff and visitor travel patterns will be monitored annually to understand where the targets are being met. Where the Travel Plan is not meeting its targets the auditing period will continue until this changes. In line with standard requirements this will be for a minimum period of five years from occupation of the development.
- 9.2 Details of all future staff and visitor travel surveys will be agreed in advance between the TPC and representatives of Lincolnshire County Council's sustainable travel team. This will include the use of MODESHIFT STARS as appropriate.
- 9.3 Separate surveys will be undertaken for each user group (staff or visitors) with the aim of establishing existing travel patterns alongside any propensity to change mode. As stated above, the surveys will be undertaken during neutral months to ensure the data is representative. It will be the responsibility of the TPC to organise and analyse the surveys.
- 9.4 Following completion of the surveys the TPC will prepare an annual Monitoring Report for submission to the highway authority for agreement. This will include a detailed summary of the findings and review how the past years targets have or have not been met. Accordingly, it will also provide an opportunity for reviewing the suitability of ongoing targets for the coming year. The completed Monitoring Report will be submitted to the highway authority within one month of the surveys being completed.

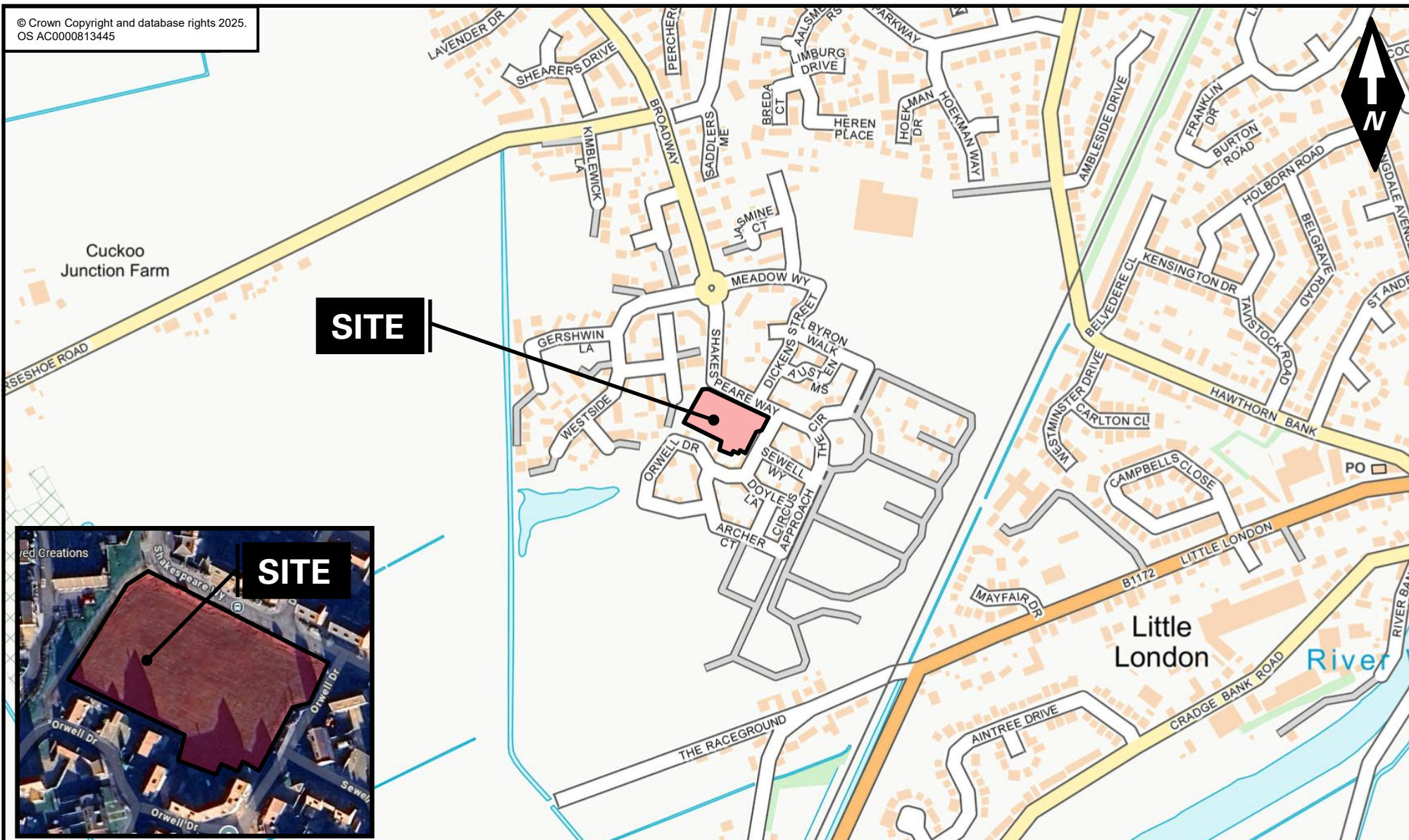
10.0 ACTION PLAN AND BUDGET

10.1 This section of the Travel Plan details the anticipated programme and timescales for the ongoing development of the Travel Plan. This action plan, as summarised in **Table 10.1** below, outlines how the key elements will be brought together.

Table 10.1 – Action Plan (typical annual cycle)

Action	Target Date	Responsibility
Appoint a full Travel Plan Coordinator	Up to 3 months prior to first occupation of any bed space	Country Court Care Homes
Produce and issue Travel Packs	Prior to occupation of any bed space and issued to staff within one week of any offer of employment. For residents, a copy will be provided to the family within one week of any offer of residency being accepted. Details of the final Travel Pack will be agreed with the highway authority prior to issuing.	Travel Plan Coordinator
