



Residential Travel Plan

Edgehill Park Phase Six, South Whitehaven

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Prepared For: Story Homes

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1. INTRODUCTION

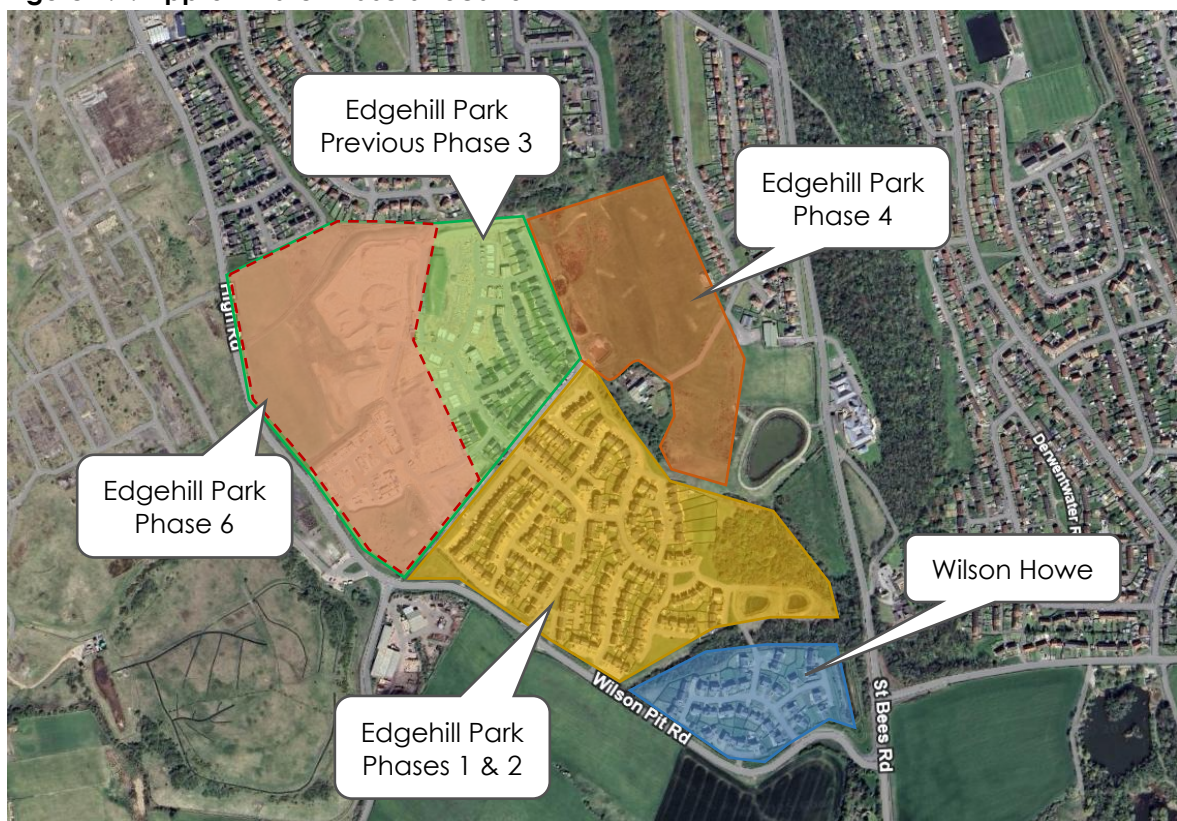
Introduction

- 1.1 TPS Transport Consultants Ltd (TPS) has been commissioned by Story Homes to prepare this Travel Plan in relation to Phase 6 of development at the Edgehill Park site, South Whitehaven.
- 1.2 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a package of support, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 1.3 Travel Choices, conceived and delivered by TPS, is a comprehensive package of support for the ongoing management and delivery of the approved Travel Plan strategy (including measures and monitoring/reporting requirements). In a residential context, the Travel Choices programme is currently being delivered across more than 150 developments in the UK, ensuring that experience can be drawn from best practice Travel Plan delivery across the residential development sector.
- 1.4 Within this Travel Plan, further details of the Travel Choices programme will be provided, including but not limited to:
 - Details of how the plan will be managed by the experienced Travel Choices team;
 - Details of a package of engagement materials used to inform residents of their local travel choices;
 - Details of the support available to residents through the Travel Choices programme;
 - Details of a package of offers and discounts, available through the Travel Choices programme; and
 - Details of the monitoring and reporting strategy to be put in place.
- 1.5 The Travel Plan for Phase 6 will, as detailed further within this report, be an extension of the existing Travel Plan delivered across the already permitted phases at Edgehill Park. TPS has acted in the role of Travel Plan Coordinator at Edgehill Park since 2016, when initial occupations took place.

Development Proposals

- 1.6 The Travel Plan relates to Phase 6 of development at Edgehill Park and consists of 158 dwellings. Phase 6 is a resubmission for development on land that was previously named Phase 3, the layout has been redesigned and now includes an area of High Density Scheme. Phase 6 is bound by existing residential land to the north, High Road to the west, existing Edgehill Park development to the south and currently under construction sections of Edgehill Park to the east. Vehicular access to the site is taken via a new priority junction with High Road.
- 1.7 This travel plan has been prepared to cover Phase 6 and will ensure a joined-up approach to travel plan marketing and implementation across all of the Story Homes development.
- 1.8 The location of the development is shown in **Figure 1.1** below; whilst **Appendix A** includes a layout plan of Phase 6.

Figure 1.1: Approximate Phase 6 Location



(Source: Google Earth)



Permitted Edgehill Park Development

- 1.9 The permitted Edgehill Park 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.
- 1.10 Planning permission was granted for 687 dwellings to be constructed as part of the Edgehill Park site. This scheme was split into a number of phases, with a number of dwellings already constructed. A breakdown of the phases and level of current construction is presented below:
- Wilson Howe: 30 dwellings (fully built)
 - Edgehill Park Phases 1 and 2: 215 dwellings (fully built)
 - Edgehill Park Phase 3: 111 dwellings (fully built)
 - Edgehill Park Phase 4: 107 dwellings (under construction)
 - Edgehill Park Phase 5: 44 dwellings (approved via NMA not yet under construction)
 - Edgehill Park Phase 6: Up to 180 dwellings (subject to S73 application for 158 dwellings)

Developers Commitment to Travel Planning

- 1.11 Story Homes recognise that by developing a Travel Plan, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.
- 1.12 Residential 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 use a car for regular or one-off journeys.



- 1.13 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 a development has on local traffic levels, air quality and road safety.
- 1.14 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.
- 1.15 Recognising these benefits, Story Homes are 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.
- 1.16 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing Travel Plans for a wide range of developers. The content of this Travel Plan and the specific measures proposed, therefore, pays due regard to the Travel Plans prepared previously for the wider Wilson Howe / Edgehill Park development and the experiences of TPS in preparing Travel Plans for other similar developments.

The Travel Plan Vision

- 1.17 The vision for this Travel Plan, and the resultant Travel Choices programme, is to:
- "Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce their reliance upon the private car and the resultant impact on the local environment."*

Travel Plan Aims and Objectives

- 1.18 To achieve this vision, the aims of this Travel Plan 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 effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.

1.19 As a result, the objectives of the Travel Plan are to:

- Identify the range of travel options available to the site;
- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this Travel Plan can be monitored and reported upon.

2. LOCAL TRAVEL CHOICES

Introduction

- 2.1 This section of the Travel Plan describes the existing infrastructure that will facilitate and encourage future residents to walk, cycle or use public transport, rather than to travel by car. A range of amenities that can be accessed locally, by non-car modes, will also be identified.

Local Active Travel Options

Pedestrian Facilities

- 2.2 The Institution for Highways and Transportation (IHT) offers guidance on walking distance by journey purpose, as summarised in **Table 3.1** below.

