



Residential Travel Plan

Edgehill Park Phase Two, South Whitehaven

October 2020

Prepared For: Story Homes

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1. INTRODUCTION

Introduction

- 1.1 TPS Transport Consultants Ltd (TPS) has been commissioned by Story Homes to prepare this Travel Plan in relation to the second phase of development at the Edgehill Park site, South Whitehaven. In 2015 TPS created a 'final' Travel Plan covering the 30-dwelling Wilson Howe development and the first phase of the Edgehill Park development, with 109 dwellings.
- 1.2 The location of the developments mentioned above is shown in **Figure 1.1. Appendix A** includes a layout plan for the proposals.

Figure 1.1 – Site Location



- 1.3 This document sets out a Travel Plan Strategy for up to a further 335 dwellings at Edgehill Park and is designed to be an extension of the current measures in place at Phase 1 of Edgehill Park and at Wilson Howe, from the Travel Plan created in 2015.
- 1.4 The Travel Plan strategy set out within this report details the specific delivery mechanisms that Story Homes intends to implement at the site, along with the specific tools that will be utilised by TPS who are appointed as Travel Plan Coordinator for Wilson Howe and Phase 1 of Edgehill Park.
- 1.5 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing residential Travel Plans for house builders throughout the UK and for Story



Homes, specifically. The content of the Travel Plan and the specific measures proposed, therefore, pay due regard to national and local travel planning guidance (Section 2), and the experiences of TPS in delivering Travel Plans at other similar residential developments, including others in the area.

Development Proposals

- 1.6 The development to which this Travel Plan relates consists of up to 335 dwellings, on land to the north of the current Edgehill Park site. The site is located on the southern periphery of Whitehaven, to the south of the Woodhouse residential area, yet is within just 2.5km of the town centre and the facilities this encompasses. This site sits within a wider development of up to 570 dwellings as part of an 'urban extension', likely to be built out over a period of approximately 10 years. The wider development will include a primary school, that is to be brought forward by the local authority.
- 1.7 The Wilson Howe development comprises 30 dwellings and is located on the southern most part of the site, south of the ravine – the site is accessed via two priority T-junctions with Wilson Pit Road.
- 1.8 The first phase of Edgehill Park development comprises 109 dwellings and is located to the north of the ravine. It is served by a priority T-junction with High Road. A pedestrian and cycle bridge is provided over the ravine to promote connectivity between the two development areas.
- 1.9 The second phase of Edgehill Park comprises up to 335 dwellings and will sit to the north of Phase 1, where the two phases are separated by Linear Park, a strip of green space running across the site.
- 1.10 This travel plan has been prepared to cover Phase 2 of Edgehill Park and will ensure a joined up approach to travel planning marketing and implementation across all of the Story Homes development. The document pays due regard to the Section 106 Agreement (November 2013) associated with the South Whitehaven development in its entirety.
- 1.11 A layout plan can be seen in **Appendix 1**.



Developers Commitment to Travel Planning

- 1.12 Story Homes recognises that by submitting and implementing a Travel Plan, sustainable travel patterns can be both established from the outset and maintained over time, minimising the impact that the development has upon local infrastructure and the environment and ensuring that, where possible, all residents make informed journey choices.
- 1.13 Indeed, Story Homes has a proven track record with regards to successful Travel Plan implementation. This is exemplified by activities undertaken for the current Story Homes development at this site, where a proactive approach has been taken, reflecting Story Homes' wider commitment to Travel Plan delivery.
- 1.14 Travel Plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage, a proactive Travel Plan can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents. This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the knock on effect this may have upon reducing the need to own or use a car.
- 1.15 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact that a development has on local traffic levels, noise, air quality and road safety.
- 1.16 The individual benefits to be derived through the use of sustainable travel options include financial, health, fitness and avoidance of congestion delays (through greater use of active modes of travel).
- 1.17 Recognising these benefits, Story Homes is fully committed to the process of delivering this Travel Plan in taking the development forward. Furthermore, they are committed to providing the appropriate level of resource to ensure the continued strategic implementation of the measures contained within this document, monitoring the progress of the plan, and amending it where necessary.



The Travel Plan Vision

1.18 The vision for this Travel Plan is:

“To make the development a place where residents can make fully informed travel choices for all journeys they make, and in doing so can reduce their reliance upon the private car and the resultant impact upon the local environment.”

Travel Plan Aims and Objectives

1.19 To achieve this vision, the aims of this documents are to:

- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
- Minimise the impact the development has upon the environment and local highway network by promoting the use of these sustainable travel options above less sustainable modes.

1.20 Reflecting these aims, the objectives of this Travel Plan document are to:

- Determine the range of travel options available to residents;
- Maximise the use of sustainable travel modes amongst residents through effective promotion and engagement; and
- Use suitable monitoring and reporting mechanisms to assess, over time, the impact of the measures within this Travel Plan.

Report Format

1.21 Following this introductory section, this document outlines the principles, policies and strategic benefits of effective travel planning, before exploring the nature of the transport infrastructure surrounding the development.

1.22 Effective Travel Plans are those that contain a range of specific measures, targeted at the demographic of a site and backed up by a communications strategy that ensures people are made aware of the range of opportunities available to them. This document outlines both the measures to be implemented by Story Homes and also discusses the way in which travel by each mode of transport will be supported and encouraged through promotion of existing opportunities.



2. POLICY CONTEXT

What is a Travel Plan?

- 2.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site or organisation and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms, initiatives and targets that together can enable a developer or organisation to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits to individuals, whether they be staff, residents or visitors.
- 2.2 A Travel Plan is a dynamic process that will grow and develop with time and in accordance with the changing circumstances of a site and the environment in which it is to be delivered. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf.
- 2.3 Whilst this Travel Plan report is being developed to be submitted with a planning application, it will need to be flexible and dynamic enough to take account of the evolving requirements and circumstances of the individual development to which it applies and will be reviewed and updated on a regular basis.

National Policy Context

Government White Paper: Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (DfT, 2011).

- 2.4 In the Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a national level as well as within a local context.
- 2.5 In addition, the White Paper identifies the costs of transport – in particular, the issues surrounding delay, pollution, health problems and accidents all caused by local congestion. Recognising this, it states that access to sustainable travel modes and improving accessibility can:

“Make a significant contribution to public health and quality of life”.
- 2.6 In terms of public transport improvements, the White Paper stresses the need to make public transport more attractive so that it provides a viable alternative to car journeys, especially for trips of less than five miles.



- 2.7 The White Paper also outlines the need for positive influences upon travel behaviour, including 'nudge' theory, which is concerned with soft promotion of public transport and identifying targets (people) susceptible to changes in travel behaviour.