Undertake initial discussions with local bus operators and stores to identify the potential for discounts etc.	Prior to initial occupation	Travel Plan Coordinator
Liaise with highway authority to discuss and agree details and timings of the staff and visitor travel surveys.	Prior to initial occupation, with surveys to be undertaken asap following 25% occupation of the total bed spaces.	Travel Plan Coordinator
Prepare the Annual Monitoring Report for submission to highway authority and subsequent agreement.	Within one month of completing the travel surveys.	Travel Plan Coordinator
Communicate findings of the Monitoring Report and any updated targets/budget requirements to all stakeholders.	Within one month of agreeing Monitoring Report with highway authority. Subsequent actions to take place over the following months in preparation for the next years travel surveys, including updating the Travel Pack for future staff and residents.	Travel Plan Coordinator

10.2 Country Court Care Homes understands its corporate responsibility to support the Travel Plan process in achieving the required targets. This Travel Plan sets out its commitment to funding the employment of a Travel Plan Coordinator throughout, whilst also providing budgetary assistance in delivering specific needs. Funds will be covered by a combination of board level strategic support plus revenue derived from the care home itself. The final level of input will be subject to the extent of support required to meet each year's targets. Further details of specific costs will only become available as the Travel Plan matures with the development.



SCALE: **Do Not Scale**

DATE: **09.03.26**

DRAWN: **CAB**

CLIENT:
COUNTRY COURT CARE

TITLE:
DETAILED SITE LOCATION PLAN

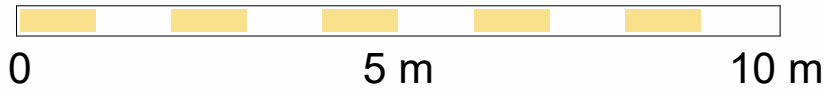
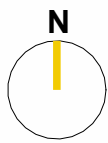
JOB TITLE:
HOLLAND PARK, SPALDING

bc **BANCROFT**
CONSULTING

JOB NUMBER:
F26012

FIGURE:
1

APPENDIX A – PROPOSED SITE LAYOUT PLAN



DRAFT FOR COMMENT ONLY



Site Plan
1 : 500

Boundary treatments key:



Client:	Country Court Care
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Status:	STAGE 2
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10

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