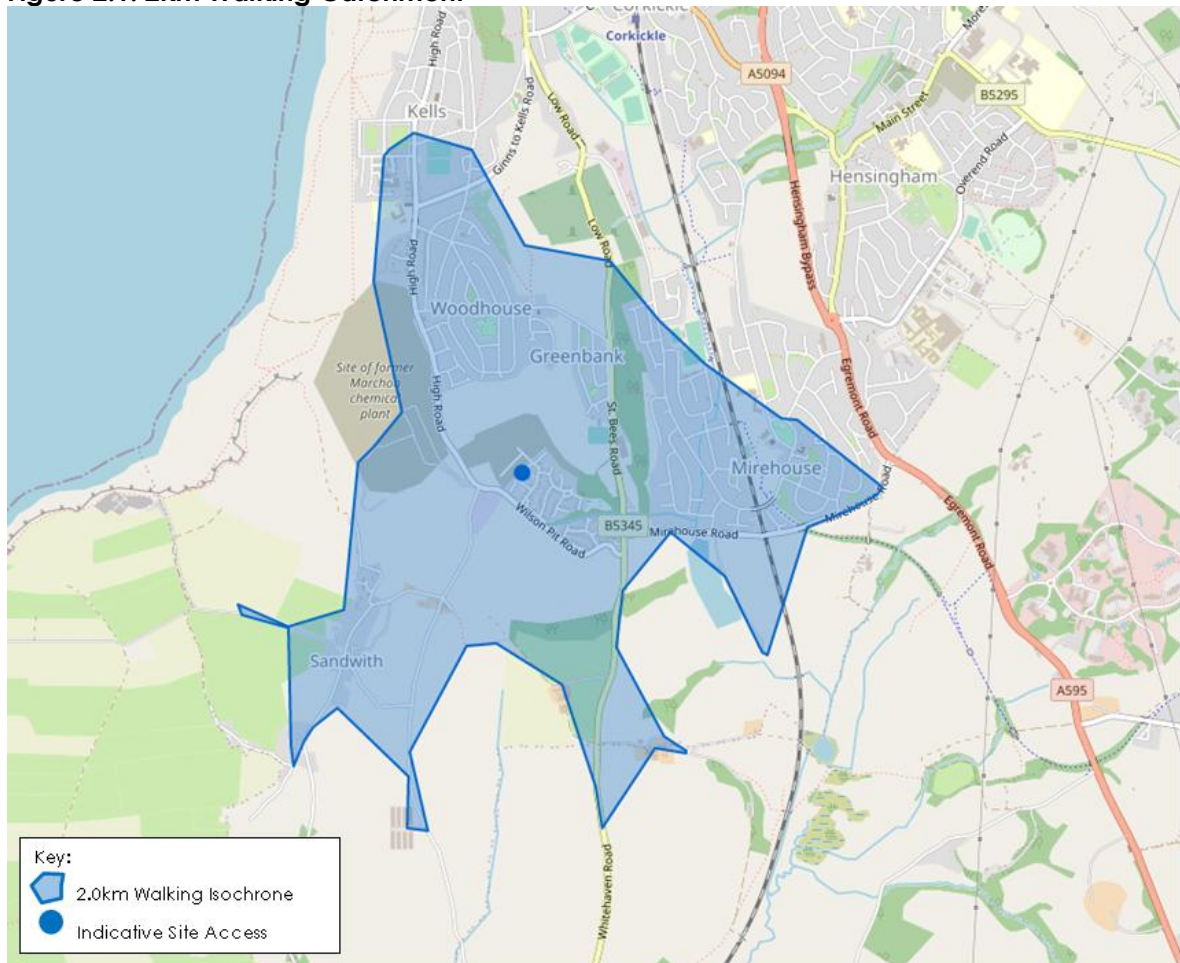
Table 2.1: Walking Distances by Journey Type

Criteria	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

(Source: IHT)

- 2.3 As **Table 2.1** shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school' trips. This 2km walking catchment is shown overleaf in **Figure 2.1**, as measured from the centre of the wider Edgehill Park development. As can be seen, this catchment covers Woodhouse, Greenbank, Mirehouse and Sandwith.

Figure 2.1: 2km Walking Catchment



(Source: Open Street Map)

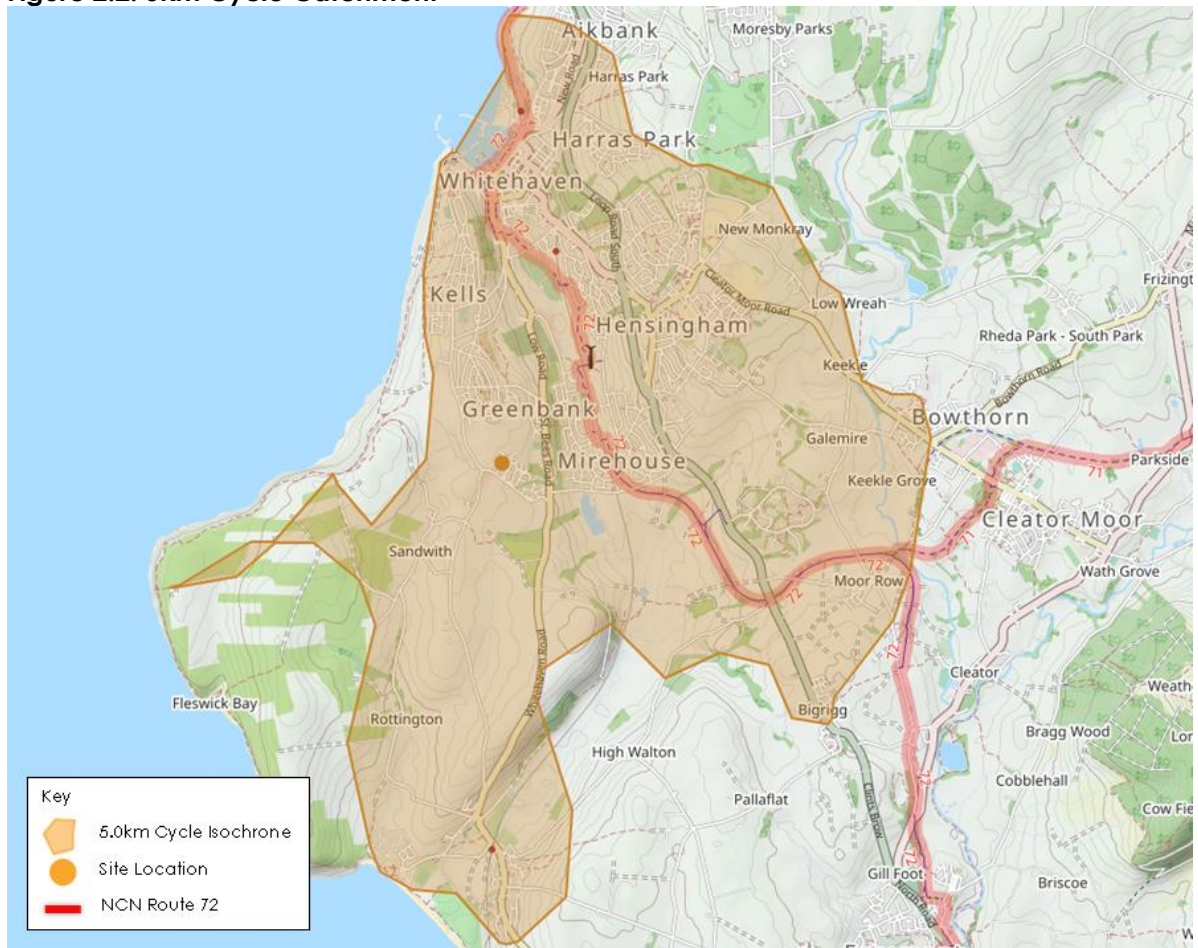
- 2.4 Given the previously undeveloped nature of the site, existing facilities for pedestrians are limited. However, the Public Right of Way (PRoW) running through Edgehill Park will be enhanced to become a 'Linear Park', an important east - west connection through the site.
- 2.5 The development proposals (for the South Whitehaven site in its entirety) will see connectivity within the site, and between the developments and the surrounding highway 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 developments.

Cycle Access

- 2.6 Cycling can be a substitute for car trips, particularly those of up to 5km, as well as forming part of longer journeys by public transport. Cycling, therefore, plays an important role in

reducing the need to travel by car. A 5km catchment of the site includes the entirety of Whitehaven as well as the surrounding residential areas of Kells, Hensingham, Mirehouse and more. **Figure 2.2** illustrates a 5km cycle catchment from the centre of the wider Edgehill Park development.