National Planning Policy Framework (NPPF) (DCLG, 2019)

- 2.8 The NPPF aims to encourage sustainable development through the planning system, with a presumption in favour of sustainable development. Positive improvements should include the following five key aims:

- Making it easier for jobs to be created in cities, towns and villages;
- Moving from a net loss of biodiversity to achieving net gains for nature;
- Replacing poor design with better design;
- Improving the conditions in which people live, work, travel and take leisure; and
- Widening the choice of high-quality homes.

- 2.9 The NPPF sets out the need for a Travel Plan for all developments that generate a significant amount of movement. The NPPF defines a Travel Plan as:

"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed"

- 2.10 The NPPF also enshrines the need for public transport considerations at all major developments. Indeed, the core planning principles encourage Planning Authorities to:

"Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable"

- 2.11 Paragraphs 29-41 of the NPPF also specifically encourage the development of sustainable transport opportunities, including the provision of high-quality public transport facilities. This should be promoted through the use of a Travel Plan.

- 2.12 Overall the NPPF supports any development that can be shown to maximise the sustainable travel credentials of a site, thereby encouraging sustainable development.



Local Policy

Cumbria County Council: Travel Plans and the Planning Process in Cumbria

- 2.13 Cumbria County Council (CCC) has developed a guide to assist developers in preparing Travel Plans. The guide clearly sets out where Travel Planning sits within both regional and local planning policy, including:
- North West of England Plan, Regional Spatial Strategy to 2021;
 - Cumbria and Lake District Joint Structure Plan (2001 – 2016);
 - Cumbria Local Transport Plan (2006 – 2011).
- 2.14 This Travel Plan has been produced taking into account the advice provided within CCC's Travel Plan guidance, which details the need to develop a full Travel Plan once the end users of a scheme are known. In this case, the full Travel Plan is being prepared by Story Homes who are developing the site and is an extension on the Travel Plan currently being implemented for the existing development at the site.
- 2.15 The 2015 Travel Plan, which covers the existing development, identified a requirement for the developer to pay a Travel Plan 'monitoring fee'. The calculated fee (detailed in the Section 106 Agreement) is £14,520 for the South Whitehaven site in its entirety.

Summary

- 2.16 This Travel Plan has been produced taking into account the overarching themes of both national and local policy guidance, which seeks to encourage development that is readily accessible by means other than the private car and to enhance this, as appropriate through delivery of bespoke Travel Plan measures.



3. DEVELOPMENT ACCESSIBILITY

Introduction

- 3.1 Phase 2 of the Edgehill Park development is located to the east of High Road. The development is some 2.5km south of Whitehaven town centre and the facilities this encompasses.
- 3.2 This section will outline the range of travel options that will be available to residents of the proposed development, and the range of key destinations that will be accessible from the site.

Active Travel Options

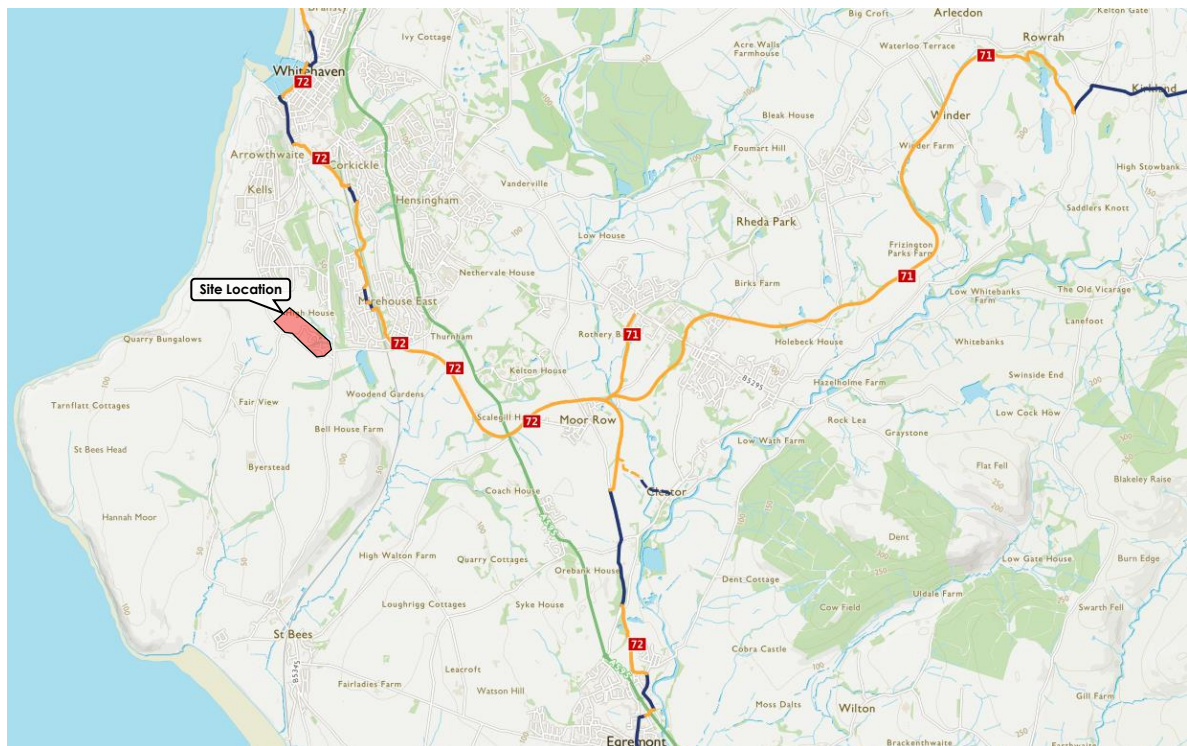
Pedestrian Routes

- 3.3 Given the previously undeveloped nature of the site, existing facilities for pedestrians along the site frontage, at Wilson Pit Road, are limited. A Public Right of Way (PRoW) running between Phase 1 and 2 of Edgehill Park, will be enhanced to become 'Linear Park' and an important east to west connection across the site.
- 3.4 The development proposals (for the South Whitehaven site in its entirety) will see connectivity within the site and, between the developments and the surrounding network enhanced significantly; a shared use pedestrian / cycleway is provided through the existing parts of the site, and consists of a segregated route across the ravine, which separates the Wilson Howe and Edgehill Park.
- 3.5 At the south eastern corner of the site, it is proposed to reconfigure the existing pedestrian island to provide dropped kerbs, to facilitate pedestrian movements between St Bees Road and Mirehouse Road, connecting into the internal shared use route.
- 3.6 The existing footway on the eastern side of High Road, which currently extends as far as the route to Sandwith, will be extended southwards along Wilson Pit Road to the central site access (which serves Edgehill Park). From here internal routes connect into the external network.

