



OTTERPOOL PARK

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APPLICATION DOCUMENT | **3.16**
FRAMEWORK TRAVEL PLAN

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 **ARCADIS**

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OTTERPOOL PARK

Framework Travel Plan

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1 Introduction

1.1 Background

- 1.1.1 Arcadis (Consulting) UK ('Arcadis') was commissioned on behalf of Folkestone & Hythe District Council and Cozumel Estates to prepare this Framework Travel Plan. The document is in support of an outline planning application for the development of a new garden settlement accommodating up to 8,500 homes (use class C2 and C3) and use class D1, D2, A1, A2, A3, A4, B1a, B1b, B2, C1 development with related highways, green and blue infrastructure (access, appearance, landscaping, layout and scale matters to be reserved). This application is submitted on behalf of Cozumel Estates Ltd. The application is submitted in association with Folkestone & Hythe District Council, as Cozumel Estates Ltd and Folkestone & Hythe District Council are joint promoters of Otterpool Park.
- 1.1.2 The application site is located on 580 hectares of land directly south-west of Junction 11 of the M20 motorway, and south of the HS1 and local rail link including Westenhanger Station in the administrative area of Folkestone & Hythe District Council in Kent.
- 1.1.3 This Framework Travel Plan (FTP) will provide the basis for travel planning for the Otterpool Park garden settlement, combining requirements for residential, workplace and school travel planning into a single overarching document. It is a Draft document provided for information as part of the outline planning application and it is anticipated that a Final Framework Travel Plan will be a requirement by planning condition.

1.2 Purpose of a Travel Plan

- 1.1.4 A Travel Plan is defined as a long-term management strategy for a site that seeks to deliver sustainable travel and associated lifestyle objectives through action, which is articulated in a document that is regularly reviewed.
- 1.1.5 This FTP is intended to be a live document which sets out a strategy and package of measures designed to manage access by sustainable travel modes to/ from the Otterpool Park site. The purpose of the Travel Plan is to reduce the dependency on the private car, promote sustainable accessibility and promote healthy lifestyles. The typical initiatives covered may be amended or changed to suit future patterns/ issues. Travel Plans are a requirement of the planning process for a wide range of land uses including residential, employment, education and health facilities.
- 1.1.6 This FTP will therefore accord with the sustainable travel policy objectives of central and local government by:
- Reducing the need to travel, especially by single occupancy car use through location of facilities and design;
 - Promoting sustainable travel choices for people and for moving freight;
 - Promoting accessibility to education, employment, services and facilities by walking, cycling and public transport; and
 - Promoting low carbon travel and seeking to reduce congestion.
- 1.1.7 A summary of the key national, regional and local policy documents and guidance with regards to the requirements for travel planning is set out in Chapter 2.

1.3 Benefits of a Travel Plan

- 1.1.8 The development and successful implementation of the Otterpool Park FTP has the potential to deliver wide reaching benefits to residents, workplaces and the wider community. In summary, the benefits of the Travel Plan include, but are not limited to, the following:
- Increased choice and quality of travel modes;
 - Reduced traffic congestion and saving travel time on road;
 - Reduced harmful impacts on the environment due to fewer vehicles being on the roads and promoting lower carbon alternatives and less environmentally intrusive forms of travel, such as walking and cycling and electric vehicles;

- Improved air quality and minimised greenhouse gas emissions due to a reduction in traffic growth and congestion and use of low carbon vehicles;
- Reduction in the harmful effects to the existing biodiversity and the built and historic environment as a result of reduced traffic growth;
- Improved health due to less pollution from vehicles and the take up of active travel modes;
- Financial savings for residents and employees from free or discounted travel vouchers and the take up of less costly alternatives of travel, such as walking or car sharing;
- Safer communities through a reduced number of accidents and other incidents, for example by reducing traffic on roads, restricting traffic speeds, creating road crossings or forming home zones;
- Improved sustainable access to local services, facilities and the natural environment, such as open spaces and green corridors for non-motorised forms of transport; and
- Reduced social isolation as a result of extended or new public transport services, resident walking/ cycling groups, resident travel forums and building links with the wider community.

1.4 Structure of the Draft Framework Travel Plan

1.1.9 The FTP sets out the context, establishes aims, objectives and targets and suggests a package of measures to reduce travel demand and promote sustainable and low carbon travel. A strategy for implementation, target-setting and monitoring is also discussed. The plan is divided into eight further chapters:

- **Chapter 2:** Policy and good practice guidance;
- **Chapter 3:** Site context and existing accessibility;
- **Chapter 4:** Otterpool Park development proposals;
- **Chapter 5:** Aim, objectives and targets;
- **Chapter 6:** Management strategy;
- **Chapter 7:** Framework Travel Plan measures;
- **Chapter 8:** Monitoring and review; and
- **Chapter 9:** Action plan.

1.1.10 **Appendix A** comprises suggested measures for workplace and school travel plans to be prepared, within this overall framework.

1.1.11 This FTP represents a commitment by the Applicant to create a development that minimises travel demand particularly by single occupancy vehicles and supports travel to and from (and within) the site via sustainable modes.

2 Policy and Guidance

2.1 Introduction

- 2.1.1 This Chapter provides a comprehensive review of the policy, legislation and guidance that influences the requirement and necessity for travel planning within the context of Otterpool Park.

2.2 National, Regional and Local Policy

National Planning Policy Framework, 2019

- 2.2.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF provides a framework within which locally-prepared plans for housing and other development can be produced.

- 2.2.2 Chapter 9 'Promoting sustainable transport', specifically paragraph 109 establishes that:

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

- 2.2.3 Paragraph 110 states that proposed developments should:

"a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations".

- 2.2.4 Paragraph 111 sets out that:

"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed".

The Strategic Road Network and the Delivery of Sustainable Development - Department for Transport Circular 02/13, 2015

- 2.2.5 The Department for Transport (DfT) Circular explains how the Highways Agency (now Highways England) will participate in all stages of the planning process with Government Offices, regional and local planning authorities, local highway/transport authorities, public transport providers and developers to ensure national and regional aims and objectives can be aligned and met.

- 2.2.6 It is identified that a robust travel plan that promotes use of sustainable modes is an effective means of managing the impact of development on the road network and reducing the need for major transport infrastructure. Highways England expects the promoters of development to put forward initiatives that reduce the traffic impact of proposals to support the promotion of sustainable transport and the development of accessible sites.

- 2.2.7 Further guidance on engagement with Highways England on planning matters is contained in the document 'The strategic road network: Planning for the Future', published in September 2015.

Kent Local Transport Plan 4: Delivering Growth without Gridlock 2016-2031, 2016

- 2.2.8 The Kent Local Transport Plan (LTP) sets out how the County will achieve its transport vision over the coming years, bringing together transport policies and local and nationally significant schemes.
- 2.2.9 Kent's transport policies identify a series of improvements (strategic, countywide and local) to increase the overall capacity of transport networks and systems, enabling them to accommodate the additional trips generated by development.
- 2.2.10 Relevant to this development, the LTP states:
- "There is substantial future housing growth in the district, including the proposed Otterpool Park garden town, which will require considerable infrastructure investment to support this new town, including upgrading Westenhanger Station".*

Folkestone & Hythe Core Strategy, 2013

- 2.2.11 The Core Strategy is a long-term plan bringing together the aims and actions of the government, local councils, residents, businesses and voluntary groups, by managing land-use and developments. The Folkestone & Hythe (FHDC) Core Strategy Local Plan was adopted as part of the statutory development plan for the district on 18 September 2013. The general plan period for this document is from 2006 up to the end of 2031.
- 2.2.12 Policy SS5 District Infrastructure Planning states:
- "Development should provide, contribute to or otherwise address [Folkestone & Hythe]'s current and future infrastructure needs. Infrastructure that is necessary to support development must exist already, or a reliable mechanism must be available to ensure that it will be provided at the time it is needed".*
- 2.2.13 Planning permissions will only be granted where:
- The design of a development aims to reduce unnecessary or unsustainable demands on physical and social/community infrastructure, and environmental or utility network capacity;
 - Development does not jeopardise current or planned physical infrastructure;
 - The location, design or management of development provides a choice of means of transport and allows sustainable travel patterns, for pedestrians, cyclists and/ or public transport; and
 - All major trip-generating uses will provide Travel Plans.

Folkestone & Hythe District Council Transport Strategy, 2011

- 2.2.14 The Transport Strategy published January 2011, provided a robust evidence base which informed the Core Strategy document. The role of the Transport Strategy has been to inform the District Council of the transport related issues and opportunities predicted to result from the delivery of the Core Strategy, identifying appropriate transport measures, where necessary.
- 2.2.15 The strategy considers both transport matters which relate to the existing district area, as well as those relating to the potential Strategic Site allocations which have been made for future development.
- 2.2.16 The document aims to ensure that walking and cycling are promoted as a dominant mode of travel for short trips. The Transport Strategy sets out a number of measures/ options for consideration in order to create and promote a high quality, safe environment for pedestrians and cyclists.
- 2.2.17 The strategy also recognises that local businesses and employers contribute to a significant proportion of the overall total number of journeys which are undertaken, particularly at peak travelling times. The role that employers can play in the provision and promotion of Travel Plans, to encourage the use of more sustainable modes of transport, was therefore identified as being important.
- 2.2.18 In summary, the principal issues identified within the Transport Strategy in relation to travel planning are:

- The need for Travel Planning at workplaces and for businesses;
- Delivery of school and college Travel Plans; and
- The availability of Information on sustainable modes of transport not only to employees, but also to the general public, including tourists and other visitors.

2.2.19 In relation to potential strategic development sites within the district, it is stated as necessary for the respective applicant team to prepare detailed Transport Assessments and Travel Plans, to be reviewed by FHDC as the planning authority, Kent County Council (KCC) as the highway authority, as well as Highways England.

2.2.20 The Transport Strategy recommends:

“...that in parallel to the Transport Assessments being undertaken, site Travel Plans are also prepared. These documents should seek to set sustainable travel targets for the developments covering the delivery and early occupation of the site (usually a minimum of five years from first occupation)”.

2.2.21 Measures will need to be identified with a view to the targets being achieved, with control measures being available to the developer (or funds being available to the local authority) for remedial action, should the initial targets not be met. Through monitoring the Travel Plans and the inclusion of appropriate mechanisms, the overall impact of the developments should be able to be reduced and the uptake of sustainable travel practices increased.

Core Strategy Local Plan Review Submission Draft, 2019

16.1.1 The Core Strategy Review has been published for consultation under Regulation 19 of the Planning and Compulsory Purchase Act 2004. This is the final consultation before the Plan is considered by an independent Planning Inspector at the Examination in Public. The purpose of the document is to allocate sufficient land to meet the identified development needs of the district for the period up to 2037.

16.1.2 This draft follows the previous public consultation on the ‘Preferred Options’ stage in March 2018.

16.1.3 It is an update of the adopted Core Strategy Local Plan (2013) and continues to include policies for strategic development sites. Proposed policies include the provision for a garden settlement within the North Downs character area, comprising the Otterpool Park development.