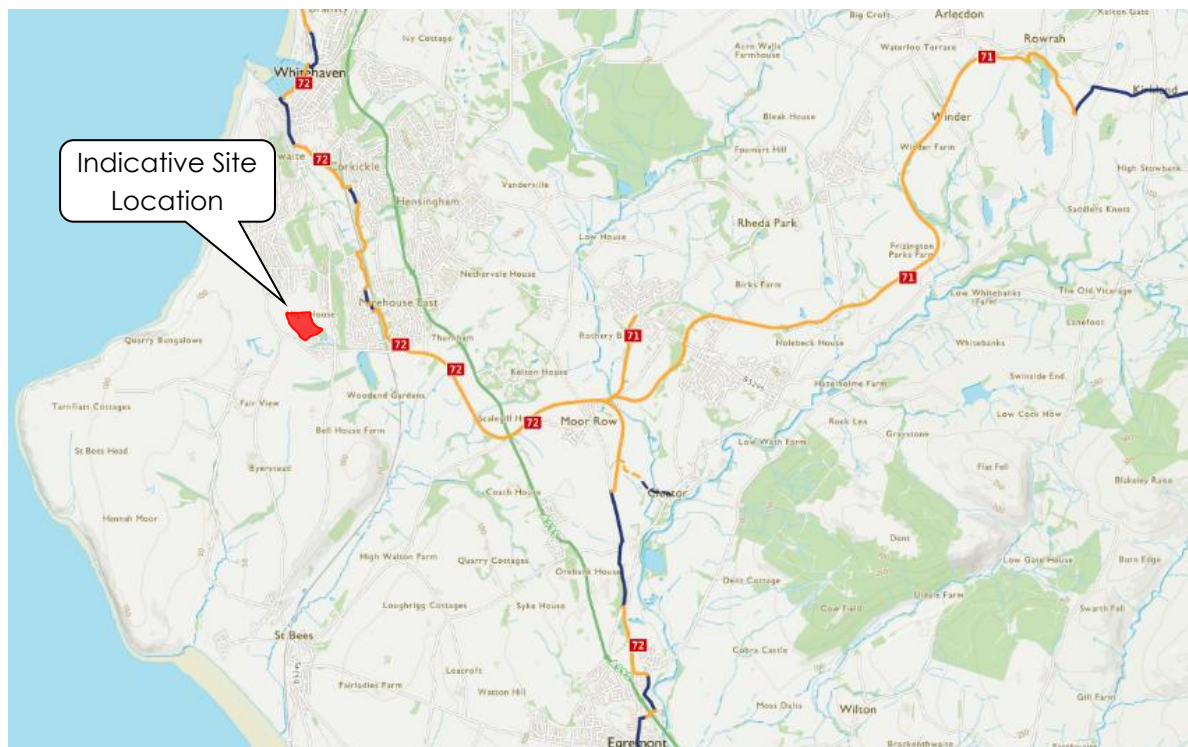
Figure 2.2: 5km Cycle Catchment



(Source: Open Street Map)

- 2.7 National Cycle Network (NCN) Route 72 is accessible to the east of the Edgehill Park and Wilson Howe developments from Mirehouse Road. **Figure 2.3** (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.

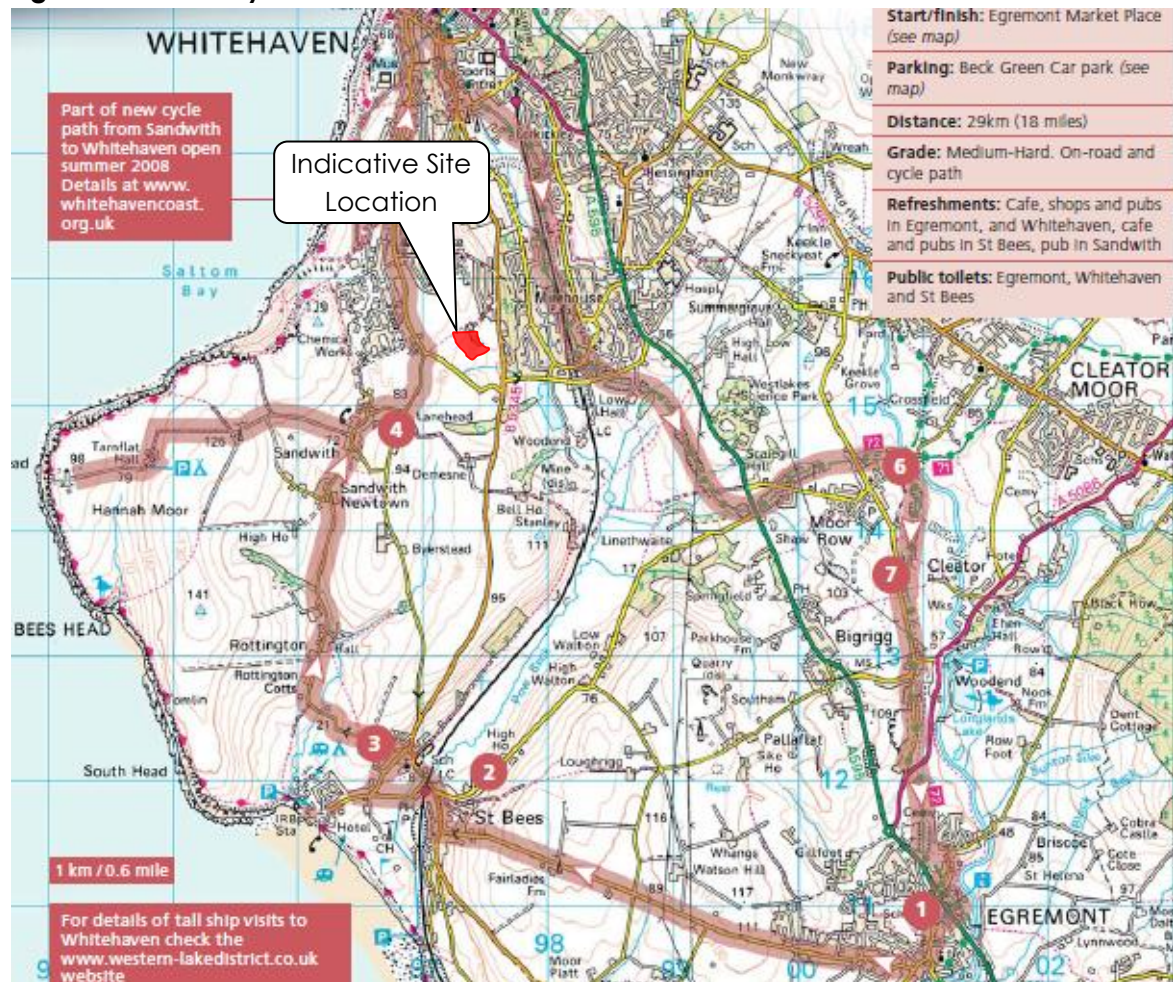
Figure 2.3: National Cycle Route 72



(Source: Sustrans)

- 2.8 **Figure 2.4** highlights several other cycle routes which 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 northeast of the site, via Hensingham.

Figure 2.4: Local Cycle Routes



(Source: cumbria.gov.uk)

- 2.9 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.

Local Public Transport Options

Bus Services

- 2.10 Due to the partly developed nature of the site, the nearest serviced bus stops are currently located some distance from the Wilson Howe and Edgehill Park developments on St Bees Road and Meadow Road. The bus stops on St Bees Road can be accessed in 850m from the centre of the Edgehill Park development whereas the bus stops on Meadow Road can be accessed in 1.3km.

- 2.11 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 2.2** summarises the services from these stops.

Table 2.2: Bus Service Frequency

Service		Approximate Daytime Frequency Per Hour (one-way)		
		Weekday	Saturday	Sunday
St Bees Road				
HB01	Seascale – Whitehaven	1 AM Service 1 PM service per day	-	-
Meadow Road				
3/ 3A	Whitehaven – Corkickle – Mirehouse – Whitehaven	30 mins	30 mins	60 mins
Woodhouse Road/ Loweswater Ave				
2	Whitehaven – Woodhouse – Whitehaven Circular	30 mins	30 mins	60 mins

(Source: Bus Operator Websites)

Rail Services

- 2.12 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.
- 2.13 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 Amenities

- 2.14 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

- 2.15 The closest convenience store is Morrisons Daily newsagent on Meadow Road in Mirehouse; this is some 800m from the development. A small row of shops is located further along Meadow Road; this includes a Post Office and Premier Stores local convenience shop. These are located approximately 1.4km from the development and can be accessed via Mirehouse Road and Meadow Road.
- 2.16 Whitehaven town centre is located circa 3km from the wider development; this includes a number of larger supermarkets (Morrisons being the closest, as well as Tesco and ASDA), and smaller non-food retail shops. There's also a range of banks, cafes and pubs.
- 2.17 Bridge Retail Park is located some 2.6km from the development and encompasses a number of non-food retail outlets and a McDonalds.