Cycle Access

- 3.7 National Cycle Network (NCN) Route 72 is accessible to the east of Edgehill Park and Wilson Howe developments from Mirehouse Road. **Figure 3.1** (an extract from the Sustrans website) shows the route and its location in relation to the development site. NCN Route 72 runs coast to coast from Whitehaven to South Shields and locally, provides great cycling links with Whitehaven centre, Carlisle and more.

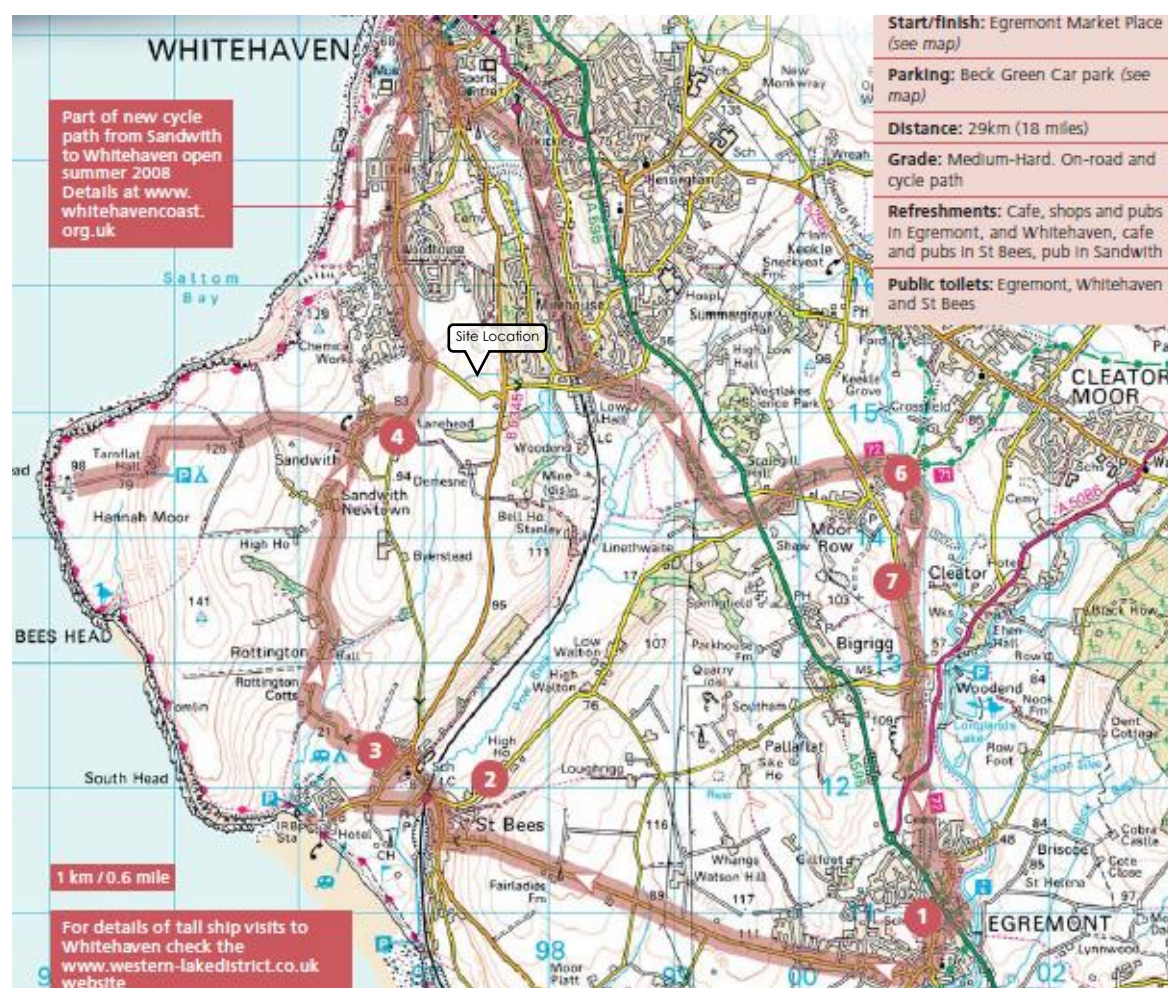
Figure 3.1 – National Cycle Route 72



Source: Sustrans Website

- 3.8 **Figure 3.2** highlights other local cycle routes; several routes run through the centre of Whitehaven, to the north of the site. The Coast to Coast (C2C) route runs from Whitehaven to Sunderland to the north east of the site via Hensingham.

Figure 3.2 – Local Cycle Routes



Source: cumbria.gov.uk

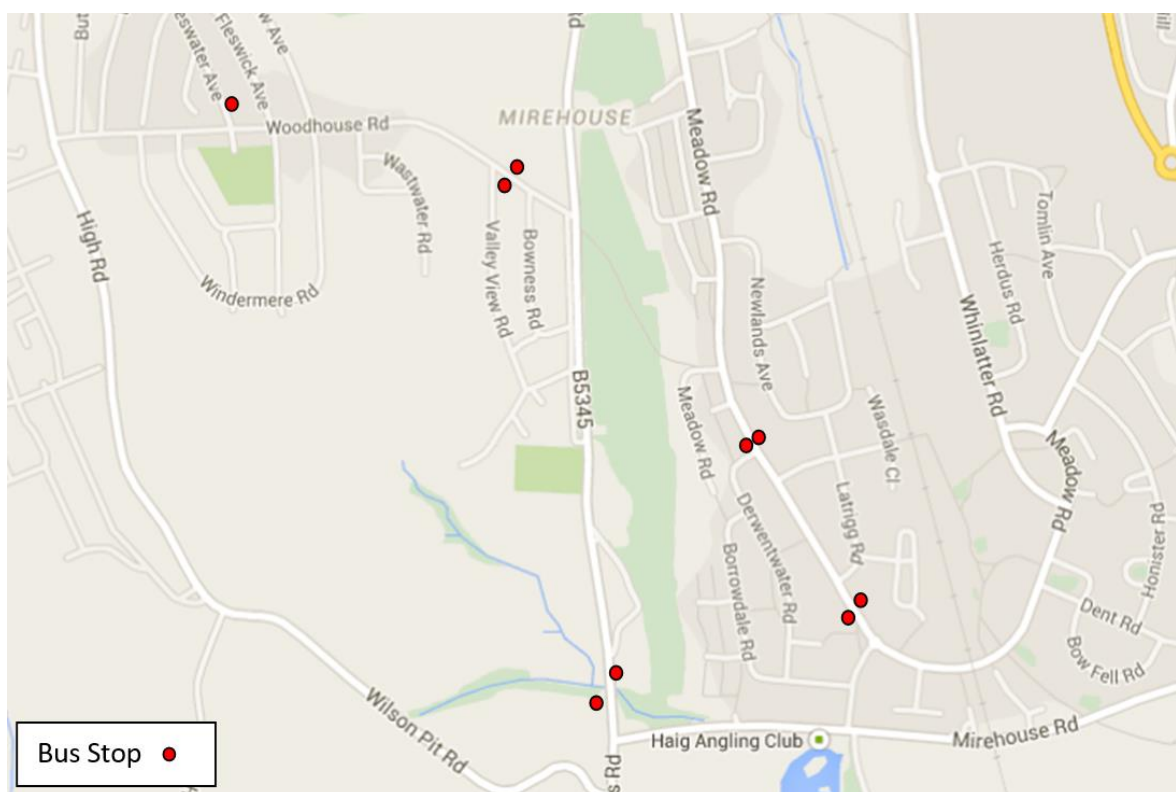
- 3.9 As part of the development, a shared use pedestrian / cycle link will be provided through the site (in its entirety), encouraging linkages for active travel modes within the site itself and linking into the wider cycle network on High Road and St Bees Road.