2.2.22 Policy SS6 New Garden Settlement, sets out the development requirements for Otterpool Park. In relation to travel planning the document states that:

“An innovative approach must be taken to maximise walking, cycling and the health and wellbeing of residents. This and other travel plan requirements, including the setting of targets, monitoring and the use of technology and incentives, will require detailed consideration and must support the emerging masterplan, with opportunity for revisions and amendments as the development is delivered”.

2.2.23 In addition, the development would present a major opportunity to secure a high-speed rail service between Westenhanger and London St Pancras as well as improve rail accessibility to local destinations including Folkestone and Ashford. The council is pursuing this with train operating companies, infrastructure providers and stakeholders. A transport hub could potentially be provided at the existing Westenhanger station, allowing easy transfer between walking, cycling, bus and train journeys.

2.2.24 The railway station upgrade and hub will potentially deliver:

- Lengthening of the existing platforms;
- New and refurbished station buildings with improved customer facilities;
- A new footbridge between platforms; and
- Car parking to meet the needs of the new town and nearby villages.

2.2.25 Policy SS7 outlines the place shaping principles for sustainable access and movement for the new Otterpool Park settlement:

- *“The development shall be underpinned by a movement strategy which prioritises walking, cycling and access to public transport and demonstrates how this priority has informed the design of the new settlement. All homes shall be within 800 metres/10 minutes’ walk of a local neighbourhood centre with an aspiration that all homes are within 400 metres/5 minutes’ walk of such facilities;*
- *Development shall incorporate smart infrastructure to provide real-time and mobile-enabled public transport information in accordance with smart town principles (Policy SS9 (2))*
- *A permeable network of tree-lined streets, lanes, pathways, bridleways, cycleways and spaces will be created that provides connections between neighbourhoods, the town centre, employment opportunities and public transport facilities. Footpaths, cycleways and bridleways should link to existing public rights of way, nearby villages and the wider countryside, including the North Downs Way and the SUSTRANS national cycle route network, taking account of the findings of the access strategy (Policy SS7 (1));*
- *Road infrastructure should be designed for a low speed environment, with priority given to pedestrians and cyclists through the use of shared space in ultra-low speed environments and dedicated cycle routes and separate pedestrian walkways where appropriate. The use of grade separations, roundabouts, highway furniture and highway signage should be minimised;*
- *A parking strategy shall be developed that balances the necessity of car ownership with the need to avoid car parking that dominates the street scene to the detriment of local amenity. The parking strategy shall deliver well-designed and accessibly-located cycle parking facilities within the town and neighbourhood centres, at Westenhanger Station and transport hub, as well as at employment developments;*
- *Westenhanger Station shall be upgraded at the earliest opportunity to provide a high-speed service ready integrated transport hub, in partnership with Network Rail, the rail operator and Kent County Council, which gives priority to pedestrians, cyclists, bus and train users. The council will continue to work with Network Rail to introduce high-speed rail services from Westenhanger to central London, subject to discussions with stakeholders; and*

The existing bus network that serves the surrounding towns and villages will be upgraded and new services provided as an integral element of the transport hub and settlement. All new homes shall be within a five-minute walk of a bus stop.”

Places and Policies Local Plan, Submission Draft, 2018

- 2.2.26 The Places and Policies Local Plan was submitted to the Secretary of State for Housing, Communities and Local Government on the 28th September 2018 for independent examination.
- 2.2.27 The Places and Policies Local Plan contains transport policies in Chapter 13 for:
- The street hierarchy and site layout;
 - Parking standards for residential and non-residential and commercial developments;
 - Residential garages;
 - Parking for Heavy Goods Vehicles (HGVs); and
 - Cycle parking standards.
- 2.2.28 Policy T1 identifies that planning permission for major developments will be granted if the Design and Access Statement submitted as part of the application demonstrates attention has been paid to street design. An application should show that:
- The street hierarchy considers pedestrians first and private motor vehicles last;
 - Permeability is provided through and beyond the site for all users;
 - An environment is created that is safe for all street users, which encourages walking, cycling and the use of public transport;
 - A range of street types is created providing legibility throughout the development, meeting the needs of all users, and not allowing vehicles to dominate;

- Active frontages are created throughout the development, particularly in relation to publicly-accessible areas, for the purposes of natural surveillance and creating characterful places; and
- Appropriate street furniture and signage is included only when necessary for reasons of safety, orientation or comfort of residents and visitors.

Developers should ensure, with the support of Kent County Council as Highways Authority, that active travel routes are provided as a priority, both within developments and linking sites to other services, community facilities and transport hubs.

- 2.2.29 Draft Policy T2 also sets out the requirement for electric vehicle charging points. Residential applications must demonstrate that “A charging point for electric vehicles is provided at a ratio of 1 per dwelling as far as is reasonably practicable”.
- 2.2.30 Whilst, under non-residential and commercial proposals the requirement includes “A minimum of 10 per cent of spaces for active and 10 per cent passive Electric Vehicle Charging points”.
- 2.2.31 It also identifies potential opportunities for new development to make use of street lighting columns to permit on-street electric vehicle charging.

2.3 Guidance

Travel Plans, Transport Assessment and Statements, 2014

- 2.3.1 The Ministry of Housing, Communities and Local Government published online advice on when Travel Plans are required and what they should contain (PPG March 2014) in facilitating the promotion of sustainable transport set out within the NPPF (2019).
- 2.3.2 The section in relation to Travel Plans (Overarching principles on Travel Plans, Transport Assessments and Statements), guidance for Travel Plans is set out. The purpose of these documents is stated as to assess and potentially mitigate the potential transport impacts of developments.
- 2.3.3 Travel Plans are stated as:
- “... long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.”*
(Para 003, Reference ID: 42-003-20140306)
- 2.3.4 Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.
- 2.3.5 Travel Plans should also evaluate and consider:
- Benchmark travel data, including trip generation databases;
 - Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about existing travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the site via all modes of transport;
 - Provision of improved public transport services;
 - Parking strategy options; and
 - Proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community (including possible financial incentives).

A Charter for Otterpool Park, 2017

- 2.3.6 Although not planning policy, FHDC has produced a Charter setting out its aspirations for Otterpool Park (2017). The Charter included principles focusing on creating a place that is environmentally, socially and economically sustainable.
- 2.3.7 In order to prioritise walking, cycling and sustainable transport the Charter states that:
“a travel plan shall be prepared that has walking, cycling and access to public transport as a priority in the layout and design of the new settlement, with challenging targets set for non-car use as a percentage of all journeys”.
- 2.3.8 In relation to access and movement, the Charter suggests that Otterpool Park will aspire to comprise the design principles outlined under Policy SS7 of the Core Strategy Local Plan Review (2018).

3 Site Context and Accessibility

3.1 Introduction

3.1.1 This chapter focuses upon the existing transport conditions within the vicinity of the proposed development site. The chapter has been informed by desk top analysis, site visits and stakeholder engagement.

3.2 Site Location and Existing Land Uses

- 3.2.1 The application site covers approximately 580 hectares of land located in the west of the Folkestone and Hythe district. The towns of Folkestone and Hythe are located to the south east with Ashford to the north-west. The area is broadly bounded by the M20 and HS1 and Ashford-Folkestone railway line to the north, the A20/Stone Street and Sandling Park to the east, Harringe Lane to the west and Aldington Road to the south.
- 3.2.2 The Kent Downs Area of Outstanding Natural Beauty (AONB) bounds the area along its eastern and southern edges. The AONB also lies approximately 1.25km to the north.
- 3.2.3 Four villages are within or adjacent to the development site. Westenhanger lies to the north where, aside from the castle and station, existing buildings are primarily residential use. Lympne is a residential settlement which lies to the south east. Barrow Hill, Sellindge, lies to the north west. Newingreen is adjacent to the A20 in the centre of the development area.
- 3.2.4 Lympne Distribution and Industrial Park (known as Link Park) lies in the south west. A large portion of the remainder of the area is used as agricultural land with small farmsteads.
- 3.2.5 Beyond lie a number of settlements including Stanford to the north, Sellindge to the north-west, Sandling to the north east, Pedlinge to the east and West Hythe to the south.
- 3.2.6 The boundary of the site is shown on Drawing OPM(P)101 P submitted as part of the application.

3.3 Walking and Cycling

3.3.1 The existing accessibility of the site via walking and cycling is considered to be moderate as walking accessibility through the site is currently limited. There are a number of walking routes located to the outskirts of the site, connecting residential districts with their surrounding areas, although the quality of walking experience is poor, with these roads catering primarily for vehicular traffic. Cycle accessibility is also limited, with limited cycle provision throughout the site. The nearest cycle route is National Cycle Network Route 2 (NCR2), located approximately 0.9km south of the southern extent of the site. Moreover, there is a physical separation between Otterpool Park and NCR2 due to the Lympne Escarpment. The connection between the two is via the very steep Lympne Hill that is narrow and quite heavily trafficked. This may mean that there is more potential for electric bikes to use this route.

Walking and Cycling Environment

- 3.3.2 Within the site, the environment is a mix of footways adjacent to the road and off-road footpaths. Between the A20 and the railway line, the land is fairly flat. South of the A20, the land rises gently towards the B2067 Aldington Road.
- 3.3.3 There are various on-road and off-road walking routes within the site area. There are footways provided on many of the roads including Ashford Road, Aldington Road and Barrow Hill. The footways on Ashford Road and Aldington Road are relatively narrow, whilst Barrow Hill benefits from wider footways.
- 3.3.4 There is a formal signalised pedestrian crossing comprising dropped kerbing and tactile paving on Otterpool Lane, at the Otterpool Lane/ Ashford Road junction. An informal crossing comprising dropped kerbing and tactile paving is located at the Stone Street/ Aldington Road junction.
- 3.3.5 Walking accessibility is lacking in east-west connections, with the exception of the footpath along the railway to the north of the site and the narrow footway along the A20 Ashford Road.

- 3.3.6 The network of Public Rights of Way (PRoW), as well as other footpaths and bridleways, within close proximity to the site are shown within Figure 1 (Appendix A). There are 11 PRoW that route internally within the site area, providing connections between the villages of Sellindge, Newingreen, Lymgne and Westenhanger. Arcadis has undertaken a detailed access and patronage survey of these routes as part of the socioeconomic assessment contained in Chapter 14 of the Environmental Statement (ES). This section provides details of a selection these existing routes.
- 3.3.7 Photograph 1 presents public footpath HE/275, which routes through the site between from the railway line and the A20 within the vicinity of the Racecourse. Photograph 2 illustrates the condition of Bridleway HE/271A north of the site which routes from A20 Barrow Hill passing under the Railway line and M20.

Photograph 1 Access to footpath from the A20 (HE/275)



Photograph 2 Bridleway (HE/271A) underpasses rail line and M20, north-bound



- 3.3.8 Photographs 3 and 4 show the mixed condition of existing public footways in both the northern and eastern vicinity of Westenhanger Station.