Education

- 2.18 The primary schools within 2km of the development include: Hensingham Community Primary School (approximately 1.2km), Valley Primary School (approximately 1.5km) and Monkwearay Junior School (approximately 2.1km). Furthermore, there are two secondary schools within cycling distance of the site, these are Whitehaven Academy on Cleator Moor Road and St Benedicts Catholic High School on Red Looning.

Employment

- 2.19 There are several key employment areas within the vicinity of the wider site including Whitehaven town centre, Bridge Retail Park, Sellafield, Westlakes Science Park and West Cumberland Hospital. There are also lots of smaller employment opportunities within Whitehaven and the surrounding towns.



- 2.20 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

- 2.21 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 and 1 also serve the town centre.
- 2.22 The nearest pharmacy is located approximately 1.3km from the centre of the wider site on Meadow Road, in Mirehouse.
- 2.23 West Cumberland Hospital is located within 2.8km of the wider site on Homewood Road; this is, therefore, outside the recommended walking distance, but remains within a convenient cycling distance and can also be accessed by bus services 3 / 3A and 30 from Whitehaven town centre.

Travel Choices Summary

- 2.24 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.
- 2.25 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.



3. THE TRAVEL CHOICES PACKAGE

Introduction

- 3.1 Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.
- 3.2 The programme is structured around the following themes, which will be expanded upon below:
- Engagement on Travel Choices
 - Support for Sustainable Travel Choices
 - Management of the Travel Choices Programme
- 3.3 At the time of preparing this report, over 150 residential developments make up the Travel Choices network of sites, providing the delivery team with vast experience of the measures which offer maximum benefit and value for money, within a residential context.
- 3.4 The following section will outline the package of Travel Choices measures that will be delivered at Phase 6; these measures are an extension of the measures already being delivered at the Wilson Howe site as well as the wider Edgehill Park.

Engagement on Travel Choices

- 3.5 One of the key aims of the Travel Choices programme is to ensure that those who live at the site are fully aware of their local travel options, and the benefits of making a switch away from habitual use of the car.
- 3.6 For many journeys the car can provide a convenient or practical travel option and may continue, therefore, to be used through choice or need by some. There are also, however, many occasions where the car is used purely due to familiarity or habit, and where people may be inclined to travel differently if made aware of the choices available to them.
- 3.7 Through the Travel Choices programme residents will, therefore, be provided with information on their local travel options. This information will be presented in an engaging and professional format, helping to ensure that it is appealing to the widest possible audience. At Phase 6, the following Travel Choices materials will be prepared, in line with those being delivered at Wilson Howe and the wider Edgehill Park;



Edgehill Park Travel Choices Website

- 3.8 Websites offer an ideal means of providing people with access to up to date information, and direct links to useful 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 is likely to change over time.
- 3.9 The existing Edgehill Park website provides residents with access to the latest local information, advice, and news. Once the Edgehill Park development is built out and every home is occupied, 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.
- 3.10 The website contains a wide range of site-specific travel information and advice and provides direct links to external sources of information, including but not limited to:
- Public transport timetables and maps for download;
 - Links to journey planning software;
 - Information and advice on car sharing, with a link to the Liftshare car share scheme;
 - Cycle maps to download;
 - Advice on walking and cycling in the local community;
 - A map illustrating the key local travel options and key local trip destinations; and
 - Real time information for the closest bus stops.
- 3.11 The website will be promoted to prospective residents via the sales office, in the sustainable travel guide and sustainable travel newsletters (see below).
- 3.12 The website can be viewed here: <http://www.edgehillpark-travel.co.uk/>

Travel Choices Guide

- 3.13 A bespoke Travel Choices guide has been prepared for the Edgehill Park development. The guide can be viewed at **Appendix B**.
- 3.14 The Travel Choices Guide contains the following information:
- A map, illustrating the location of key local destinations relative to the site;
 - An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
 - Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;



- An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
- Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
- A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
- Details of local (and appropriate national) car share schemes and car clubs, which can be used to connect with others undertaking a similar journey by car;
- Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
- Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below);
- Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.

- 3.15 The Travel Choices guide will be made available through the sales office, to both prospective purchasers and new homeowners.
- 3.16 The provision of the guide prior to the point of purchase will help to ensure that people are aware of the local travel options from the outset, and it is hoped that, in some cases, it will provide people with the comfort that they can move to the Phase 6 site without a reliance upon the car.
- 3.17 All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.
- 3.18 The Travel Choices team will be responsible for engaging with the onsite sales team to inform them of the purpose of the Travel Choices programme and the support that residents can access through it. The Travel Choices team will also assume responsibility for reviewing the content of the guide on a regular basis, to ensure that any changes to local travel options are reflected.

Annual Travel Choices Newsletter

- 3.19 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.



- 3.20 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them, and in some cases provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.
- 3.21 The Travel Choices newsletter will also act as an opportunity to promote nationally and internationally recognised walking and cycling events / campaigns such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September, and Clean Air Day (among others).
- 3.22 For this reason, all occupied homes at the development will be sent a Travel Choices newsletter. An example of a previous Edgehill Park newsletter can be found within **Appendix C**. This newsletter will be published annually, throughout the delivery of Travel Choices programme at Edgehill Park Phase 6.

Support for Sustainable Travel Choices

- 3.23 Whilst in some cases, the provision of information alone can be enough to influence an individual's travel behaviour, in other cases there can be a need to offer additional support or incentive. For this reason, a number of further measures will be delivered through the Travel Choices programme at Edgehill Park Phase 6.

Travel Choices Offers, Discounts and Savings

- 3.24 Prospective residents will be able to access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.
- 3.25 These offers will be promoted through the engagement materials and through the website savings-travelchoices.uk, and include:
- Halfords: 8% off bikes, cycle accessories and cycle servicing;
 - Bike Dock Solutions: 10% off home bike storage and security solutions;
 - Bikmo: 5% off the cost of bike insurance;
 - Bike Register: 10% off the cost of Membership Plus Kits, Permanent Marking Kits, and UV Covert Kits;



- EO: £50 off home EV charging solutions.

Personal Journey Planning Support

- 3.26 Where residents remain unsure of their travel options, the Travel Choices team will be on-hand to help. Promoted through the Travel Choices engagement materials will be the offer of a free 'personal journey plan', which will help to inform residents of the journey options available for a regular journey of their choice.
- 3.27 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team will present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

Provision of Electric Vehicle Charing Points

- 3.28 To support the transition to electric vehicles, each home at the development will be provided with an electric vehicle charging point, whether that be within the integrated garages, on driveways or within communal parking areas.
- 3.29 The availability of EV charging points will be promoted within the Travel Choices materials.

Provision of Cycle Storage

- 3.30 To encourage and facilitate the ownership of a bike, each home at the development will be provided with a cycle parking option. Where available this will be within a garage, or via direct access to gardens, where cycle storage could be provided by the resident.

Management of the Travel Choices Programme

- 3.31 It is recognised that an important element of the success of any Travel Plan is the appointment of a suitable individual, or team, to manage the programme through its duration. This role is often referred to as that of a Travel Plan Coordinator (TPC).
- 3.32 The Travel Choices team at TPS has been appointed by Story Homes to act as the TPC for Phase 6. This appointment is an extension of TPS' role as TPC at Wilson Howe and the wider Edgehill Park.
- 3.33 Contact details are provided below:



Travel Choices

A: TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ

T: 01924 664638

E: info@travelchoices.uk

3.34 The role commenced in 2026 and will continue until the entire site is built out. At this stage it is anticipated that the site will continue until 2032. Responsibilities of the Travel Choices team will include (but not be limited to):

- Overall management of the Travel Choices programme, including fulfilment of the Travel Plan obligations;
- Preparation, distribution and ongoing updating of the Travel Choices materials;
- Stakeholder engagement, including with the local council;
- Engagement with residents, including the provision of a Personal Journey Plan on request;
- Maintaining an understanding of local travel options, and updating Travel Choices materials as appropriate;
- Engagement with the sales team; and
- Preparation of an annual monitoring report.