Public Transport

Bus Services

- 3.10 Due to the part-developed nature of the site the nearest serviced bus stops are currently some distance from the Wilson Howe and Edgehill Park developments (**Figure 3.3**); located on Meadow Road some 650m from the centre of the Wilson Howe development and 900m from the centre of the Edgehill Park development via Wilson Pit Road, Mirehouse Road and Skiddaw Road.
- 3.11 Services are also available from the Woodhouse estate to the north, with the closest stops being on Loweswater Avenue, circa 800m and 1.1km from the centre of Edgehill Park and Wilson Howe respectively. Stops are also available from Woodhouse Road, accessible using the PROW which connects to Valley View Road from the site. **Table 3.1** summarises the services to these stops.

Figure 3.3 – Location of Bus Stops Around the Site



3.12 Table 3.1 – Bus Service Summary

Bus Service	Route	Frequency		
		Weekday Daytime	Saturday Daytime	Sunday
Meadow Road				
3	Whitehaven – Corkickle – Mirehouse – Whitehaven Circular	30 mins	30 mins	2 services
1	Mirehouse – Lowca	30 mins	30 mins	1 service
Woodhouse Road/ Loweswater Ave				
2	Whitehaven – Woodhouse – Whitehaven Circular	30 mins	30 mins	4 services

- 3.13 The Section 106 Agreement, for the entire site, details the requirement for the developer to make a 'Bus Service Contribution' of £108,000 per annum to CCC for a period of 5 years towards a 30-minute daytime frequency service to the site; the first payment being made on occupation of the 50th dwelling on any part of the site. The first of these contributions has been made and when delivered, this service will significantly enhance public transport accessibility to the site. Measures aimed at promoting and encouraging use of the service are described in Section 4.

Rail Services

- 3.14 Whitehaven benefits from two railway stations; the closest is Corckickle, located on Station Road approximately 2.8km to the north east of the development. Whitehaven station is located on Bransty Road to the north of the town centre and is around 3.8km from the development site.
- 3.15 Both stations sit on the Cumbria Coast Railway Line - and are served by hourly trains in both directions. Services operate between Carlisle and Barrow, via Harrington, Workington, Maryport, Aspatria, Wigton, St Bees, Sellafield, Drigg and Millom. The approximate journey time between Corkickle and Carlisle is 1 hour 10 minutes, whilst trains to Barrow take circa 1 hour 20 minutes.



Local Facilities

- 3.17 Typically, it is considered that 2km represents the maximum distance that residents might be prepared to walk to access local facilities, whilst a distance of 5km is considered a reasonable cycling distance. The following sections consider the facilities that are available within walking and cycling distance. Distances have been calculated from the centre point between the Wilson Howe and Edgehill Park sites.

Retail

- 3.18 The closest convenience store is McColls newsagent on Meadow Road in Mirehouse; this is some 700m from the development. A Co-op food store and a Nisa Local are located north of the site in the Woodhouse residential area and are approximately 1.4km and 900m away, respectively.
- 3.19 A small row of shops is located on Meadow Road in Mirehouse; this includes a Post Office and Premier Stores local convenience shop. These are located approximately 1.3km from the development and can be accessed via Mirehouse Road and Meadow Road.
- 3.20 Whitehaven town centre is located circa 3km from the development; this includes a number of larger supermarkets (Morrisons being the closest, as well as Tesco and ASDA), and smaller non-food retail shops. It also a range of banks, cafes and pubs.
- 3.21 Bridge Retail Park is located some 2.5km from the development and encompasses a number of non-food retail outlets and a McDonalds.

Education

- 3.22 In the longer term the majority of primary school trips are likely to be made to the school within the wider South Whitehaven development (within 800m of the Wilson Howe and Edgehill Park developments). Other primary schools within 2km include: Hensingham Community Primary School (1.1km), Valley Primary School (1.4km) and Monkwearay Junior School (2km).
- 3.23 There are two secondary schools within cycling distance of the site; Whitehaven Academy on Cleator Moor Road and St Benedicts Catholic High School on Red Looning.



Employment

- 3.24 There are several key employment areas within the vicinity of the site including Whitehaven town centre (and other surrounding town centres), Bridge Retail Park, Sellafield, Westlakes Science Park and West Cumberland Hospital. There will also be lots of smaller employment opportunities within Whitehaven and the surrounding towns.
- 3.25 As demonstrated previously, there is a good public transport network (both bus and rail) within close proximity to the site and as such many of these destinations will be accessible by means other than the private car.

Healthcare

- 3.26 There are several GP surgeries within Whitehaven town centre; whilst not within walking distance, they can be accessed by bike or by bus (the service that will be subsidised as part of the development will provide a frequent link between the site and the town centre). Services 3, 2 and 1 also serve the town centre.
- 3.27 The nearest pharmacy is located approximately 1.3km from the site on Meadow Road, in Mirehouse.
- 3.28 West Cumberland Hospital is located within 2.2km of the site on Homewood Road; this is therefore just outside walking distance, but remains within an easy cycling distance and can also be accessed by bus services 22, 30 and 32/32a from Whitehaven town centre.