Photograph 3 Footpath (HE/227) Routing parallel the Railway line, Westenhanger



Photograph 4 Footpath (HE/221A) routing eastwards from Westenhanger



- 3.3.9 Some of the PRoW are of lower quality, such as Route No.3 (HE/315), where there is no clear path across the field (see Photographs 5 and 6 below) and the access from the A20 is directly adjacent to a busy road with no safe parking area.

Photograph 5 Footpath (HE/315) access point from the A20



Photograph 6 Footpath (HE/315) view facing southwards



3.3.10 There are also a number of nearby recreational areas including:

- Harringe Brooke Wood situated on the western boundary of the site comprising an area of woodland adjacent footpath HE/316; and
- Royal Military Canal is accessed at West Hythe approximately 1km from the site via an existing footpath HE/319 and bridleway HE/317.

3.3.11 A Walking and Cycling Study¹ prepared for Folkestone & Hythe District Council, undertook a detailed assessment of the walking environment and found that the existing provision was not of a sufficient width or separation from high speed traffic to enable pedestrians and cyclists to comfortably travel without conflict. Moreover, some routes are also obstructed by street furniture and overhanging vegetation. Outside of built-up areas, the footway provision is described as negligible, typically limited to farmstead access points.

3.3.12 The study also identified a number of opportunities for improving cycling and walking connections to the surrounding area of Otterpool Park. Suggested improvements comprise:

- Cycle linkages to the Hythe area;
- Cycle linkages to the Folkestone area;
- Connections with Westenhanger Railway Station, particularly to the north; and
- Integration of internal road network and surrounding PRow.

Designated Cycle Routes

3.3.13 At present there are no dedicated cycle routes in the immediate vicinity of the site. However, the coastal National Cycle Network Route 2 lies approximately 1km south of the southern boundary of the site and is a popular long-distance recreational route following the English Channel coastline.

3.3.14 The section closest to Otterpool Park is traffic free and runs between West Hythe and Folkestone to the east and towards Romney Marsh in the west. The route runs along the canal towpath through West Hythe, Hythe and Folkestone. Cyclists can access the route via Royal Military Road which is located at the southern point of Lympne Hill, the nearest connection to the site. These routes are shown in Figure 2 (Appendix A).

3.3.15 Regional on-road cycle route 17, also runs to the east of Otterpool Park providing connections to Canterbury and Dover.

3.3.16 Other than the designated cycle routes it would be considered that there very little existing cycle infrastructure within the vicinity of Otterpool Park. The Folkestone & Hythe District Council; *Walking*

¹ Otterpool Park Garden Town, Kent Walking and Cycling Study (Mott Macdonald, August 2018)

and Cycling Strategy (April 2018) identified the presence of painted west and eastbound cycle lanes on the carriageway between the A20/ M20 roundabout junction and Sandling Road.

Walking and Cycle Accessibility

- 3.3.17 Accessibility analysis of the existing Otterpool Park site on foot and bicycle has been undertaken using TRACC software, by considering distances reached by walking and cycling modes for appropriate timescales from the centre of the site.
- 3.3.18 It is considered that journeys of up to 1,200m (which equates to approximately 15-minutes) represent the preferred maximum acceptable walking distance (Guidelines for Providing Journeys on Foot, IHT, 2000). Figure 3 in Appendix A, shows that the majority of Otterpool Park study area is within a 20-minute walk (approximately 1.6km) and areas of Sellindge and Lympne within a 30-minute walk (approximately 2.4km) of a node.
- 3.3.19 It is widely regarded that cycling has potential to substitute for short car trips, particularly those less than 5km, as well as forming part of a longer journey by public transport. At a speed of 15km/h (the default standard cycling speed within TRACC software) a 5km distance equates to a journey time of around 20 minutes. Figure 2 (Appendix A) illustrates that the majority of Otterpool Park is accessible within a 15-minute cycle. A threshold of up to 30 minutes is shown to extend to Folkestone and Hythe, including National Cycle Network Route 2. Whilst, a 45-minute cycle accesses National Cycle Network Route 18 and the regional network to Canterbury.
- 3.3.20 The Mott Macdonald report on the walking and cycling network provides an analysis of gradients on routes within the local area. It can be seen that there are significant gradient issues which affect the attractiveness of cycling in the wider area, notably to the north towards Canterbury and south east to Hythe (see Figure 4 within Appendix A).

Access to Local Amenities

- 3.3.21 The proposed Otterpool Park development will provide a new town centre and include local centres, schools, health facilities, community facilities, retail, leisure and employment (see Table 1). In terms of the baseline of local amenities, there are also a number of existing local facilities and services which are accessible within a reasonable walking and cycling distance (within 5km 'crow flies' distance) of the site. The location of these facilities and services is presented in Figure 3 (Appendix A). It is however noted that it is not likely that primary age children would be travelling on foot or cycle to some of these, which are only accessible on rural roads. Moreover, the terrain issues mean that some locations are less likely to be accessed on foot or cycle, for example Lympne Hill to access Palmmarsh. Accessing Brabourne would also require crossing the A20 in the peak period.

Table 1 Existing Facilities and Services via Walking and Cycling

Ref.	Name	Location	Ref.	Name	Location
Education					
1	Lympne CofE Primary School	Lympne	8	Stowting CofE Primary School	Stowting
2	Sellindge Primary School	Sellindge	9	Aldington Primary School	Aldington
3	Palmarsh Primary School	Palmarsh	10	Brabourne CofE Primary School	Brabourne
4	Hythe Bay CofE Primary School	Hythe	11	Mersham Primary School	Mersham
5	St Augustine's Catholic Primary School	Saltwood	12	Smeeth Community Primary School	Smeeth
6	Saltwood CofE Primary School	Saltwood	13	Brockhill Park Performing Arts College	Saltwood
7	Lyminge CofE Primary School	Lyminge	-	-	-
Child Care Facilities					
14	Punch and Judy Play Group	Lympne	19	Lyminge Pre-School	Lyminge
15	Lullabies Nursery	Palmarsh	20	Rising Fives Nursery	Brabourne
16	Little Learners Pre-School	Sellindge	21	Hythe Baby Children's Nursery	Hythe
17	Badgers Bridge Nursery	Postling	22	Kaleidoscope Childcare	Aldington
18	Play and Learning Centre	Saltwood	23	Stepping Stones Nursery	Hythe
Health Services					
24	Sellindge Surgery	Sellindge	26	New Lyminge Surgery	Lyminge
25	Oaklands Health Centre	Hythe	27	Sun Lane Surgery	Hythe
Community Facilities					
28	Lympne Village Hall	Lympne	36	St Mary's Church	Lyminge
29	St Stephen's Church	Lympne	37	Saltwood Village Hall	Saltwood
30	All Saints Church	Stanford	38	St Peter and St Paul's Church	Saltwood
31	Sellindge Village Hall	Sellindge	39	Newington Village Hall	Newington
32	Methodist Church	Sellindge	40	St Nicholas Church	Newington
33	St Mary's the Virgin Church	Sellindge	41	Hythe Library	Hythe
34	St Mary and St Radegund	Postling	42	St Leonard's Church	Hythe
35	Lyminge Village Hall	Lyminge	43	St Martin's Church	Aldington
Sports and Recreation					
44	Westenhanger Castle	Westenhanger	49	Saltwood Cricket Club	Hythe
45	Port Lympne Zoo Park	Lympne	50	Folkestone Rugby Club	Newington
46	Royal Military Canal	Hythe	51	Mersham le Hatch, Deer Park	Ashford
47	Harringe Brook Wood		52	Hythe Cricket & Squash Club	Hythe
48	Brockhill County Park	Saltwood	53	Hythe Golf Club	Hythe
Retail					
54	Lympne Village Store	Lympne	57	Aldi Food Store	Hythe
55	Cooperative Food Store	Sellindge	58	Waitrose	Hythe
56	Sainsbury's Food Store	Hythe	59	Hight Street (variety of shops)	Hythe

Source: Quod; Draft Community Facilities Delivery Strategy (October 2018)

3.4 Public Transport Network and Services

Bus Services

- 3.4.1 Although Otterpool Park predominantly comprises rural land there are in total 22 bus stops located within the study area. Bus stops are located on the strategic and local routes within the area, namely along the A20 Ashford Road, B2067 Aldington Road and Stone Street between Aldington Road and Ashford Road.
- 3.4.2 Within the Otterpool Park area, bus services currently route along the A20 Barrow Hill/ Ashford Road, B2067 Otterpool Lane, Stone Street and Aldington Road. Table 2 summarises the services which serve the bus stops along these routes, which are presented on Figure 5 in Appendix A. Figure 6 presents the location of bus stops in the vicinity of the site and a 400m walk distance isochrone around each bus stop.
- 3.4.3 The 10/ 10A bus service provides a regular bus service between Folkestone and Ashford and has the highest frequency (hourly, Monday to Saturday and two hourly on Sundays) of all the bus services in the Otterpool Park area. The 111 operates on a Thursday only, between Ashford and Folkestone via Aldington and Burmarsh. The 994 and 18A runs daily, once in the morning and returns in the afternoon, taking local children to and from schools in Folkestone and Canterbury. This service only operates on school days.

Table 2 Summary of Local Bus Services (One-way Frequency)

Bus Number	Route	Frequency (One-way)		
		Monday - Friday	Saturday	Sunday
10/10A	Ashford – Folkestone	Hourly	Hourly	2 hours (No.10 only)
18A	Ashford – Canterbury	School Service	-	-
111	Ashford – Folkestone	Once on Thursday only	-	-
994	Cheriton – Stanford	School Service	-	-

Source: Traveline South and East (16th November 2018)

Rail Services

- 3.4.4 Westenhanger Railway Station is located in the north-eastern corner of the Otterpool Park area. The station is strategically located on the South-Eastern Railway Line connecting Ashford and Dover. All trains serving Westenhanger are operated by Southeastern. Facilities at the station are limited and include outdoor seating and limited free car parking (refer to section 3.5). The station is unstaffed, there is no waiting room, cycle parking facilities and there is a general lack of accessibility for the mobility impaired.
- 3.4.5 Table 3 presents a summary of key destinations and the frequency of services from the station, which includes hourly (two trains an hour at certain times) southbound services into Folkestone. Northbound, there is an hourly service to Ashford (half hourly at peak times), where high speed Eurostar (HS1) as well as regular services to Stratford International and London depart from.

Table 3 Summary of Rail Services from Westenhanger Railway Station

Destination	Journey Time	Frequency (approx.)
Ashford International	9 minutes	30 minutes
Folkestone Central	11 minutes	30 minutes
Dover Priory	24 minutes	30 minutes
London St Pancras	50 minutes (peak times) to 1 hour	30 minutes

Destination	Journey Time	Frequency (approx.)
	08 minutes (off peak)	
London Charing Cross	1 hour 33 minutes	30 minutes
Stratford International	42 minutes (peak times) to 1 hour 01 minutes (off peak)	30 minutes

Source: National Rail Enquiries (16th November 2018)

Vehicle Parking – Westenhanger Railway Station

- 3.4.6 Westenhanger Rail Station represents the main generator of parking demand within the development site, which is predominantly rural and of a low parking demand with little suitable parking opportunities along the majority of local roads. As such, a parking beat survey was undertaken on Thursday 19th April 2018 within school term time, to determine the current levels of associated parking at Westenhanger Rail Station. In agreement with Kent County Council, parking beats were carried out at three-hour intervals between 07:00, 10:00, 13:00, 16:00 and 19:00.
- 3.4.7 The parking stock within the areas surrounding the station are predominantly unmarked, unrestricted kerbside parking with a small provision (eight spaces) at the station car park. There is also an adjoining private car park comprising approximately 18 spaces serving a local Auctioneers. Table 4 presents the number of parking spaces at each location and the number of vehicles parked in the spaces at the time of each beat survey.