3.35 Through the appointment of the Travel Choices team, Story Homes has made suitable budget provision to cover the implementation of this Travel Plan, in compliance with the conditions of planning approval.

4. TARGETS, MONITORING AND REPORTING

Travel Plan Targets

4.1 Targets are essential to ensure 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:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic;
- **T**ime-bound

Action-type Targets

4.2 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.

4.3 The action-type targets specific to this Travel Plan can be found in **Section 4**, where specific measures for delivery have been identified. **Appendix D** provides an action plan, detailing roles, responsibilities and timescales for delivery.

Aim-type Targets

4.4 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 order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed. In this case the aim-type target is set as the predicted trip generation at full development build out of the phase 6 development (158 dwellings), with the trip generation and derived trip rate per dwelling shown in **Table 4.1**.

Table 4.1: Edgehill Park Phase 6 Target Trip Generation and Trip Rates (based on 158 dwellings)

	Baseline Trip Generation (158 dwellings)		
	Arrivals	Departures	Two-Way
AM	20	56	76
PM	51	26	77
Baseline Trip Rate per Dwelling			
AM	0.125	0.357	0.482
PM	0.325	0.164	0.489

- 4.5 At full occupation it is anticipated that the development will generate 76 two-way vehicle trips in the AM peak hour and 77 two-way vehicle trips in the PM peak hour. A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 8 two-way trips in the AM peak hour (to 68) and 8 in the PM peak hour (to 69), as compared to the baseline.
- 4.6 There is, however, a need to monitor progress towards the targets over time (and not just at full occupation). 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. Thus to enable the Travel Choices team to monitor the progress made towards the 10% target reduction throughout the monitoring period a target 'trip rate per dwelling' has been derived.
- 4.7 This allows the Travel Choices team to easily determine progress at any given point by simply multiplying the number of occupied dwellings by the trip rate per dwelling and comparing this with vehicular trip counts. **Table 4.2** identifies the target trip rates per dwelling for the AM and PM peak hours.

Table 4.2: Target Vehicular Trip Rates per Dwelling

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Target Trip Rates	0.113	0.321	0.434	0.293	0.148	0.440
Target Trips at Full Occupation	18	51	68	46	23	69

Note: discrepancy is due to rounding



- 4.8 Targets will be considered to be met, if the actual number of counted two-way trips per dwelling is less than or equal to the target, averaged across the peak hours.

Travel Plan Monitoring

- 4.9 Monitoring for Phase 6 of the Edgehill Park development will be combined with the current monitoring taking place at Edgehill Park, until the end of the Travel Plan period.

Monitoring and Review Strategy 1: Annual Traffic Counts and Reporting

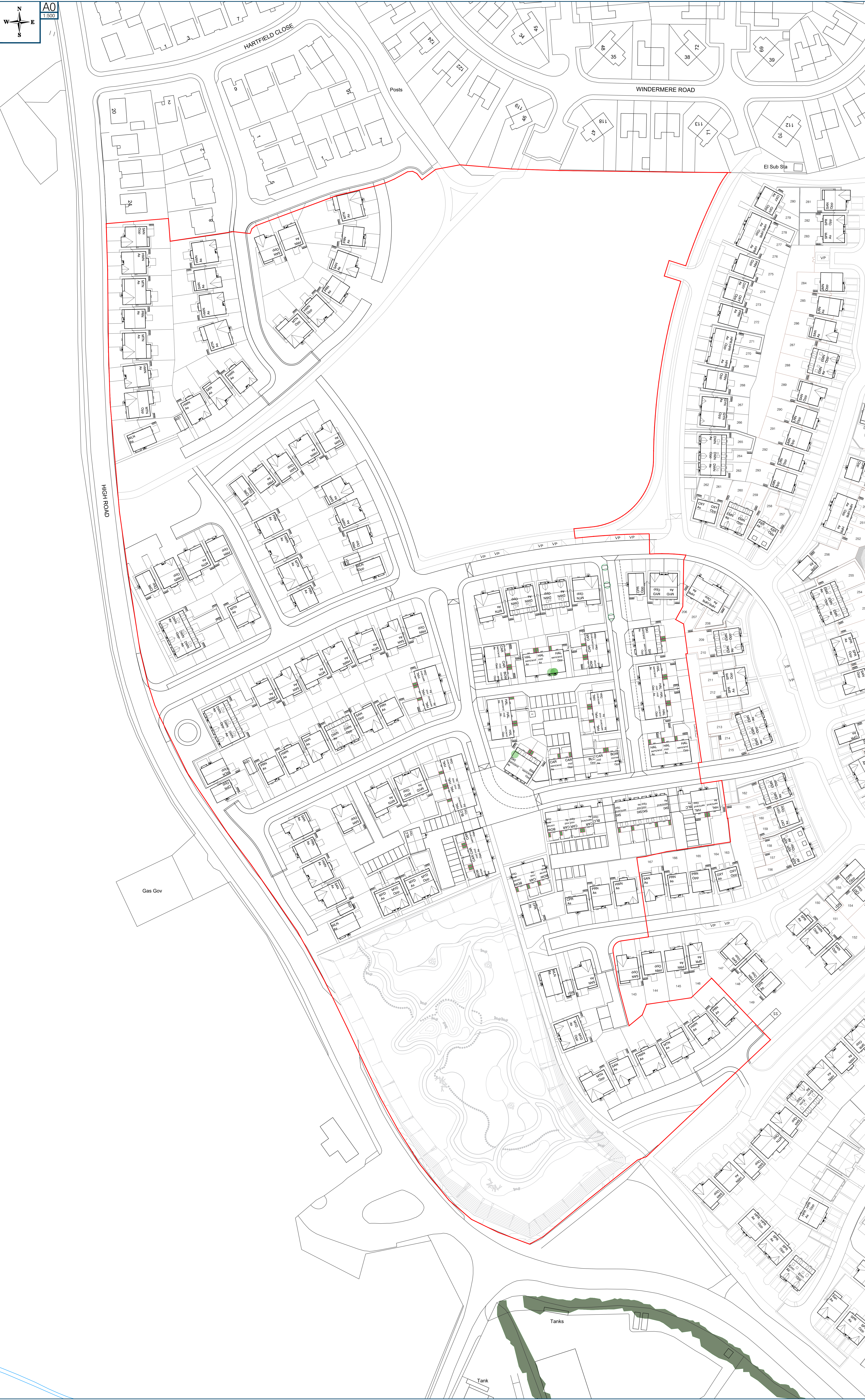
- 4.10 Traffic counts will continue to be undertaken annually until full occupation. These counts will allow the TPC to monitor the success of the Travel Plan over time in achieving the agreed targets to reduce the number of private vehicular trips generated by the development.
- 4.11 The TPC will feed 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'.

Appendices



Appendix A

Site Layout Plan



Site Boundaries:

SH Red Line Boundary

DEVELOPMENT

EDGEHILL PARK PHASE 6

DRAWING

GENERAL ARRANGEMENTS

DRAWN BY	MD	DATE	22/05/2024
CHECKED BY		SCALE	1:500 @A0
DWG NO.	20106.90.9.GA	REVISION	P1
Revisions	Notes	Date	
P1	Initial Issue	22/05/2024	

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Story House, Lords Way, Kingmoor Business Park,
Carlisle, CA6 4SL



Appendix B

Edgehill Park Travel Choices Guide



Explore your
TRAVEL CHOICES
@EDGEHILL PARK
WHITEHAVEN

**OFFERS
FOR
RESIDENTS**

See inside



WELCOME

MOVING HOME IS AN EXCITING TIME THAT CAN MEAN CHANGES TO YOUR LIFESTYLE AND DAILY ROUTINES.

Whether you are thinking about moving to Edgehill Park or you are already settling into your new home, you may be wondering what local travel options are available to you. This guide provides a summary of the travel choices you could make, with a focus on more sustainable and environmentally friendly options.

Story Homes recognise our responsibility to reduce the impact of our developments upon the local community and the environment, and

by publishing this guide we hope to minimise the amount of unnecessary car journeys made.