Summary of Accessibility

- 3.29 In summary the development benefits from accessibility (by foot or bike) to a range of facilities in the locale, including education facilities, employment opportunities, food retail and healthcare facilities. The implementation of the new bus service to connect the site with Whitehaven town centre, will serve to enhance existing accessibility, further encouraging trips by non-car modes of travel. Whilst two local train stations provide access to the regional rail network.
- 3.30 Taking the above into account, this Travel Plan will focus principally on the promotion of existing opportunities and the Travel Plan Coordinator will work to support and encourage sustainable travel choices amongst residents – both at the point of occupation and on an ongoing basis.



4. TRAVEL PLAN MEASURES

Introduction

- 4.1 The key to a successful Travel Plan programme is to identify the most suitable modes of transport that are realistic and practical for residents of a site such as this to adopt, before making these modes as attractive as possible. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any. A range of Travel Plan measures is therefore proposed, which residents can pick and choose from as they consider appropriate.

Travel Plan Management and Resources

- 4.2 It is recognised that an important element of the success of this Travel Plan will be the appointment of a Travel Plan Coordinator (TPC). The TPC will have overall responsibility for the development, implementation and management of the Travel Plan strategy at the site.
- 4.3 To ensure a joined-up approach, Story Homes have engaged TPS to fulfil the role of TPC. Contact details for the TPC, who will be in place throughout the period of development, can be found below:

John Hacker
TPS Transport Consultants Ltd
T: 01924 664638
E: john.hacker@tpsconsultants.co.uk

- 4.4 The role of the TPC will include (but not be limited to):
- Preparation and distribution of travel information and marketing materials;
 - Liaising with the sales team to ensure the sustainable travel credentials of the site are promoted from the outset;
 - Promoting local and national sustainable travel-related discounts to residents;
 - Engaging with residents on travel and transport related issues;
 - Liaising with other interested parties, including the local authority; and
 - Coordinating the annual monitoring process.
- 4.5 Story Homes will ensure that an appropriate budget is made available to the TPC to both cover the deliver of the role, and the range of measures outlined within this Travel Plan.



Travel Plan Marketing and Information Provision

- 4.6 The principal task of the TPC will be to ensure that the available travel options are effectively promoted to all residents at the development. This will primarily be achieved through a range of modern marketing techniques, which will ensure the full demographic of residents (and prospective residents) have easy access to relevant and up to date travel information.

Marketing Strategy 1: Continued Provision of a Bespoke Travel Information Website

- 4.7 Websites offer an ideal means of providing people with access to up to date information and direct links to external sources of information and tools, such as journey planning websites, car share schemes, timetables and maps. They are more flexible and environmentally friendly than provision of hard copies of travel information, which are likely to change over time.
- 4.8 A bespoke travel information website currently exists for Wilson Howe and the first phase of Edgehill Park. This website will be extended and updated to cover Phase 2 of Edgehill Park and provide residents with access to the latest local information. This website will be managed by the TPC throughout their involvement at the site, after which control of the website will be offered to a local residents' group (or willing individual) to ensure that the opportunity exists for travel planning to continue at the site.
- 4.9 The residents' travel website will contain a wide range of site specific travel information and advice and will, where appropriate, provide direct links to external sources of information, including but not limited to:
- The provision of public transport timetables and maps for download;
 - Links to journey planning tools;
 - Information and advice on car sharing, with a link to the car share scheme;
 - Details of local cycle routes, with links to the Cycle Streets cycle planner;
 - Advice on walking and cycling in the local community; and
 - A map illustrating the key local travel options and key local trip destinations.
- 4.10 The website will be promoted to prospective residents via the sales office and through the sustainable travel guide and annual newsletter.
- 4.11 The current travel information website for the site can be seen here:
www.edgehillpark-travel.co.uk



Marketing Strategy 2: Sustainable Travel Guide & Map

- 4.12 The current sustainable travel guide for Edgehill Park and Wilson Howe will be updated and extended to cover the second phase of Edgehill Park; this will provide a summary of the range of travel options available to residents and will direct people to online sources of further information and tools. It will also contain a handy map, illustrating the location of the development in relation to key local destinations and sustainable transport options.
- 4.13 The guide will be distributed via the sales office to all prospective residents to help ensure that they are aware of the range of travel options available to them prior to making the decision on whether to purchase a new home at the development. Subsequently, it will be distributed to all new residents alongside their welcome pack, at the point at which they first occupy their home in order to ensure that the Travel Plan message is reinforced.
- 4.14 The most recent version of the sustainable travel guide, prepared by TPS Transport Consultants Ltd on behalf of Story Homes for the Edgehill Park and Wilson Howe development can be seen in **Appendix B**. The content of the travel guide will be reviewed regularly, and a re-print will be done, as required, to reflect any changes to local travel options.

Marketing Strategy 3: Free Personalised Journey Planning for Each Household

- 4.15 Each household will be offered a free personalised journey plan, which they can make use of by contacting the TPC. The TPC would input the residents' journey information into MyPTP and would then email the journey plan to the recipient. Residents will be made aware of the service via the aforementioned leaflet and website.

Marketing Strategy 4: Annual Sustainable Travel Newsletter

- 4.16 To ensure continued engagement with residents, after they initially move into their property, a sustainable travel newsletter will be issued to all occupied dwellings on an annual basis; an example of a newsletter prepared for the current Edgehill Park and Wilson Howe development site is provided in **Appendix C**. The newsletter offers the opportunity to re-promote the various local transport options and to update residents as to any changes to local infrastructure/services.

Marketing Strategy 5: Promote Discounts with Sustainable Travel Providers to Residents

- 4.17 On behalf of Story homes (and other residential developers), TPS has secured a series of discounts that are available to residents including bikes and accessories discounts at Halfords, home electric vehicle charging points, secure bike storage and running and



walking accessories. Further information can be found at storyhomes.my-journey.deals. The discounts will be promoted via the travel guide, website and newsletter.

Walking Specific Measures

- 4.18 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day could halve the risk of heart disease. It is also the most sustainable form of transport as it is 'zero carbon' and does not use any capacity on public transport.
- 4.19 It has already been identified that a range of desirable local amenities are accessible on foot or by bike from the development site. The TPC will, therefore, promote walking for local trips.

Walking Strategy 1: Promote and encourage walking, including the benefits of doing so, through the distribution or displaying of promotional material

- 4.20 Walking will be marketed through the communication channels outlined earlier. In particular this marketing material will include:
- Promotion of benefits in terms of health, finances, social interaction etc.;
 - Promotion of national and local walking campaigns and initiatives;
 - Promotion of local walking routes and journey planners; and
 - Details of key local destinations within walking distance on a map.