Table 4 Parking Beat Survey Results

Location	Number of Spaces	Number of Vehicles Parked by Time Period				
		07:00	10:00	13:00	16:00	19:00
Westenhanger Station car park <i>unmarked, unrestricted</i>	7	7	7	5	5	1
Westenhanger Station car park <i>Blue Badge only</i>	1	0	0	0	1	0
Auctioneers private car park <i>private</i>	18	2	3	4	3	1
Westenhanger Station access road <i>unmarked, unrestricted</i>	20	17	20	19	18	10
Stone Street <i>unmarked, unrestricted</i>	38	14	25	24	23	11
Total	84	40	55	52	50	12

- 3.4.8 Westenhanger Station car park was found to have high parking utilisation (100%) during the AM periods with the car park fully occupied and just two spaces available throughout the day time (71.4% stress levels), which lowered significantly at the final beat (see Photograph 7).
- 3.4.9 The access road was observed to have high levels of parking stress (ranging between 85-100% for the three central beats), which typically make up a working day. Vehicles are shown to park along both sides of the carriageway, where the road is of an inadequate width to accommodate two-way traffic movements (see Photograph 8).
- 3.4.10 In summary, the overall demand for parking for the station is shown to spill over into the local neighbourhood.

Photograph 7 Westenhanger Station Car Park



Photograph 8 Westenhanger Station Access Road



3.5 Road Network

3.5.1 Figure 7 (Appendix A) presents the local highway network within the vicinity of the site. The following sections describe the nature of the key links within the study area.

M20 Corridor

3.5.2 The M20 motorway connects Kent with the M25 and London. To the south, it terminates at Junction 13, on the northern outskirts of Folkestone. The M20 within the vicinity of Otterpool Park comprises three lanes in either direction, subject to the national speed limit.

3.5.3 Junction 11 is a grade-separated five-arm roundabout junction which lies directly adjacent to the north-east corner of the site and is the main gateway to the site from the motorway. Junction 11 connects with the A20 (south), B2068 (north) and the STOP 24 Service Station via a five-arm roundabout. Junction 11 gives access to the M20 westbound (Ashford and London) and eastbound (Folkestone, Dover and continental Europe via ferry or Eurotunnel). Junction 11 serves as the main gateway highway access to the Otterpool Park site from the wider area.

1.4.1 Junction 11A to the east provides eastbound on- (from the A20) and westbound off-slips (from the Eurostar terminal) to the M20. Junction 12 consists of a grade-separated four-arm roundabout, with two arms providing on/off slips to the M20. The roundabout links to the A20 Ashford Road in the north and Cheriton Approach to the south, which provides access into Folkestone along Cheriton Road.

1.4.2 Junction 13 provides on- and off-slips linking to two roundabouts; one to the north on the A20 and one to the south linking the A20 to the A259, which routes to/from the east, and the A2034 Cherry Garden Avenue routing south towards Cheriton Road. Just east of Junction 13, the M20 becomes the A20.

3.5.4 Junctions 9 and 10 provide access to Ashford. Both are four-arm grade-separated junctions, of which two arms consist of east- and westbound on/off slips to the M20. Junction 9 provides access to Ashford north of the M20 via Trinity Road and south via Fougères Way. Junction 10 provides access to north Ashford via Kennington Road and south via Bad Munstereifel Road. Junction 10A and a link road to the A2070 is currently under construction and due to be completed by the summer 2020.

A20 Barrow Hill/ Ashford Road/ Hythe Road

3.5.5 The A20 is major distributor road in Kent, carrying traffic between London and Dover. It crosses the Otterpool Park area from east to west and also forms the north-eastern boundary of the area. The

A20 Ashford Road provides access to the M20, via junction 11. The road consists of a single carriageway subject to a 40mph speed limit.

- 3.5.6 The A20 Barrow Hill is constrained by a single lane section, controlled by traffic signals, where the road passes under the high-speed railway line south of Sellindge. Underneath the railway bridge there is a height restriction of 4.7m. North of Barrow Hill, the A20 Hythe Road provides a route to/from Ashford. A number of residential premises are accessed from the A20 within the Otterpool Park area. Photographs 9 and 10 present two locations on the A20.

Photograph 9 A20 Ashford Road Northbound towards M20 Junction 11



Photograph 10 A20 Ashford Road west of Newingreen



A261 Hythe Road

- 3.5.7 The A261 Hythe Road connects the A20 at Newingreen with the A529 within Hythe, comprising a single carriageway road with no footway provision. The road is predominantly subject to the national speed limit, which reduces to 30mph on approach to the built-up area of Hythe. It should be noted that there is a sharp double curve in the road alignment through the village of Pedlinge. Photograph 12 presents Hythe Road northbound approaching the Newingreen junction.

Photograph 11 Ashford Road leading to Otterpool Lane



Photograph 12 Hythe Road approaching Newingreen junction



B2067 Otterpool Lane

- 3.5.8 The B2067 Otterpool Lane comprises a single carriageway road with a north - south alignment routing through the site. The road is predominantly subject to the national speed limit, which reduces to 50mph at the northern extent within the vicinity of the signalised junction with the A20 Ashford Road. The southern end of Otterpool Lane forms a priority junction with Aldington Road.
- 3.5.9 The road provides access to Lymgne Industrial Park, Lymgne Animal Park and Gardens, and a farm. Otterpool Lane is bounded by hedgerows and rural land. There are no footways present along the entirety of the road (Photograph 11).

Aldington Road

- 3.5.10 Aldington Road forms the southern boundary of the Otterpool Park area. It has an approximate east-west alignment, extending from the A261 Hythe Road in the east past Lymgne Hill and Otterpool Lane to form a priority junction with Roman Road and Knoll Hill in the west.
- 3.5.11 Aldington Road is a narrow single carriageway road. There is a 2m width restriction (except for access) east of the junction with Lymgne Hill. These width restrictions are sign-posted to the east of the Aldington Road/ Stone Street junction and on the east side of the Lymgne Hill junction. Aldington Road becomes narrow to the west of the Otterpool Lane junction where it becomes the B2067, potentially allowing only one vehicle at a time to pass through.
- 3.5.12 The road is subject to the national speed limit, which reduces to 30mph within Lymgne. A footway is provided along the northern side of the carriageway between Lymgne Distribution Park and Octavian Drive, within Lymgne. In addition, the route has a hilly terrain sloping in a westerly direction (Photographs 13 and 14).

Photograph 13 Aldington Road West-bound



Photograph 14 Aldington Road West-bound



Harringe Lane

- 3.5.13 Harringe Lane has an approximate north-south alignment extending between the A20 and B2067, located at the north-western boundary of the Otterpool Park area. The road provides access to a limited number of residential properties and farmland.
- 3.5.14 The narrow country lane is bounded with hedgerows and can only accommodate one-way traffic movements with regular passing points. Harringe Lane is subject to width restrictions with signage restricting vehicles of a width greater than 1.98m (except for access). There is no footway provision along the road.

Stone Street

- 3.5.15 Stone Street was a Roman road between Lymgne and near to Canterbury. In the study area it extends northwards from Aldington Road to the junction with the A20 Ashford Road and the A261 Hythe Road. Stone Street also extends further north from the A20 providing access to

Westenhanger Railway Station. The road is separated by a small section of the A20 Ashford Road and as such has been split into the following two sections for this study; Stone Street south (between Aldington Road and Hythe Road) and Stone Street north (north of the A20).

- 3.5.16 The southern section comprises a single lane carriageway allowing for two-way movements, with the exception of one-way priority traffic calming measures in place north of Lympne built up area. At the Aldington Road junction, signage states that Stone Street is 'Unsuitable for heavy goods vehicles'. The road is subject to a 40mph speed limit, which reduces further within the settlement boundary to 30mph. Footways are predominantly provided along at least one side of the carriageway.
- 3.5.17 The northern section, which provides access to Westenhanger Rail Station and a number of residential properties, comprises a narrow single carriageway road, subject to a speed limit of 30mph. North of Westenhanger railway station, Stone Street narrows to a single-track road on a bridge over the railway line before coming to an end by the M20 motorway. There is also a section of Stone Street north of M20 motorway, beyond the study area (Photographs 15 and 16).

Photograph 15 Stone Street South-bound, approaching Aldington Road



Photograph 16 Stone Street North-bound, through Lympne



3.6 Existing Travel Patterns

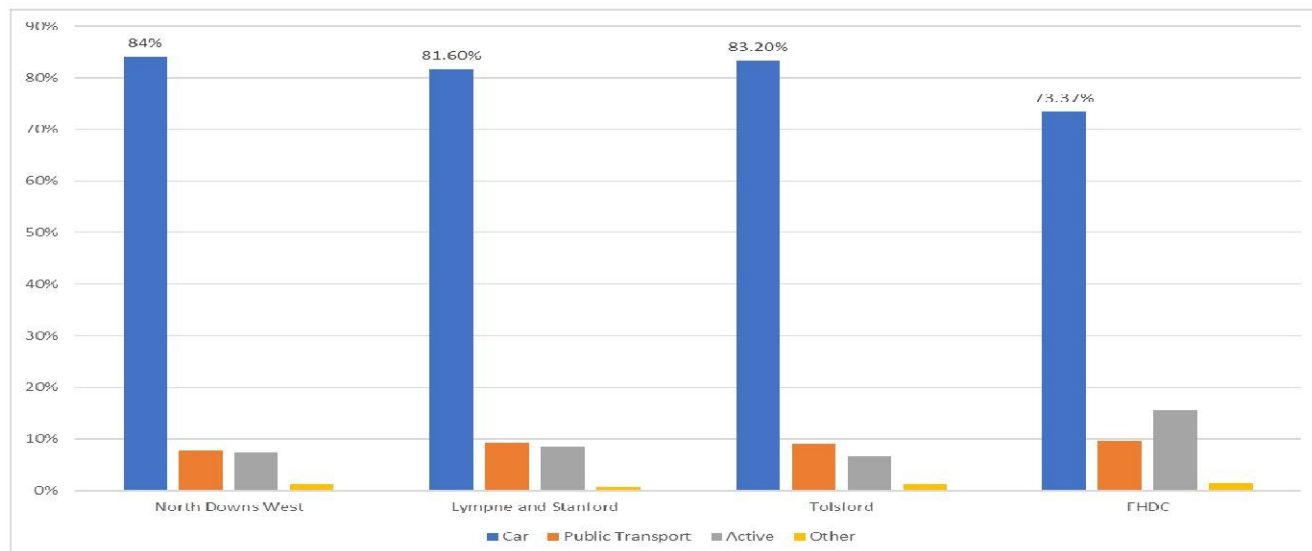
- 3.6.1 The Census data from 2011 has been used to ascertain the distance travelled to work, working from home and the mode share of those trips for residents of the Otterpool Park area. Otterpool Park falls within the following three 2011 ward boundaries² North Downs West, Lympne and Stanford and Tolsford.