Complementing this guide we have published a Travel Choices website, providing access to some really useful information and resources. Plan a journey by public transport, explore local cycle maps, read up on the benefits of electric vehicles and much more.

edgehillpark-travel.co.uk







LET'S GET ACTIVE

We all know that regular physical activity is incredibly beneficial to us. On a personal level it can, therefore, make a lot of sense to walk, cycle or run when we can rather than getting in the car.

Beyond the health benefits, we should not overlook the wider benefits that riding a bike or walking more regularly can have on our local community and the wider environment.

Undertaking local journeys on foot or by bike can help contribute towards reduced local congestion, less parking pressures, and improved air quality, making the streets around your home more pleasant and safe for all.

Not to mention the fact that active travel choices are extremely cheap (even free) when compared to other options!

APPROX TIME TO TRAVEL ON FOOT





Cycling is a great way to get around, and there has never been a better time to get out on your bike whether alone, with friends or with your family.

Many local amenities are around 10 minutes away by bike including shops, pubs, the post office and the train station. The closest primary schools are also less than 10 minutes away, making the school run doable by bike too.

As you can see from the map at the start of this guide, NCN route 72 is nearby (around 5 minutes away) and offers a

mostly off-road route into Whitehaven town centre to the north. When considering traffic and the time it can take to park, cycling may be quicker than a journey by car!

We've packed the Edgehill Park Travel Choices website with a range of information, tools and resources relating to local active travel options. Plan a journey, explore more of the NCN, view a cycle map or even learn how to replace an inner tube.

edgehillpark-travel.co.uk

APPROX TIME TO TRAVEL BY BIKE



EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

Edgehill Park is well connected to the surrounding area by public transport. Your nearest bus stops are located on **Meadow Road** and **Woodhouse Road**, both a short walk away, with services towards Whitehaven town centre.

If you're travelling further afield, travel by rail is a great option! Corkickle station is your closest station, around 10 minutes away by bike. Whitehaven station can also be reached in just under 15 minutes by bike, or under 10 minutes by car, with parking available. Both stations are served by hourly trains in both directions between Carlisle and Barrow via other local stations.

Key local bus services include:

Service 2/2A:

Whitehaven – Kells Circular (Woodhouse Road)

Service runs every 30 minutes Monday to Saturday, with five services on Sunday

Service 3/3A:

Whitehaven – Mirehouse Circular (Meadow Road)

Service runs every 30 minutes Monday to Saturday, with two services on Sunday

APPROX. PUBLIC TRANSPORT JOURNEY TIMES



MAKE THE MOST OF BUS OPERATOR APPS

The way that we plan and pay for bus journeys is changing. Gone are the days of flicking through printed timetables, standing at the bus stop in the hope that your bus is around the corner, or fumbling around for loose change.

Bus operators have been embracing the technology now available. Handy apps show the location of your bus on a real time map, allow you to easily plan a journey between A and B, and even let you buy and store your tickets for easy and safe access. Visit the Edgehill Park Travel Choices website to find out more.



Visit the Edgehill Park Travel Choices website for further information and resources to help plan a journey by public transport, including online route planners, downloadable timetables and more.

edgehillpark-travel.co.uk

Still unsure about your public transport options? Get in touch with our team who will be happy to help.

SUSTAINABLE CAR USE

Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.

Have you considered whether you could share your journey by car, reducing the number of vehicles on the road? Or could you switch to an electric or hybrid vehicle, helping to reduce transport related CO₂ emissions?

FIND A CAR SHARE COMPANION

Do you often drive alone in your car, maybe to work on a daily basis? If you share the ride with just one other person you could halve the costs of your journey, by splitting the cost of petrol and parking.

Whilst a lot of car sharing is arranged informally, with friends, family or colleagues, there are now ways of identifying other people undertaking a similar journey. The nationwide Liftshare scheme is easy to use and allows you to see if there is anyone else you could share a car journey with. Simply enter your journey details and some basic preferences, and let the system do the rest.

liftshare.com



JOIN THE EV REVOLUTION

Could your next car be an electric or hybrid model?

Electric vehicles (EVs) are the future of driving. With an ever-increasing number of charging points available, as well as new and exciting vehicles on the market, drivers now have greater choices and flexibility when it comes to choosing an EV.

Whilst EVs can initially be more expensive to buy or lease, reduced running costs and exemptions mean whole-life costs can work out much lower.

So, whilst you are doing your bit to help the environment, you could also be saving money!

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. To try and help out we've pulled together some useful information, resources and tools on the Edgehill Park Travel Choices website. Find out more about vehicle options, how to charge and how much money you could stand to save.



CO CHARGER

Worried you might not have ability to charge your car? No worries, Co Charger is the UK's largest community charging app! Simply find a host using the easy to use live map function, request a session, and once approved you're good to go! All payments are securely done through the Co Charger app, you can also use the app to set schedules, reminders and more!

Or if you'd like to help your fellow EV neighbours out, you can similarly rent out your charger. By renting out your charger you'll be helping your community become cleaner and greener, while earning a bit of money on the side!

For more information, please visit:
co-charger.com

Visit the Edgehill Park Travel Choices website for further information on sustainable car use: **edgehillpark-travel.co.uk**



OFFERS, DISCOUNTS & SAVINGS

To help minimise the cost of your sustainable transport choices we have arranged a range of discounts and offers which Edgehill Park residents can take advantage of. We've also identified a number of further opportunities to save on the cost of your journeys:



HALFORDS: Save on the cost of a new bike, accessories and servicing at the UK's leading cycle retailer.



RUNNERS NEED: In need of some new trainers or running equipment? Get exclusive discounts at Runners Need.



BIKEDOCK SOLUTIONS: Save 10% on the cost of home bike storage and security solutions, including stands, lockers and wall hanging products.



COTSWOLD OUTDOORS: Need a new pair of walking shoes or some outdoor clothing? Save 10% on the full range at Cotswold Outdoor.



CYCLE TO WORK: Save up to 47% on the cost of a new bike and equipment if your employer is part of a cycle to work salary sacrifice scheme.

Find out more about these and other savings at edgehillpark-travel.co.uk



FURTHER INFORMATION AND ADVICE

FIND US ONLINE

edgehillpark-travel.co.uk

The Edgehill Park Travel Choices website is packed full of further information, advice, and tools to help you explore and plan your daily or one-off journeys.

EMAIL US

info@travelchoices.uk

Request a Personal Journey Plan (PJP)

If you are unsure about your local travel choices, we are here to help!

We can provide you with a PJP for a journey of your choice. Based upon your destination and time of travel you will receive an interactive email which sets out your journey choices in a user-friendly format. View your route options on a map, find out how long your journey will take by different choices, and even receive detailed directions and tips.

Simply email us or complete the form on the Travel Choices website.



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at: info@travelchoices.uk

edgehillpark-travel.co.uk





Appendix C

Edgehill Park Travel Choices Newsletter



EDGEHILL PARK

2024 NEWSLETTER

TRAVEL

CHOICES

ON THE MOVE

...WITH
TRAVEL
CHOICES

P4

**LOCAL PUBLIC
TRANSPORT**

P8

**E-BIKE
101**

P10

**GET ACTIVE ON
THE SCHOOL RUN**



**TRAVEL
CHOICES**





WELCOME

to the latest edition of the Edgehill Park Travel Choices newsletter.

When it comes to how we travel for regular daily journeys, we all face the challenge of balancing convenience with sustainability. This edition of the Travel Choices newsletter is packed with resources and ideas to help make that balance easier and more enjoyable.

From the lowdown on e-bikes and top tips for a joyful school run to a simple bike maintenance guide we've got you covered. Plus, don't forget to check out the latest on local public transport options, with single bus fares capped at just £2.

The Edgehill Park Travel Choices programme is all about discovering practical, sustainable travel options that can easily fit into our daily lives. While cars are sometimes necessary, many journeys, especially local ones, offer a perfect opportunity to explore alternatives.

Imagine the difference we could make: less traffic, safer streets, and a cleaner environment. It's not just our community that benefits; sustainable travel can also lead to personal gains like extra savings and improved well-being.