Walking Strategy 2: Promotion of planned / implemented infrastructure improvements, aimed at enhancing the pedestrian environment in the vicinity of the development.

- 4.21 As the development is built out, connectivity between the site and areas to the north, particularly, will be enhanced. In order to ensure residents are fully aware of the available routes / facilities, the TPC will promote these as they occur via the website, and through the annual newsletter distributed to occupied homes.

Cycling Specific Measures

- 4.22 Cycling also has many benefits in terms of health, fitness, mental well-being and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times with motorised transport and has a minimal impact upon highway capacity and the environment, as compared with vehicular trips.



Cycle Strategy 1: Promote and encourage cycling by distributing or displaying promotional material, which outlines benefits

4.23 Cycling and its various benefits will be marketed through the communication channels outlined earlier. In particular, the marketing will include:

- The benefits of cycling (health, financial, environmental etc);
- Promotion of local and national schemes such as bike week;
- Details of cycle storage options available within purchased properties;
- Details of local cycle routes;
- Access to online cycle journey planners, such as cyclestreets.net;
- Details of local cycle groups.

Cycling Strategy 2: Provision of cycling parking facilities

4.24 Cycle parking will be available within garages, where provided, across the site, providing a secure and weatherproof solution for residents.

Cycling Strategy 3: Promote discounts available for Story Homes' residents

4.25 A number of discounts have been secured by TPS for Story Homes' residents. The discounts available can be seen at the following webpage: storyhomes.my-journey.deals. Discounts relevant to cycling include 15% off cycle accessories, 10% off adult bikes and 20% off bike servicing at Halfords. These discounts will be promoted through the previously mentioned communication channels.

Cycling Strategy 4: Promotion of planned / implemented infrastructure improvements, aimed at enhancing the cycling environment in the vicinity of the development

4.26 As the development is to be built out over approximately 10 years, not all active travel infrastructure will be in place from the outset. There is therefore a need to keep residents informed as new infrastructure is implemented (and connectivity with surrounding facilities is enhanced). In order to ensure residents are fully aware of the available routes / facilities, the TPC will promote these as they are implemented via the website, travel leaflet and newsletter.

Public Transport Specific Measures

4.27 New residents at the development may initially be unaware of their public transport options. Through the provision of easy to use travel information, residents can be encouraged to use bus and rail services. With this in mind, information on the public transport opportunities will be made available to residents via the range of communication channels identified earlier.



- 4.28 Furthermore, with a range of user friendly, easily accessible journey planning tools now available online, it is quick and simple to plan a journey whether for commuting or leisure purposes.

Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical mode of transport, and the benefits of using it highlighted, by distributing or displaying promotional material via the aforementioned communication methods

- 4.29 Travel by public transport will be marketed through the communication channels identified earlier, and in particular will include the following:
- Access to public transport journey planners, including the Traveline website;
 - The offer of a free Personal Journey Plan, available to all residents;
 - Access to downloadable real time bus and rail information, including the 'Live Times' tool provided by Traveline;
 - Access to bus operator apps, which include real time bus tracking functions, timetable information and mobile payment options;
 - Details of ticketing options, available from bus and rail operators directly.

Public Transport Strategy 2: Story Homes will make a contribution of £108,000 per annum for the four remaining years to CCC by way of subsidy to a 30-minute (daytime) frequency bus service to the South Whitehaven development in its entirety.

- 4.30 The first payment was made to coincide with the occupation of the 50th dwelling on the site as a whole. A further four contributions to the delivery of a bus service will be made to CCC and will greatly improve the public transport accessibility of the site.



Sustainable Car Use Measures

- 4.31 A number of trips may only be practically possible by car (such as long distance journeys, trips at night and journeys to locations inaccessible by active travel or public transport). Effective Travel Plans are not anti-car campaigns but rather are aimed at empowering residents to make informed travel choices. The promotion of car sharing will, therefore, be a key element to this strategy.

Sustainable Car Use Strategy 1: Promote Car Sharing

- 4.32 Car sharing is when two or more people share a journey by car and travel together. It allows people to take advantage of the benefits of using the car, whilst at the same time reduces the overall number of vehicle trips made, and subsequently the impact on the environment. On a personal level, car sharing allows individuals to significantly reduce the cost of travelling by car.
- 4.33 A great deal of car sharing is arranged informally; however, to assist residents that wish to make more formal arrangements to either offer or find a lift, the Liftshare car share scheme (<https://liftshare.com/uk>) will be promoted. The scheme will be promoted to both prospective and existing residents by the way of the aforementioned travel guide and newsletter.

Sustainable Car Use Strategy 2: Promote Electric and other Alternative Fuels

- 4.34 New electric and hybrid vehicles are coming onto the market all of the time, with government targets to phase out all diesel and petrol models over the next few decades. In order to support this transition the government has introduced a range of tax changes, which seek to reduce the costs associated with owning and running ultra-low emission cars and fully electric vehicles.
- 4.35 As Electric Vehicles (EVs) become more mainstream, the costs are dropping rapidly and there are a wide variety of benefits for drivers making the switch. From the environmental impact to the savings that can be made on fuel, tax and maintenance costs, electric vehicles could help people to save significant amounts of money.
- 4.36 Whilst a switch to EVs will do little to take vehicles off the road, it will help to reduce the environmental impacts of those journeys which are made by car. For this reason the TPC will promote EVs through the communication channels identified, making residents aware of the benefits and any incentives which may be available to help people make the switch.



5. TARGETS, MONITORING AND REPORTING

Introduction

- 5.1 When delivering a Travel Plan it is important to monitor its progress and success. One easy way of understanding the impact of the Travel Plan is to consider the number of vehicular trips being made from the site, as ultimately the aim is to minimise this where possible. It is stated within the national guidance 'Making Residential Travel Plans Work', that "the main target in the travel plan will normally be a measure of the level of car trips originating from the site."
- 5.2 Based upon the above and considering the difficulties experienced when undertaking residents travel surveys, a monitoring strategy has been set out below, which details how the success of the Travel Plan will be recorded and reported upon. This methodology reflects the previous monitoring to have taken place across the existing properties at Wilson Howe and Edgehill Park, the findings of which have been submitted to CCC on an annual basis.

Travel Plan Targets

- 5.3 Targets are essential to ensure that everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:
- **Specific**
 - **Measurable**
 - **Achievable**
 - **Realistic**
 - **Time-bound**

Action-type Targets

- 5.4 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.
- 5.5 The action-type targets specified to this Travel Plan have been outlined in the action plan contained at **Appendix D**, which identifies key delivery timeframes and responsibilities.