Method of Travel to Work

- 3.6.2 The method of travel to work census data (QS701EW) for residents' of the wards that make up the Otterpool Park area and for FHDC administrative area, are illustrated in Figure 8. The results show a similar split between each mode type compared across each ward. The overall results for Folkestone & Hythe district are slightly lower for car (car or van driver, car passenger or motorcyclist) at 73.4% and higher for active travel (walking or cycling) at 15.7%, whilst the proportion of residents travelling via public transport (bus or rail) in the local wards is similar to that of the overall District (9%).

² As of 7th May 2015, new ward boundaries came in to effect in FHDC, the analysis within this study area will remain based on 2011 wards.

Figure 8 Method of Travel to Work, 2011 Census

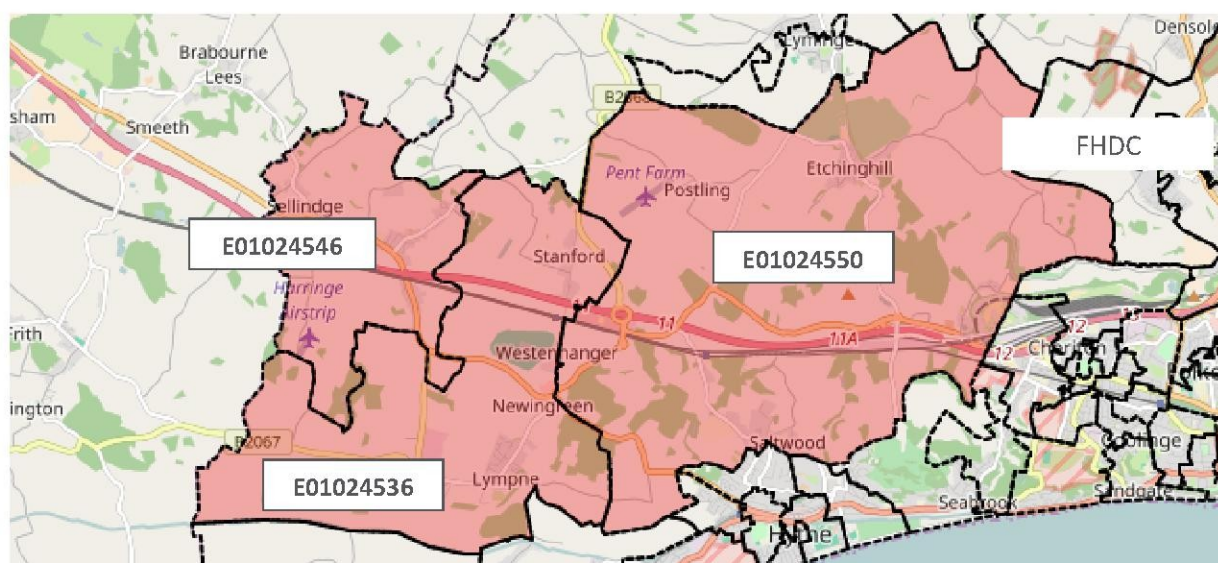


Source: Nomis (provided by the Office for National Statistics)

Location of Usual Residence and Place of Work

3.6.3 The location of usual residence and place of work census data (WF01BEW) for residents of the following 2011 Super Output Areas (SOA), in which Otterpool Park is located, has been analysed; W01024550, E01024536 and E01024546. The extent of the SOAs are shown in Figure 9.

Figure 9 Selected SOAs (W01024550, E01024536 and E01024546)



Source: Nomis (provided by the Office for National Statistics)

3.6.4 Table 5 shows the percentage outward commuting of residents residing within the three SOAs. Folkestone & Hythe is shown to have the highest percentage illustrating that the majority of residents both reside and work within the district.

Table 5 Percentage of residents residing in the SOAs, 2011 Census

Place of Work	E01024550: Shepway 008D	E01024536: Shepway 009C	E01024546: Shepway 009D
Folkestone & Hythe	48.0%	50.0%	36.1%

Place of Work	E01024550: Shepway 008D	E01024536: Shepway 009C	E01024546: Shepway 009D
Ashford	14.0%	18.8%	34.2%
Canterbury	8.8%	5.7%	5.2%
Dover	8.0%	4.0%	3.8%
Maidstone	3.9%	3.2%	6.1%
Other	17.3%	18.3%	14.6%

Source: Nomis (provided by the Office for National Statistics)

3.6.5 Table 6 shows the percentage of residents of the three named SOAs that commute to each area for work. Folkestone & Hythe is shown to have the largest share of residents travelling to each of the SOAs to work.

Table 6 Percentage of those working in the SOAs, 2011 Census

Current Residing in	E01024550: Shepway 008D	E01024536: Shepway 009C	E01024546: Shepway 009D
Folkestone & Hythe	55.0%	55.8%	55.4%
Ashford	7.0%	21.8%	38.3%
Dover	26.9%	9.5%	0.0%
Other	11.1%	12.9%	6.3%

Source: Nomis (provided by the Office for National Statistics)

3.6.6 In summary, the existing areas, as predominantly small rural settlements, have limited employment, services and facilities. Hence, the relatively high dependence on car travel as the dominant mode within the Otterpool Park area.

3.7 Summary

- 3.7.1 The local transport network and walking and cycling environment has been assessed, describing the site's accessibility and environmental surroundings, including the existing extensive network of PRowS. Walking accessibility through the site is currently restricted and there are no designated cycle routes in the immediate vicinity.
- 3.7.2 The public transport network is relatively limited in terms of bus services, with infrequent hourly services between Folkestone and Ashford as well as a number of school services routing through the study area.
- 3.7.3 The local area is well connected to the rail network, with half hourly services running to Ashford International (with onward connections to London), Folkestone Central and Dover Priory. However, there are inadequate facilities at Westenhanger Station comprising lack of car parking no cycle parking provision and limited mobility access.
- 3.7.4 The Census data also demonstrates that there is reasonably high car use for journeys to and from the local area for work, although it should be noted that these travel patterns are typical of small rural settlements.

4 Otterpool Park Proposed Development

4.1 Introduction

4.1.1 This Chapter outlines the Otterpool Park development proposals, including details of the land uses, accommodation schedule and the key principles of the overarching access and travel strategy.

4.2 Land Use and Development Specification

4.2.1 The application site is located on 580ha of land in the west of the Folkestone and Hythe District, in Kent. Parameter plan OPM(P)1016 G 23-10-18 shows the development areas and land use framework.

4.2.2 It is envisaged that first occupation will commence in 2022 and full build-out of the 8,500 homes will be by 2042 (and all commercial development by 2044). Full details of the phasing are provided within the package of documents supporting the outline planning application.

4.2.3 Table 7 presents the schedule of accommodation proposed for the Otterpool Park outline planning application, as set out in the Development Specification.

Table 7 Proposed Schedule of Accommodation

Land Use	Sub Land Use	Proposed Units/ Floorspace (GEA)
Residential	Residential units and Extra Care accommodation (use class C3)	Up to 8,500 Units
Education	Schools, nurseries, crèches (use class D1)	37,161 Sqm ³
Community facilities	Health centres, place of worship, community centre (use class D1 and D2)	20,900 Sqm
Hotel	Hotel (use class C1)	7,701 Sqm
Leisure	Sports pavilion and indoor sports hall (use class D2)	8,250 Sqm
Mixed retail and related uses	Shops, professional services, restaurants, cafes, drinking establishments, hot food takeaways, offices, businesses (use classes A1 to A5)	28,875 Sqm
Employment	Commercial business space in hubs, commercial business park, light industrial business park (use class B1 and B2)	82,418 Sqm

Source: Quod; Development Specification Otterpool Park (November 2018)

4.3 Overarching Access and Travel Strategy

4.3.1 A fundamental guiding principle of the masterplan for Otterpool Park is achieving sustainable travel. The aim is to strike the right balance between ensuring the Garden Town is a great place to live and work with all the amenities its population needs, while also providing easy connections to and from neighbouring communities. There will be a high proportion of local trips made within Otterpool Park as the development incorporates a range of schools, healthcare, community and sports facilities to meet as many of the needs of residents as possible and minimise travel to other locations. There will be local shopping and services and on-site employment locations together with the infrastructure for home working.

³ The floorspace includes the provision of five primary schools, a secondary school (including 6th form) and floorspace provision for nursery and crèche across nine development zones.

- 4.3.2 The aim of the Otterpool Park access and travel strategy is to provide residents, employees and visitors with an attractive and comprehensive network of sustainable travel opportunities to provide viable alternatives to travel by private car. This will be balanced against ensuring that the highway access arrangements are robust enough to sustain additional traffic movements, provide connectivity to existing routes and allow the existing network to function within reasonable limits without causing significant issues for existing and future users.
- 4.3.3 The infrastructure of the Otterpool Park Masterplan area will be complemented by the bespoke green travel measures contained within Chapter 7 of this Framework Travel Plan. These will build on the opportunities offered by the existing and proposed walking, cycling, equestrian and public transport infrastructure, and promote and develop sustainable travel opportunities as well as support low emissions vehicles and innovative transport solutions.

Principles for Access and Travel

- 4.3.4 The key principles for strategic access and travel are outlined below, and summarised in Figure 10:
- Create walkable neighbourhoods and a high street highly accessible by walking and cycling;
 - Provide strong walking, cycling and bus connections to the rail station, employment, high street, local centres and schools from the residential areas;
 - Provide connectivity by walking, cycling and bridleways into the surrounding countryside and existing communities;
 - Ensure a high level of connectivity to and from Otterpool Park within the sub-region by frequent and high-quality public transport;
 - Integrate the access and travel network into the existing strategic and local networks and upgrade the network where necessary;
 - Minimise and manage the impacts of traffic on the existing road network particularly through existing communities and other sensitive areas;
 - Provide for parking requirements for cars and bicycles;
 - Implement a range of sustainable travel behavioural measures to encourage use of sustainable modes; and
 - Provide for future needs for electric bicycles and vehicles and flexibility to adapt to innovative transport solutions.
- 4.3.5 Details of sustainable travel measures to meet each of these principles is included within Chapter 7.

Figure 10 Key Principles of the Otterpool Park Transport Strategy



5 Aim, Objectives and Targets

5.1 Introduction

- 5.1.1 The aim and objectives of the Travel Plan are set out in this chapter to establish what the Travel Plan seeks to achieve. It is recognised that there is a need to minimise the reliance on vehicle-based travel to and from Otterpool Park from the outset and ensure that all residents, workplaces and schools are aware of the full range of alternative travel facilities serving the development.
- 5.1.2 The aim and objectives of the Travel Plan have been developed in reference to, and in accordance with, current planning policy and guidance.