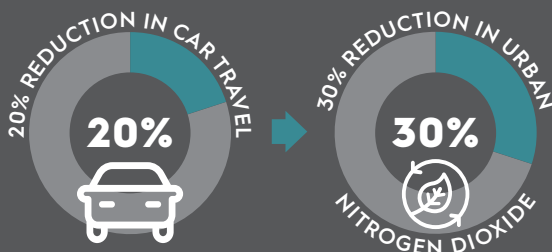
So why not dive in? See what changes you can make, no matter how small, and share your journey with us.

Let's work together to make Edgehill Park a shining example in sustainable travel.

JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS

LOCAL AIR QUALITY:

Did you know reducing car travel by 20% could lower urban nitrogen dioxide levels by up to 30%. This could massively improve public health.



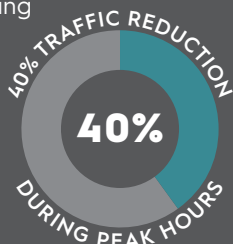
SAFETY AND CONGESTION:

Did you know a

10%



increase in cycling could reduce traffic congestion by 40% during peak hours, making streets safer and commutes faster?



SUPPORT FOR LOCAL BUSINESSES:

Did you know cyclists and pedestrians are more likely to shop locally, visiting more often and spending more money over time?

COMMUNITY COHESION:

Locations with higher levels of walking and cycling have better utilised and more vibrant public spaces, fostering a strong sense of community.



Would you like more information on your travel choices from Edgehill Park? Head over to the Edgehill Park Travel Choices website for information and resources on active travel, public transport, and sustainable car use. We've put the website together to help you make more sustainable daily travel choices, where possible.



EXPLORE YOUR **PUBLIC TRANSPORT OPTIONS**

LOCAL TRAIN TRAVEL

The nearest train station to Edgehill Park is Corkickle which can be reached in around 10 minutes by bike.

From the station, there are hourly services to Carlisle and Barrow-in-Furness.

Once in Carlisle, onward services can be accessed to destinations such as Edinburgh and London Euston.

TRAVEL BY BUS

Your closest bus stops are located on Meadow Road and Woodhouse Road, both just a short walk away.

Key local services include:

Service 3/3A

Whitehaven to Mirehouse Circular

Services run every 30 minutes Monday to Saturday, with a morning and afternoon service operating on Sunday.

Run by Stagecoach, available from Meadow Road.

Service 2/2A

Whitehaven to Greenbank Circular

Services run every 30 minutes Monday to Saturday and every 2 hours on Sunday.

Run by Stagecoach, available from Woodhouse Road.

For further information and advice on how to travel by public transport in the local area, visit:

edgehillpark-travel.co.uk

£2 BUS FARE CAP



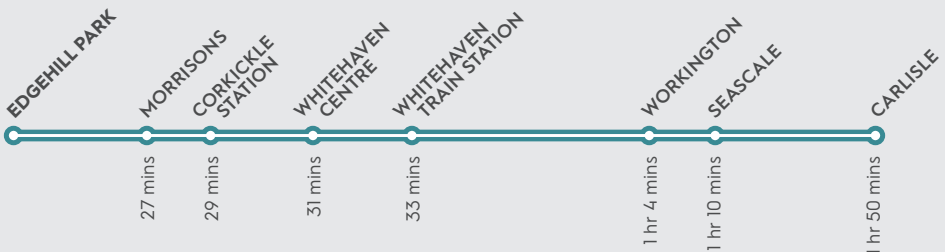
Great news for those that use the bus already or those who would like to use the bus more often.

Bus fares across England are capped at £2 per single journey until the end of 2024! The scheme is designed to allow more people to make local journeys by bus, in an affordable way. It also aims to reduce carbon emissions.

Remember, this isn't just about saving pennies; it's about getting us all to hop on a bus and give it a go. Whether you're off to work, school, or just out for some fun, let's make the most of this and ride more for less!

Some exclusions do apply so check with your local operators before you travel.

APPROX. PUBLIC TRANSPORT JOURNEY TIMES



ROAD READY WITH AN M CHECK

Is your bike gathering dust in the back of the shed? Before you hit the road again, it's crucial to ensure your bicycle is safe and road-ready. An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

Simply follow the outline of the letter 'M' across your bike to examine key components. This quick check ensures that parts are secure, damage-free, and functioning properly, setting the stage for a safe and enjoyable ride.

2. HANDBRAKES AND BRAKES

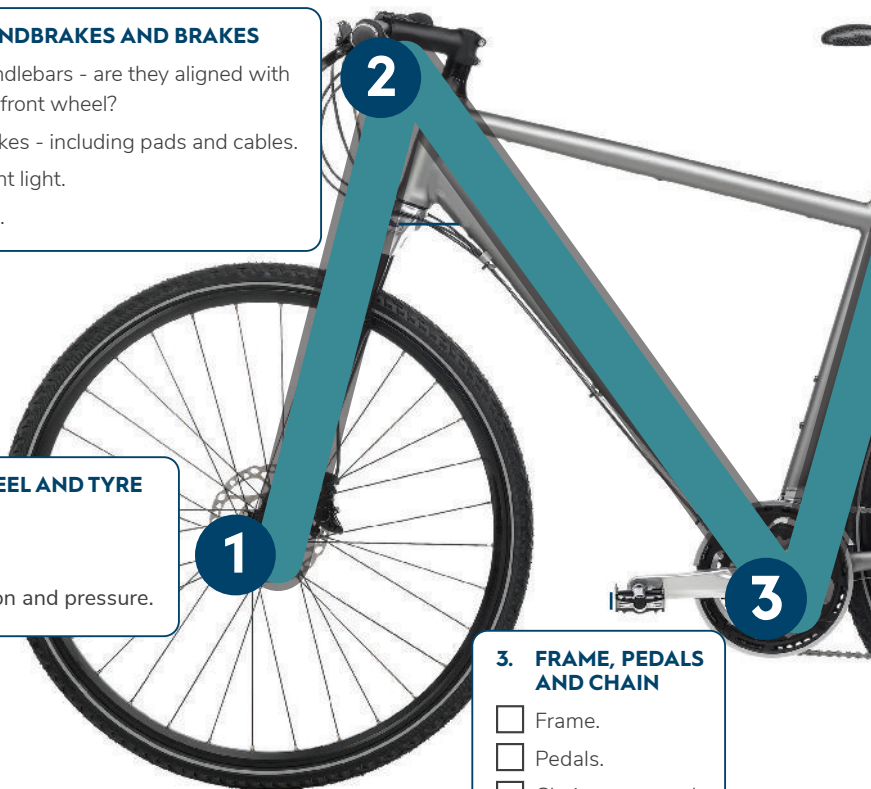
- ☐ Handlebars - are they aligned with the front wheel?
- ☐ Brakes - including pads and cables.
- ☐ Front light.
- ☐ Bell.

1. FRONT WHEEL AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre condition and pressure.

3. FRAME, PEDALS AND CHAIN

- ☐ Frame.
- ☐ Pedals.
- ☐ Chain, gears and chain-guide.



An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

4

4. SADDLE

- ☐ Saddle.
- ☐ Rear light.

5

5. BACK WHEELS AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre, including condition and pressure.

Feeling unsure about the M-Check? Opt for the simpler ABC Quick Check instead, before you consider a visit to a cycle mechanic.

A for Air: Ensure your tyres are inflated to the pressure indicated on their sides. A reliable bicycle pump is a small investment for your cycling safety and can be found at minimal cost. If you're uncertain, most local cycle stores offer assistance – they can also inspect the tyres for any damage that might have been overlooked.

B for Brakes: Test both your front and rear brakes by trying to move your bike back and forth while applying them. They should hold the bike firmly in place. If they feel loose or ineffective, it's time for a mechanic to take a look.

C for Chain: A clean, rust-free chain is vital for a smooth ride. Look for rust or debris and clean it with a degreaser if necessary, followed by lubrication to keep it running smoothly.

Bonus Tip: The internet is brimming with step-by-step videos for bicycle maintenance – a great resource for visual learners. And remember, if anything looks or feels off, don't hesitate to consult a professional cycle mechanic for expert advice and repairs.

If you spot anything of concern, contact a professional cycle mechanic to make repairs.

A person wearing a silver helmet and a dark jacket is riding a black e-bike. They are carrying a large, silver and black backpack. The background is a blurred city street. The text "ELECTRIFY YOUR RIDE" is overlaid on the left side of the image.