Aim-type Targets

- 5.6 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In this case the aim-type



target is set as the predicted trip generation at full development build out of the South Whitehaven development (up to 570 dwellings), with the trip generation and derived trip rate per dwelling shown in **Table 5.1**.

Table 5.1 – South Whitehaven Development Target Trip Generation and Trip Rates (based on 570 dwellings).

	Predicted Trip Generation (570 dwellings)		
	Arrivals	Departures	Two-Way
AM	83	242	325
PM	232	126	358

	Target Trip Rate per Dwelling		
	Arrivals	Departures	Two-Way
AM	0.146	0.425	0.571
PM	0.407	0.221	0.628

- 5.7 Clearly, the number of car trips generated at any given point during the development build out is a direct function of the number of dwellings occupied at that time. As such, the TPC can easily determine progress at any given point by calculating a trip rate per dwelling based upon vehicle counts undertaken and the number of occupied dwellings at that time, then comparing this to the above target trip rate per dwelling.
- 5.8 Targets will be considered to be met if the actual number of counted two-way trips per dwelling is less than the target, averaged over both peak periods.

Travel Plan Monitoring

- 5.9 Monitoring for the second phase of the Edgehill Park development will be combined with the current monitoring taking place at Edgehill Park and Wilson Howe, until the end of the Travel Plan period on these two sections of the site. After this, monitoring on the Wilson Howe development will cease and monitoring on Phase 1 and Phase 2 of Edgehill Park will be combined.

Monitoring and Review Strategy 1: Annual Traffic Counts and Reporting

- 5.10 Traffic counts will continue to be undertaken annually until full occupation. These counts will allow the TPC to monitor the success of the Travel Plan over time in achieving the



agreed targets to reduce the number of private vehicular trips generated by the development.

- 5.11 The TPC will feed results of these vehicle counts back to Travel Plan officers at Cumbria County Council annually and will make appropriate and practical changes to the Travel Plan programme moving forward, if required and as agreed with the Council. This reporting will take the form of the submission of an 'Annual Monitoring Report'.



Appendix A

Site Layout Plan



Do not scale from this drawing. Only figured dimensions are to be taken from this drawing.

The contractor must verify all dimensions on site before commencing any work or shop drawings.

The contractor must report any discrepancies to pod urban design ltd before commencing work. If this drawing exceeds the quantities taken in any way, pod urban design ltd is to be informed before the work is initiated.

Ordnance Survey information is used on pod urban design ltd drawings. pod urban design ltd is not responsible for the accuracy of dimensions relating to any Ordnance Survey data, or beyond the boundary of the inserted topographic survey data.

Work within The Construction (Design and Management) Regulations 2007 is not to start until a Health and Safety Plan has been produced.

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REV C 28.05.2013 / AC / Minor boundary revisions and amendment to notations / target notes

REV B 08.04.2013 / AC / Eco Value SUDS Area Two amended (Pond re-designed)

REV A 05.04.2013 / AC / Boundary confirmed; target notes added; school location and access amended; minor amendments to detailed planning application site.



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PROJECT:
South Whitehaven Masterplan

DRAWING TITLE:
Concept Masterplan

CLIENT: Story Homes	DATE: 03/13
STATUS: PLANNING	DWN BY: AC
SCALE: 1:2000	CHECKED BY: AD
PROJECT NO: 070 - STO	REVISION: C
DRAWING NO: 501	



Appendix B

Edgehill Park Sustainable Travel Guide

ACTIVE TRAVEL



From Edgehill Park you can walk into Whitehaven town centre in around 50 minutes or it's under 20 minutes by bike (with plenty of places to park your bike securely, for free, when you get there). However, there are a number of facilities much nearer, on the route into Whitehaven.

If you prefer to cycle for leisure, you can get onto the National Cycle Network in no time: route 72 can be reached within 10 minutes of Edgehill Park and with Whitehaven's coast within 2 miles, there are some fantastic scenic routes locally.



LOCATION MAP NOT TO SCALE

CONTACT US

If you need any advice, support or further information on any of the travel options please email or call us:

e. info@edgehillpark-travel.co.uk

t. 01924 664638

Story
HOMES



Edgehill Park Whitehaven

For more detailed information and advice visit
edgehillpark-travel.co.uk

WELCOME TO EDGEHILL PARK



Edgehill Park is ideally located, within both walking and cycling distance of a range of amenities. There is a row of local shops, including a convenience store and post office on Meadow Road.

Alternatively, you can be in the centre of Whitehaven by bus in around 25 minutes.

So, whether you want to know how to get to work by bus or bike, or how to get to the local shops on foot, this guide will point you in the right direction.

For more detailed information and advice visit edgehillpark-travel.co.uk

TRAVELLING BY BUS



The nearest bus stops are located on St Bees Road, Meadow Road and Woodhouse Road, and are all within a 15 minute walk of Edgehill Park.

The stops on St Bees Road, Meadow Road and Woodhouse Road are served by **bus services 1, 2/2A, 3, 33 and 300**, offering services to Whitehaven, Egremont, Cockermouth and Sellafield.

Services 1 and 3 call at Whitehaven bus station, where you can catch onwards bus services for longer journeys.

NEED FURTHER ADVICE?

Free personalised advice is also available should you require it; get in touch with a specific travel-related query or to find out your options for a specific journey.

Email: info@edgehillpark-travel.co.uk

TRAVELLING BY TRAIN



Corkickle Station is about a 30-minute walk, or 10 minutes by bike. Alternatively, Whitehaven station is just 30 minutes away on **bus services 1 and 3** or around **20 minutes by bike**. Both stations are on the Cumbrian coastline with trains to Carlisle, Workington and Lancaster and other local stations.

For more information visit: nationalrail.co.uk

CAR SHARING

Sharing your car journey with just one other person could halve your fuel and parking costs, as well as potentially reducing mileage and wear and tear on your car.

To find a potential journey match or to simply find out more about car sharing, visit edgehillpark-travel.co.uk. It's totally free to join and you can register regular or one-off journeys.



Appendix C

Edgehill Park Sustainable Travel Newsletter



Offers for Residents

Check out the exciting travel related discounts for residents of Edgehill Park.

Simply visit edgehillpark-travel.co.uk to find out how you could save on the cost of bikes and cycling accessories, bus and rail tickets and lots more!

Lots more fantastic offers online
www.edgehillpark-travel.co.uk

Offers include:

Adult bikes, accessories & servicing at Halfords

Clothing & accessories at Cotswold Outdoor, Snow and Rock, Runners Need & many more

Annual train tickets through Commuter Club

Electric vehicle charging points or secure cycle parking for your home.