5.2 Aim

- 5.2.1 An overall aim has been set for the Travel Plan, in line with garden city principles and the guiding principles for Otterpool Park', to encourage sustainable travel and reduce the level of single occupancy vehicle use:

"A travel plan shall be prepared that has walking, cycling and access to public transport as a priority in the layout and design of the new settlement, with challenging targets set for non-car use as a percentage of all journeys".

- 5.2.2 This accords with the policy aims of the Government, KCC and FHDC.

5.3 Objectives

- 5.3.1 The specific objectives associated with Otterpool Park are:
- To create a high-quality place in which people want to live, work and visit;
 - To reduce the need to travel whilst ensuring access to a full range of facilities and services and connections to neighbouring communities;
 - To provide people with information on travel choices;
 - To promote the use of non-car modes – walking, cycling and public transport;
 - To reduce single occupancy vehicle trips;
 - To reduce the travel related carbon impact of the development;
 - To manage traffic to reduce vehicle speeds and give priority to pedestrians, cyclists and public transport over cars;
 - To manage vehicle routing to discourage unnecessary lorry movements through the development; and
 - To provide a mechanism for the ongoing development and implementation of the Travel Plan.

5.4 Targets

Overview

- 5.4.1 The Travel Plan aims to address all types of trips made by residents of the site and those travelling to the site for school, shopping, work or other purposes.
- 5.4.2 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. Targets in the Travel Plan are `SMART` (specific, measurable, achievable, realistic and time-bound).

Setting Targets

- 5.4.3 The Framework Travel Plan sets out an overarching target to be achieved for the Otterpool Park development in terms of mode share of all trips by sustainable modes to and from the development. Sustainable modes for the travel plan are defined as walking, cycling, public transport or car sharing.
- 5.4.4 Table 8 presents the mode split by peak hour period for all trips (both internal and external) as used in the Transport Assessment for the peak hours. The internal trips are those that are within the

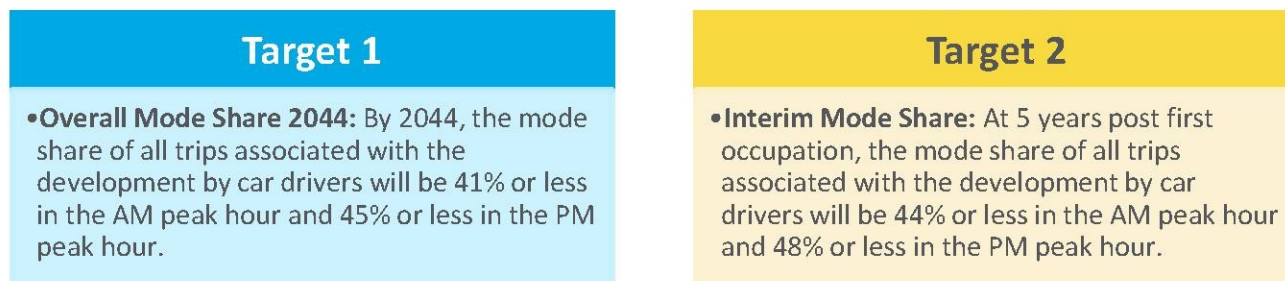
development of approximately less than 2km. These can be compared to the baseline mode share for work trips only as shown in Figure 8 earlier in this report, with the forecasts for external trips only being similar to the baseline for the local area. There is slightly higher car usage forecast for the traffic assessment once car passengers are included.

Table 8 Otterpool Park 2044 Forecast Mode Share: Internal, External and Overall Trips

Mode	Internal Mode Share		External Mode Share		Overall Mode Share	
	AM Peak	PM Peak	AM Peak	PM Peak	AM Peak	PM Peak
Driver	9	15	70	69	46%	50%
Passenger	3	8	11	17	8%	14%
Taxi	0	0	0	0	0%	0%
Motorcycle	0	0	1	1	1%	1%
Train	0	0	2	2	1%	1%
Bus / Minibus / Coach	3	3	6	5	5%	4%
Light Rail	0	0	0	0	0%	0%
Bicycle	4	4	2	2	3%	2%
On foot	80	70	7	5	36%	28%
Total	100	100	100	100	100%	100%

- 5.4.5 It should be noted that these mode splits are largely based on current, site-specific conditions and do not reflect all the potential changes in the local transport networks that will be proposed as part of the development of Otterpool Park or does it account for the implementation of any travel planning measures. For example, the derived Train mode share for non-work external trip purposes is influenced by the low local and national average for this mode and it is anticipated that the proposed schemes to improve public transport provision and enhance local pedestrian and cycle links will increase the mode shares of sustainable travel and decrease driver mode shares.
- 5.4.6 The mode splits in Table 8 have been used as part of a future case assessment of conditions as a worst-case assessment for the transport impact. The detailed methodological approach to deriving the forecast mode share is provided within the accompanying Transport Assessment.
- 5.4.7 The Travel Plan sets targets to achieve a higher proportion of travel by sustainable modes compared to the forecast through the measures identified, reflective of Otterpool Park as a sustainable garden town. The draft targets are set out in Figure 11.

Figure 11 Mode Share Targets



- 5.4.8 Table 9 indicates how such a mode share might be achieved in terms of each mode of travel for external trips to the development as an example. If external mode share can be achieved, this will deliver on the main target for all trips given the volume of external trips and propensity for car use for the longer journeys.

Table 9 Otterpool Park External Trips Target Mode Shares

Mode	Year 5 Interim Target		2044 Target	
	AM Peak	PM Peak	AM Peak	PM Peak
Driver	65%	64%	60%	59%
Passenger	13%	17%	12%	13%
Motorcycle	1%	1%	1%	1%
Train	2%	2%	4%	5%
Bus / Minibus / Coach	7%	6%	8%	8%
Bicycle	4%	3%	6%	5%
On foot	8%	7%	9%	9%
Total	100%	100%	100%	100%

- 5.4.9 The Otterpool Park development will build out over the period to 2044 and at early stages of the development a lower mode share by sustainable modes would be anticipated as non-residential land uses within the development come forward and public transport services are developed. An interim target is therefore proposed for 5 years after first occupation. For the interim targets, it is assumed that the early improvement of bus services and cycle infrastructure would support increased mode share by bus and cycle than the baseline for the area. This would continue during build-out. Over the medium to longer term, growth in use of rail services would also be anticipated.
- 5.4.10 The target by 2044 represents a significant increase in sustainable travel compared to the base situation and is based on full build out of the development. The targets are for all trips and thus it relies on a balance of land uses, with work journeys leading to more car mode share and education and local services trips having a higher proportion by walking and cycling (as in the baseline).
- 5.4.11 There will be a need for each Travel Plan for the individual land uses such as school travel and travel to work to demonstrate how they will contribute to meeting the above targets.

6 Management Strategy

6.1 Introduction

6.1.1 In order to be successful in achieving the targets, the Framework Travel Plan for the Development requires a management structure to develop, implement and communicate measures.

6.2 Travel Plan Co-ordinator

6.2.1 In order to become more than just a document, all Travel Plans require an 'implementer', often referred to as the Travel Plan Coordinator (TPC). The TPC would be responsible for the implementation, administration and monitoring of the Travel Plan.

6.2.2 The TPC will assist in working-up a full implementation programme and monitoring strategy. They will also be responsible for building the necessary partnerships and delivery of site-wide initiatives. Administration of the Travel Plan will involve the maintenance of the necessary systems, including paperwork, consultation, promotion, and regular updates of the Plan itself.

6.2.3 The TPC will play an essential role in the development and success of sustainable travel measures, particularly in the development and delivery of area wide initiatives and promotional activities designed to raise awareness of the Travel Plan and its aims and objectives and would need to be involved prior to first occupation. The key tasks of the TPC will include:

- To lead and manage the development and implementation of the site-wide travel plan;
- To act as a central point of contact for all site occupiers and external stakeholders in relation to the Travel Plan;
- To lead the implementation of the monitoring plan set out within the monitoring strategy;
- To lead the implementation and manage the data collection procedures as set out in the monitoring strategy;
- To take responsibility for raising awareness of and championing sustainable travel issues;
- To promote schemes and events which encourage walking, cycling and the use of public transport along with the reduction of the use of the private car;
- To represent the 'human face' of the travel plan – explaining its purpose and the opportunities on offer;
- To build and nurture the necessary partnerships required for Travel Plan implementation and success including facilitation of the Travel Plan Steering Group (TPSG);
- To deliver and/ or manage, procure and/ or oversee delivery of site-wide travel plan measures (including the preparation of travel packs and relevant Apps to be available to all households);
- To keep abreast of developing travel plan techniques;
- To regularly review and evaluate both the travel plan and the operation of the TPSG and to provide feedback to the planning and the highway authority via meetings and/ or other channels;
- To prepare progress reports, action plans and budgets for the Travel Plan aimed at best meeting its objectives and targets; and
- To liaise with the employment and school travel plan representatives to ensure coordination of measures and monitoring in order to maximise effective travel planning.

6.3 Travel Plan Steering Group

6.3.1 A Travel Plan Steering Group (TPSG) would be established to provide a framework for the implementation and monitoring of travel planning measures at Otterpool Park from the outset.

6.3.2 The Steering Group would be likely to initially comprise the TPC on behalf of the Otterpool Park promoters, site developers, KCC's travel plan officers in an advisory role, officers from FHDC and other key stakeholders as appropriate (e.g. Highways England, public transport operators). It will

also be important to include representatives of Otterpool Park residents, businesses and schools to assist in the long-term sustainability of the Travel Plan.

- 6.3.3 The TPSG will have an important role to play in the early stages of the development, guiding the implementation, monitoring and review process, enabling decisions to be made and helping to secure partnerships and maintain momentum. It will have an important role to play in early monitoring so that measures can be agreed and brought forward in partnership with public transport operators for example, should targets not be met.
- 6.3.4 It is envisaged that the Steering Group would initially be chaired by the Travel Plan Coordinator and meet every six months to monitor the implementation and management of the Travel Plan and take actions as necessary. However, the Otterpool Park promoters would remain ultimately responsible for delivering the travel plan.

7 Framework Travel Plan Measures

7.1 Introduction

- 7.1.1 The Otterpool Park development comprises a mix of land uses including residential, schools, employment, retail and community and health facilities. The Travel Plan identifies measures to facilitate sustainable travel and reduce vehicle trips and to inform workplace and educational travel plans where they are required.
- 7.1.2 The measures that form the Travel Plan are set out in this chapter, with indicative workplace and school measures contained within Appendix A.
- 7.1.3 The Framework Travel Plan proposes a range of initiatives to achieve the proposed mode share targets. These address all modes of travel (walking, cycling, car, car sharing, public transport), by all purposes of journeys to and from the site.
- 7.1.4 The measures and initiatives set out cover both hard and soft measures. 'Hard' measures focus on infrastructure and service improvements and off-site mitigation measures. 'Soft' measures promote and encourage sustainable modes of travel through education, training and publicity initiatives.
- 7.1.5 Research into travel plan measures, such as the DfT document 'Making Travel Plans Work'⁴ identify that a whole range of measures are required to bring about change in travel behaviour. However, evidence shows that better bus services, walking and cycling facilities and car share matching schemes are all very important parts of the travel plan menu. Following that, it is shown that higher levels of uptake – reductions in car driving of 17% or more – are likely to depend on two key factors: the financial incentives or disincentives related to travel, and the availability of parking at the workplace. As such, the priorities for the travel plan need to be on the infrastructure provision and then seeking for financial incentives and an effective parking strategy for workplaces in Otterpool Park.