ELECTRIFY YOUR RIDE

Discover the Exciting
World of E-Bikes



Did you know that an estimated 1 in 20 people in the UK now owns an e-bike? And with good reason—over half (55%) of e-bike owners report using their electric bicycle more frequently than they would a traditional bicycle.

The appeal is undeniable, as evidenced by the impressive 150,000 e-bikes sold in the UK during 2022 alone. Moreover, a remarkable 30% of e-bike owners use their bikes daily!

Why are e-bikes generating so much excitement? These innovative bicycles merge traditional biking with a modern twist: an integrated electric motor for a gentle push when you need it. This means tackling those formidable hills or lengthy commutes becomes a breeze, literally. E-bikes are designed to provide pedal assistance as you ride, making the experience more accessible to a broader audience—including those facing challenging terrains or looking to ease their commute.

Riding an e-bike offers the best of both worlds: the physical benefits of cycling, with a helpful boost from the motor when accelerating or climbing. The assistance level adjusts based on your pedalling effort, ensuring you're still getting a workout, albeit with a little extra help.

The advantages of e-bikes extend far beyond their fun factor. They're transforming perceptions of distance, making riders more inclined to cycle further, arriving at their destinations less fatigued and stressed compared to traditional cyclists. Furthermore, e-bikes are making cycling more inclusive, welcoming older individuals or those with limited mobility back onto the saddle.

Curious to experience the magic of e-bikes? Halfords offers a free trial for up to 6 hours, allowing you to feel the difference firsthand. Visit the Halfords website to learn more and explore your options.

And if you're considering purchasing an e-bike but don't know where to start, Halfords has you covered. Check out their Electric Bike Buyer's Guide by visiting their website at [halfords.com](https://www.halfords.com) for expert advice on selecting the perfect e-bike for your needs.

Navigating the school run can feel like a chaotic rush, affecting not just parents and children but everyone on the road.

Encouraging your child to walk, cycle, or scoot to school isn't just a way to dodge the morning traffic - it's an opportunity to weave essential physical activity into their daily routine.

Active travel isn't only beneficial for children; it's a healthy choice for individuals of all ages!

Interested in learning more about transforming the school run into an active, enjoyable part of the day? For a wealth of tips, insights, and support, visit Living Streets at livingstreets.org.uk

Let's take steps together towards healthier, happier school journeys.



GETTING ACTIVE ON THE SCHOOL RUN

THE JOURNEY TO ACTIVE LEARNING

6

The 6 advantages of walking, cycling, or scooting to school:

1

FULFILLS DAILY EXERCISE NEEDS:

Helps children meet the recommended 60 minutes of daily physical activity for those aged 5 to 18.

2

ENHANCES SOCIAL SKILLS:

Provides a fun opportunity for kids to chat and bond with friends along the way.

3

BOOSTS HEART HEALTH:

Improves cardiovascular fitness from an early age.



MAKING THE ACTIVE SCHOOL RUN ENJOYABLE:

VISIBILITY IS KEY

Opt for bright and reflective clothing to stand out, particularly during shorter days.

THE WALKING SCHOOL BUS

Join forces with other parents to alternate walking groups of children to school - it's fun and efficient!

PLAN YOUR JOURNEY

Choose the safest route, utilising crossings and bike lanes where available.

NO NEED TO RUSH

Allow extra time to make the commute an exploratory adventure, not a sprint.

SAFETY FIRST

Use the journey as a teachable moment for road-crossing and cycling safety.

4

SHARPENS FOCUS:

Kids arrive at school energised, alert, and ready to engage in learning.

5

CULTIVATES INDEPENDENCE:

Encourages self-reliance and spatial awareness.

6

TEACHES SAFETY:

A practical way to learn valuable road safety and navigation skills.



BRINGING SOME FUN TO THE SCHOOL RUN WALK

WHAT IS A WALKING BUS?

A walking bus is a fantastic way to transport young children to and from school. Instead of traditional buses or cars, children walk together in a group, accompanied by adult volunteers. It can be a formal set up or informal between a group of friends.

For parents, one big thing is saving time. It's like a team effort where everyone takes turns leading the children. This means parents and caregivers don't have to do the school run most mornings during the week.

HERE'S HOW IT WORKS:

Route:

The walking bus follows a designated route, similar to a school bus route, with specific "bus stops" where children are picked up and dropped off.

Adult Supervision:

Typically, two adults lead the walking bus: a "driver" at the front and a "conductor" at the back.

Safety:

Children wear bright-coloured jackets or waistcoats for visibility and safety.

Are you thinking how great the idea is? Well, here are some tips and steps to get started:

1 ENGAGE WITH THE SCHOOL

- Meet with the headteacher of your school to discuss setting up a walking bus. They may be able to help!

2 PARENTAL PERMISSION

- Obtain permission from parents or guardians for their children to participate.
- Encourage every parent or guardian to volunteer as part of the walking bus. If everyone takes it in turns, it will make it much easier for people to fit around busy lives.

3 PLOT THE ROUTE

- Assess potential routes for safety and convenience.

4 CREATE A TIMETABLE

- Establish pick-up and drop-off times.
- Ensure consistency in the walking bus schedule.

For more tips on how you could improve the school run, including resource packs, initiatives, stories and more, visit:
livingstreets.org.uk/walk-to-school



WAYS TO SAVE

The cost of getting around can add up, so we've identified a range of ways to save some £££'s, including details of exclusive discounts available through Travel Choices.

For further details visit:

 edgehillpark-travel.co.uk

Discounts include:

HALFORDS:

10% off products and services from the cycling range.

BIKE DOCK SOLUTIONS:

10% off the cost of bike storage and security at home.

EO CHARGING:

Save on the cost of an electric vehicle charging point for your home with £50 off at EO Charging.

BIKMO:

5% off the cost of cycle insurance with Bikmo.

USEFUL WEBSITES & TOOLS



There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:

INFORMATION

EDGEHILL PARK TRAVEL CHOICES

When it comes to information on local travel choices, the Edgehill Park Travel Choices website is a great place to start.

edgehillpark-travel.co.uk

BUSES

STAGECOACH

Dive into the details of key local bus services. Find routes, plan your journeys, view timetables, and purchase tickets to streamline your journey.

stagecoachbus.com

ELECTRIC VEHICLES

ELECTRIFYING

Navigate the electric vehicle (EV) landscape with ease, whether you're considering a switch or seeking to enhance your EV experience.

electrifying.com

TRAINS

NATIONAL RAIL

For comprehensive train travel information, including station details, live departures, and maintenance updates, visit National Rail.

nationalrail.co.uk

PUBLIC TRANSPORT

TRAVELINE

If you are looking to plan a journey by public transport, Traveline is a great tool to use. Simply enter your journey start and end points, along with your preferred time of travel, and let the website do the rest.

traveline.info



FOR FURTHER INFORMATION

The Travel Choices website for Edgehill Park has been created exclusively for you! The website is jam-packed full of resources and information on how to travel more sustainably, including active travel, public transport, and sustainable car use. Head on over for information on getting around the local area by foot or bicycle, guides to bike maintenance, public transport ticket options and much, much more!



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at:
info@travelchoices.uk





Appendix D

Action Plan

	Action	Responsibility	Target Delivery Date
Engagement on Travel Choices			
Engagement Strategy 1	Travel Choices Guide	TPC	Achieved, for existing phases
Engagement Strategy 2	Travel Choices Website	TPC	Achieved, for existing phases
Engagement Strategy 3	Annual Travel Choices Newsletter	TPC	Annually throughout delivery period
Support for Sustainable Travel Choices			
Support Strategy 1	Travel Choices Offers, Discounts and Savings	TPC	Ongoing throughout delivery period
Support Strategy 2	Personal Journey Planning	TPC	Ongoing throughout delivery period
Support Strategy 3	Provision of Electric Vehicle Charging Points	Story Homes	Through design
Support Strategy 4	Provision of Cycle Storage options	Story Homes	Through design
Management of the Travel Choices Programme			
Management Strategy 1	Appointment of Travel Plan Coordinator	Story Homes	Achieved
Monitoring and Reviewing the Travel Choices Programme			
Monitoring Strategy 1	Annual traffic counts and reports	TPC	Annually until completion of development