GET PERSONAL

All Edgehill Park residents can take advantage of a **FREE** personalised journey plan. So, if you are making a journey you've not made before and want some advice on your travel options, get in touch and we will be happy to help: info@edgehillpark-travel.co.uk



EDGEHILL PARK Whitehaven



Cycling Tips

Some helpful advice and discounts on bikes and accessories and servicing.

Local Buses

You might be surprised at the options available to you by bus.

Train Travel

You're just a train ride away from lots of great places.

PLUS OFFERS FOR RESIDENTS

Welcome

Welcome to the **EDGEHILL PARK Travel Newsletter**; we have packed it full of information on local travel options to help you save you money, time and even improve your health and wellbeing.

Did you know there is also a handy residents' website, where you can find lots more travel information, as well as details of a fantastic range of exclusive discounts.

Visit: www.edgehillpark-travel.co.uk

Begin Spring as you mean to go on.

There's no better time than spring to get out on your bike and reconnect with nature after a winter of semi-hibernation and comfort food. The days are getting brighter, the weather is getting better, leaves are returning, and flowers are blooming.

Here are our tips on being prepared:

A blue-sky morning can easily lure you into a false sense of security, so make sure you keep a waterproof jacket in your bag to help you stay dry in those sudden spring showers.

Always think about the wind. In the Netherlands they call windy days 'Dutch hills'; the extra effort involved with cycling against the wind can be similar to riding uphill.

Unlike climbing hills, standing won't help you against winds, it actually just makes you a bigger target. Instead, try

to set off earlier on windy days, stay at a comfortable pace and bring a positive mind set – it'll make all the difference.

If you find yourself battling against the wind (or a hill!) on a regular basis, you might want to consider an e-bike. On an e-bike, when you pedal the motor is activated to give you an extra boost, but you'll still get all the benefits of a workout.

Typically, you'll get 25 miles of assistance from an e-bike but dependent on the terrain and battery type, you can get up to four times that.

LOOKING TO SAVE MONEY ON THE COST OF A BIKE, ACCESSORIES OR SERVICING?

We have teamed up with Halfords and Cycle Republic to bring you some great savings. **10% off adult bikes; 15% off cycle accessories; 20% off cycle servicing.**

Email us to request your voucher today: info@edgehillpark-travel.co.uk

LOCAL BUS OPTIONS

If you haven't caught the bus for a while, you might be pleasantly surprised by the difference in your experience!

New technology means you don't have to wait around at bus stops, whilst many buses offer Wi-Fi on board and cashless ticket options.

A summary of your local bus services which are all provided by Stagecoach is provided below. For more detailed information or to access bus timetables visit: www.edgehillpark-travel.co.uk.

The nearest bus stops are located on St Bees Road, Meadow Road and Woodhouse Road, and are all within a 15-minute walk from Edgehill Park.

Bus Service 2A

Whitehaven – Kells - Whitehaven

1 morning service Monday to Friday.

Bus Service 3

Whitehaven – Corkickle – Mirehouse - Whitehaven

Services run up to every 30 minutes Monday to Saturday. 2 services on Sunday

Bus Service 32E

Whitehaven – Cleator Moor – Wath Brow – Egremont - Frizington

*2 evening services per day Monday to Saturday
4 services on Sunday*

Bus Service 33

Whitehaven – Meadow Road – Whitehaven Academy

2 services per day Monday to Friday

Bus Service 33C

Greenbank – Corkickle – St. Benedict's School

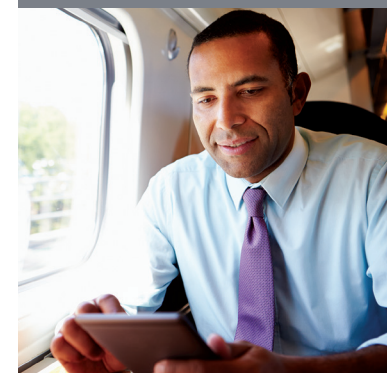
2 services per day Monday to Friday

TRAVEL BY TRAIN

Your nearest station is Corkickle, which is a 30-minute walk, or 10 minutes by bike. Alternatively, Whitehaven station is just 30 minutes away on bus service 3 or around 20 minutes by bike; there is cycle parking available at the station.

Trains from these stations also stop at many other destinations such as Carlisle, Harrington, Workington, Maryport, Aspatria, Wigton, St Bees, Sellafield, Drigg and Millom.

You can make some great savings on rail travel, whether you are traveling as a couple, a family or on your own. Check out the offers available at: railcard.co.uk and commuterclub.co.uk.





Appendix D

Action Plan

Edgehill Park, Whitehaven	Action	Responsibility	Target Delivery Date
Travel Plan Management	Appoint Travel Plan Coordinator	Story Homes	Achieved
Travel Plan Marketing			
Marketing Strategy 1	Provision of a travel information website	TPC	1-month prior to show home opening
Marketing Strategy 2	Provision of a sustainable travel guide	TPC	1-month prior to show home opening
Marketing Strategy 3	Offer free personalised journey planning	TPC	Ongoing throughout delivery period
Marketing Strategy 4	Prepare annual residents' newsletter	TPC	Annually throughout delivery period
Marketing Strategy 5	Promote discounts with sustainable travel providers	TPC	Ongoing throughout delivery period
Walking Strategy			
Walking Strategy 1	Promote and encourage walking	TPC	Ongoing throughout delivery period
Walking Strategy 2	Promotion of planned/implemented infrastructure	TPC	Ongoing throughout delivery period
Cycling Strategy			
Cycling Strategy 1	Promote and encourage cycling	TPC	Ongoing throughout delivery period
Cycling Strategy 2	Provision of cycle parking facilities	Story Homes	Through design
Cycling Strategy 3	Promotion of discounts available	TPC	Ongoing throughout delivery period
Cycling Strategy 4	Promotion of planned/implemented infrastructure	TPC	Ongoing throughout delivery period

Public Transport Strategy			
Public Transport Strategy 1	Promote and encourage public transport use	TPC	Ongoing throughout delivery period
Public Transport Strategy 2	Continued Section 106 contributions	Story Homes	Prior to final occupation
Sustainable Car Use			
Sustainable Car Use Strategy 1	Promote car sharing	TPC	Ongoing throughout delivery period
Sustainable Car Use Strategy 2	Promote electric and other alternative fuels	TPC	Ongoing throughout delivery period
Monitoring and Review Strategy			
Monitoring Strategy 2	Annual traffic counts and reports	TPC	Annually throughout delivery period