7.2 Hard Measures – Site Design and Connections

Walking and Cycling Strategy

Otterpool Park Network

- 7.2.1 The Walking and Cycling Strategy aims to create a highly connective and permeable network of routes that support the anticipated high-demand from the resident and working Otterpool Park population. At the same time, the strategy aims to bring benefits to the existing populations in adjacent settlements and leisure users of existing footpaths and bridleways.
- 7.2.2 As a key principle, the design of the development provides for walkable neighbourhoods, with the majority of all homes within easy walking or cycling distances of facilities and services:
- 400 metres of a LEAP (local play area) (Drawing OPM(P)1035C);
 - 700 metres of a MUGA (multi use games area) (Drawing OPM(P)1033C);
 - 800 metres of a primary school (Drawing OPM(P)1030C) and local centre (Drawing OPM(P)1031C); and
 - 1,000 metres of allotments and community orchards (Drawing OPM(P)1036C), sports pitches (Drawing OPM(P)1032C) and a NEAP (neighbourhood play area) (Drawing OPM(P)1034C).
- 7.2.3 Walkable neighbourhoods create the opportunity for high levels of walking and cycling usage.
- 7.2.4 To ensure cycle and walking routes are well used and fit for purpose, there are 'Direct routes' that act as commuting routes to allow direct and fast access between residential areas and the station, town centre, key local employment areas, local centres and schools. These will be a mix of routes that are adjacent to the road network and off-road connections where they are more direct. There will also be a network of 'leisure routes' introduced, consisting of longer, meandering paths which will

⁴<https://webarchive.nationalarchives.gov.uk/http://www.dft.gov.uk/pgr/sustainable/travelplans/work/ngtravelplansworklessons5783.pdf>

connect the green spaces and Otterpool Park to the wider countryside. The routes are illustrated in Drawing OPM(P)1010D.

- 7.2.5 Where walking and cycling routes share the highway corridor, the following provision will be made:
- The strategic street will have 4.6m express segregated cycleway on one side and 3-4m shared path on the other;
 - Primary streets will have 4.6m express segregated cycleway on one side and 3m footpath on the other;
 - Secondary streets will have 3-4m shared path on one side and 2m footway on the other; and
 - In tertiary and other streets, these will be quiet streets and cyclists will share the roadway with vehicles.
- 7.2.6 Where walking and cycling routes intersect with vehicular traffic routes, junctions will be designed to afford priority to non-motorised users. The safety of pedestrians and cyclists will be ensured by providing routes of adequate widths and with crossing points located on key desire lines that include refuges and other formal/ controlled crossing facilities as appropriate.
- 7.2.7 A series of walking and cycling routes away from vehicular traffic will also be created, establishing a safe network linking the high street and local centres to and through the residential areas. These routes will link into the existing footpaths and footways within the site, which will be upgraded as appropriate to form an integral element to support the Strategy. The propensity to walk will not only be influenced by distance but the quality of the of the walking experience, such as routing through green spaces, local centre and residential streets offering a high-quality walking experience, with good quality landscaping, gardens and streetscape. Hence, it is intended that these well-designed routes will provide an attractive and more sustainable alternative to the car.
- 7.2.8 There will be a number of locations where key walking and cycling links will connect across the A20 between the northern and southern parts of the development. The junctions will incorporate controlled crossing facilities to afford priority to pedestrians and cyclists (and equestrians where there is a bridleway).
- 7.2.9 All walking and cycling routes will be of a high-quality with all-weather surfacing, well-lit and easily maintained. The layout of homes and routes will ensure natural surveillance to increase user safety.

Off-site Connections

- 7.2.10 In response to the findings within the Walking and Cycling Study commissioned by Folkestone & Hythe, as well as anticipated demand for walking and cycling movements as set out in the Transport Assessment, the Walking and Cycling Strategy (completed by Mott Macdonald) seeks to improve connectivity between Otterpool Park and the wider network. The nature of the improvements will be part of an ongoing dialogue and consideration of feasibility including the impact of gradients. Connections will be supported through the likely provision of contributions to off-site sustainable transport improvements. Priorities identified include:
- Improvements in cycle linkages to the Hythe area;
 - Improvements in cycle linkages to the Folkestone area;
 - Improvements to Westenhanger Station access and destinations to the north of HS1 and the M20; and
 - Connections between the internal network and existing PRoW.

Public Transport Strategy

Westenhanger Station and Rail Services

- 7.2.11 An upgrade to the passenger facilities at Westenhanger Station is being sought in conjunction with key stakeholders. The station is intended to provide a major hub of activity within the settlement, enhanced transport interchange, an identity for commercial, social and residential land uses and improved linkages for visitors to Westenhanger Castle. It is envisaged that improvements would include:

- Upgraded passenger waiting facilities and information;
- Platform extensions;
- A new pedestrian overbridge between platforms;
- Lift access to platforms;
- Secure cycle storage;
- Bus interchange;
- Parking including EV charging spaces; and
- Potential for commercial provision of café/ retail facilities.

7.2.12 The potential to enhance rail services with additional direct services to London is also being explored with the aspiration of at least hourly direct services of less than 60 minutes journey time.

7.2.13 It is envisaged that a car park will be provided for the station which will initially be a surface car park and would be expanded over time with decking or structures to provide a multi-storey facility.

Bus Network and Services

7.2.14 The bus services strategy is to provide an accessible, frequent and reliable service for residents to connect within the site to key destinations including local centres, schools, employment sites and Westenhanger Station and to key destinations, notably Ashford and Hythe.

7.2.15 It is intended that there would be a bus stop within 400 metres of the majority of homes and contributions to bus services to enable provision at 30-minute frequencies from early occupation. It is envisaged that there would be a 15-minute frequency service, increasing to every 10 minutes once fully commercial, by the time of full development. The aim is for people to be able to turn up and catch a bus within no more than a typical 5-7 minutes wait.

7.2.16 Bus services would be likely to firstly involve an enhancement to the existing services on the A20, with additional buses being added to increase frequencies and provide a bus service through the development on the north and south side of the A20.

7.2.17 Figure 12 illustrates the suggested bus routing and walking distances from bus stops, demonstrating that the majority of residents would be within no more than 400 metres walking distance (less than five minutes at average DfT walking speeds).

7.2.18 The strategy plan shows two indicative Otterpool Park routes:

- From Sellindge on the A20, routing through the northern part of Otterpool Park to the town centre and station, and then via the business area of the masterplan to the A20 south to Newingreen and to Hythe (and vice versa); and
- From Sellindge on the A20, routing through the southern part of Otterpool Park, then across to the town centre and station, and then via the business area of the masterplan to the A20 south to Newingreen and to Hythe (and vice versa).

7.2.19 The development will be phased and built out in different areas of the Masterplan. Bus routes will develop through the build out of the development in conjunction with bus operators and it is important to allow for flexibility in provision whilst adhering to the strategy principles. There is therefore a need to plan the implementation of bus service changes to reflect the development phasing to ensure that, as new settlement centres are established, walking distances to bus stops are minimised.

7.2.20 High quality bus stop facilities would be provided to make the services an attractive option for short and long journeys, with shelters, lighting and information. Infrastructure design will take account of the accessibility needs of the mobility impaired. Real time information on bus services would be available via bus stops or other appropriate technology for users.

7.2.21 It is likely that bus services would be delivered by the bus operator and monitored by the Quality Bus Partnership (QBP) between FHDC, KCC and the bus operator, to achieve quality local bus services. The aim of a QBP is to develop and improve all aspects of bus travel within the District, including infrastructure, with the overall objective of increasing passenger numbers, thereby reducing the need

to travel by car. The measures that the QBP might consider for the Route 10 which will pass through the Otterpool site might include investment in new vehicles, with consideration of hybrid or electric buses, as well as fare incentives and new infrastructure on the route, such as, enhancements to existing bus stops and the provision of new high-quality facilities. However, at present discussions are ongoing as to the delivery of bus services for the development and various means of provision will be considered including use of demand responsive services in the early years.

Parking

- 7.2.22 The level of car, motorcycle and bicycle parking to be provided will be agreed at the reserved matters stage for each development zone. It is anticipated however that the development will be constructed in accordance with the FHDC standards at the time of submission of the relevant reserved matters applications.

Cycle Parking

- 7.2.23 Well designed and located cycle parking and electric cycle charging points would be provided within the local centre and neighbourhood centres, at the station and transport hub as well as at employment and community facilities. The opportunity for a cycle hire scheme will be explored.
- 7.2.24 It is intended that shower facilities and lockers would be provided within the main non-residential uses such as the schools, community centre and workplaces. Where businesses have a low number of employees (such as under 10) the possibility of shared facilities with other occupiers could be considered.

Car Parking

- 7.2.25 The approach to parking in each area of the development requires a careful balance between meeting the needs of residents/ businesses and not unduly encouraging car use. Control of the provision and use of car parking at any new development is a well-established aspect of modern travel demand management.
- 7.2.26 However, for parking policies to be effective in encouraging more sustainable travel patterns they must be part of an integrated approach towards satisfying existing and future travel needs in a sustainable manner. The prioritisation of walking, cycling and sustainable transport movements over vehicles will encourage travel via non-car modes.
- 7.2.27 The Parking Strategy for Otterpool Park will be an integral part of the design of the new town and seek to achieve a balance that recognises the reality of car ownership and the need to avoid indiscriminate car parking. The intention is that the street scene is not be dominated by parked cars at the expense of local amenity and future forms of movement.
- 7.2.28 For residential parking, as a new Garden Town settlement, Otterpool is a bespoke development. Through discussion with Kent County Council, it is therefore proposed that the category of area for which parking levels apply are agreed for each area of the site as it comes forward, in accordance with the policy.
- 7.2.29 For the non-residential uses within the town centre and local centres, each development would require detailed consideration of linked visits in order that parking provision reflects the mix of land uses and locational characteristics.

Electric Vehicles

- 7.2.30 The development will need to provide for the future requirements for electric vehicles and give the flexibility to adapt to innovative transport solutions such as autonomous vehicles. There will be a need for ongoing monitoring and research of emerging technology and incorporation of new measures into the travel plan and transport strategy. At this stage, suggested measures include:
- Seek to develop an electric vehicle car club in conjunction with an operator;
 - Seek to develop a rental bike scheme, including electric bikes;
 - Provide passive provision for electric vehicle charging at all homes with allocated spaces as well as to on-street parking areas; and

- Develop electric vehicle charging point strategy with provision in local centres, employment locations and the rail station

7.2.31 The developer aims to provide new homes with super-fast broadband. Information on broadband services would be provided in the Sustainable Travel Pack. Space to enable homeworking and/or future adaptation of homes is an aim for the development as this reduces the number of trips made per household, as well as the take up of local facilities.

7.3 Soft Measures – Site Design and Connections

Marketing Strategy

7.3.1 A marketing strategy for sustainable travel will be put in place and this will form part of wider site promotional initiatives. The elements that the strategy is anticipated to include are set out below:

- Residents, pupils, employees and visitors would be made aware of travel choices and be provided with accurate and up-to-date information to encourage a culture of sustainable travel;
- New residents would be presented with a Sustainable Travel Pack by the TPC or site sales staff. It is essential that it contains the necessary travel information to suitably inform recipients. This travel pack may be available in hard copy or electronically, to provide flexibility of use;
- To ensure that the benefits of receiving the Sustainable Travel Pack go beyond the first occupants of each residential unit, provision will be made to supply this information for future occupants with information updated as necessary. This will be organised by the TPC as and when required;
- Employees could receive a similar Travel Information Pack on commencement of employment, with sustainable travel information forming part of the induction process;
- Travel Plan notice boards would be provided in communal areas of the development. These would contain walking, cycling and public transport information for the area and would be updated by the TPC as necessary;
- A newsletter could be produced periodically detailing the progress of the Travel Plan and the results of the monitoring. This newsletter could also act as a promotional tool for the Travel Plan by publicising any new measures, sustainable travel campaigns and improvements to sustainable travel facilities in the local area; and
- The Otterpool Park website could also provide a sustainable travel page providing access to site specific travel information, contact details for the TPC and information relating to incentive schemes/ discounts. This may also contain surveys to establish the demand for proposed sustainable transport measures to be implemented at the site. It could also provide up-to-the-minute local travel information, providing warning of network disruptions or the implementation of traffic management schemes, such as Operation Stack/Brock. Travel alerts could be provided to registered users by SMS.

Residential Sales Suites

7.3.2 To ensure that potential residents of the site are informed about the Travel Plan and its goals from the earliest stage, the sales suites for the development should include details of access by sustainable travel modes and of the Travel Plan. A touch screen computer could for example be provided in the sales office which could provide travel information for potential future residents.

7.3.3 The sales staff should be given training to promote the Travel Plan as an asset and selling point of the development and key concepts relating to accessibility included in sales particulars. The TPC would liaise with and train sales staff about sustainable transport provision at the site. The Sustainable Travel Pack can also be used as a leaflet to inform prospective residents about sustainable travel options.

Travel Information Leaflet/ Sustainable Travel Pack

- 7.3.4 New residents and employees would be presented with Sustainable Travel Packs by the TPC or Site Sales Staff/ employers representatives setting out comprehensive details which may include the following:
- Brief details of the Travel Plan measures and its objectives and targets;
 - Plans of walking and cycle routes and local facilities in the area;
 - Passenger transport timetable information for services in the vicinity of the site and onward connections and rail timetables and maps showing nearest bus stops and routes;
 - Information on discounted public transport tickets;
 - Contact details for local cycling groups and cycle shops;
 - Details of cycle training;
 - Details of car sharing websites and protocols on car sharing;
 - Details of the car club (if provided) and a voucher for redemption against its first use as well as free membership for an initial period;
 - Details of discounts for cycle purchase and outdoor clothing purchase (and vouchers where applicable);
 - A list of free to use route planners (walking, cycling, public transport);
 - A list of other free to use website portals which assist use of sustainable travel options to the site;
 - Protocol for car sharing, information on the guaranteed ride home, where the travel noticeboards are located; and
 - Guidelines to use SMS texting or bus apps to find out when the next bus is due to arrive/leave the bus stops close to the site.

Events

- 7.3.5 Sustainable travel promotional events would be organised by the TPC, in relation to specific aspects of the Travel Plan or to promote the introduction of any new initiatives. This could allow travel awareness to be maintained amongst employees, residents and visitors and be used to raise recognition levels for initiatives that may have become less popular with time. Such sustainable travel events could be promoted via newsletter, email, posters and the website and could contain a number of measures to encourage people to travel sustainably.

Car Club

- 7.3.6 It is proposed to undertake reasonable endeavours to establish a car club(s) on the site for residents and visitors. Car clubs are evolving in terms of operation and management and there is a need for flexibility to develop a scheme appropriate for the Otterpool Park development. A car club is likely to be run by an external operator such as Zipcar or Enterprise Car Club. For example, Kent County Council operate a scheme with Zipcar for employees (<https://www.zipcar.co.uk/kcc>), with the developer providing parking spaces and supporting promotion. Research reviewed by Arcadis has shown that typically a car club requires 50 members per car and they can be effective in reducing second car ownership.
- 7.3.7 The establishment of a car club is likely to require from the developer:
- Provision of marked and branded parking bays (typically one bay per 100 homes, although this can be confirmed depending on take up in different development areas. This would equate to approximately 85 on street spaces for the Otterpool Park site); and
 - Marketing and promotion of the car club to home buyers and businesses.
- 7.3.8 It will be important for the car club to be established close to the outset in order that people can join at an appropriate time (for example when the car tax or insurance runs out) to provide people with

choice and establish positive travel habits. The TPC would be responsible for seeking a car club operator for the Otterpool Park development.

Car Sharing Scheme

- 7.3.9 Car sharing is an effective method of reducing peak-hour congestion, emissions and car parking stress, as well as cutting transport costs for travellers and will therefore be encouraged.
- 7.3.10 The TPC can promote car sharing amongst residents travelling to or from the site for work and for local residents. The TPC would direct people towards the existing car sharing website, <https://liftshare.com/uk/community/kent>, with the potential to develop an Otterpool Park scheme (the Liftshare site already offers schemes for other communities such as Kings Hill). Increasing the level of car sharing would have benefits in reducing traffic on the network as well as travel costs for users.
- 7.3.11 Each site-specific use with a travel plan could promote car sharing for employees, including the provision of car sharing spaces and a guaranteed lift home scheme.

Public Transport Incentives

- 7.3.12 The TPC would promote and encourage the use of bus and rail services. They would seek to ensure all service information is accessible via website links and where appropriate, displayed within communal areas around the site within easy access of all employees, visitors and residents.
- 7.3.13 The TPC would need to work closely with KCC and the local bus and rail companies to positively market and promote the use of bus services to encourage the use of public transport. They will seek to secure discounted bus travel for new residents and employees.
- 7.3.14 Details would also be provided of travel websites such as Traveline (www.travelinesoutheast.org.uk) and Kent Connected journey planner (<https://kentconnected.org>) on posters, the website and in the Sustainable Travel Packs.

Walking and Cycling Clothing and Equipment

- 7.3.15 Initiatives would be sought to encourage residents and employees to purchase or hire bicycles and to walk. The TPC will investigate the opportunity for discount vouchers to spend on cycling and walking clothing and equipment with local businesses.

Cycle Training and Bicycle Users Group

- 7.3.16 Often people feel safer if they travel together. It is easier to achieve this in the car or on public transport, but it is possible to set up groups where people offer to become a cycle buddy to people who need to increase their confidence in cycling or just need to get used to the route.
- 7.3.17 In addition, the TPC would seek to offer cycle training for adults and children to develop skills and encourage cycle use, such as through facilitating a Bicycle Users Group.

Walking and Cycling Routes

- 7.3.18 The TPC would provide employee representatives and residents with information and advice concerning safe walking and cycle routes to and from the site and also with details on the Kent Connected (<https://kentconnected.org>) which provides information on journey planning and routes around Kent.

Personalised Journey Planning

- 7.3.19 Bespoke journey planning sessions could be made available to staff and residents to advise individuals on their sustainable travel options and the health and economic benefits that could accrue. This would be actively promoted by the TPC.

Workplace and School Travel Specific Measures

- 7.3.20 Specific measures that may be incorporated into workplace and school travel plans are identified in Appendix B.

Freight Deliveries

- 7.3.21 In order to minimise the impact of freight on the development and surrounding network and promote a low carbon development, the following measures are suggested for further investigation:
- Seek to use commercial vehicles powered by sustainable fuels to serve the development;
 - Aim to use suppliers with efficient vehicles;
 - Send drivers on fuel-efficient driver training programme;
 - Promote the Highways England Driver Information Programme entitled 'Heavy Goods Vehicle' to drivers;
 - Plan freight movements outside of peak times where possible;
 - Route large vehicles away from sensitive areas and use road and junction design to encourage use of the M20 Junction 11 and discourage additional traffic west along A20;
 - Seek to include a distribution point for delivery vehicles that allows transfer to local delivery company; and
 - Investigate the viability for freight consolidation at commercial locations to reduce the number of deliveries.
- 7.3.22 These measures would form part of the Construction Traffic Management Plans and Final Travel Plan for each development parcel, with the Travel Plan Coordinator working with contractors to ensure a consistent approach.

Construction

- 7.3.23 The measures set out within this Framework Travel Plan relate to the operational phase of the Development only. The management and monitoring of construction worker travel and parking will be dealt with in a construction traffic management plan which would be produced by the contractors prior to the construction of each of the elements of the site.

8 Monitoring and Review

8.1 Introduction

8.1.1 It is recognised that effective monitoring is critical in determining the success of a Travel Plan and would be essential to gain an understanding of the effectiveness of the initiatives in achieving the objectives and targets for the proposed development. Monitoring a Travel Plan will measure progress made so far, to identify areas for improvement and to anticipate emerging threats and opportunities as a basis for an informed review of methods and targets for the next period of the Travel Plan.

8.1.2 Furthermore, it is deemed appropriate to split the monitoring process into two separate categories:

- Monitoring – this would be undertaken by the TPC to ensure appropriate implementation of the Travel Plan for the different land uses; and
- Review – a process that would be conducted by the TPC to manage and monitor progress. There may also be input from KCC officers.

8.2 Monitoring timescales

8.2.1 It is anticipated for the purposes of the Travel Plan that occupation of Otterpool Park will begin in 2022 with full build out expected by 2044.

8.2.2 The Travel Plan monitoring would commence at one year from first occupation and be reported until five years post first occupation, at which point there would be a review of ongoing requirements in conjunction with KCC. The five-year period would enable review of the success of the Travel Plan against the interim targets set out in this document. The monitoring would ensure that the travel behaviour for the entirety of Otterpool Park is captured, and potentially future phases of development.

8.2.3 In addition, it is proposed that future occupiers of the non-residential elements would conduct baseline surveys within three months (of occupation). Once the 'main' monitoring is triggered, then non-residential workplace monitoring should coordinate with that.

8.3 Monitoring approach

8.3.1 Monitoring of the Travel Plan will be essential to gain an understanding of the effectiveness of the Travel Plan initiatives in achieving the objectives and targets for the development. Monitoring will be carried out by the TPC. Indicators would be established prior to the baseline monitoring and data will be collected by the following:

- Ongoing measurement of walking and cycling on the main connections through the development by use of appropriate counters (video/ manual);
- Ongoing monitoring of the number of cycles parking within the local centre (TPC to count) and each individual workplace undertaken by the Workplace Travel Plan Champion (WTPC) and within schools undertaken by the School Travel Plan Champions (STPC), refer to Appendix B;
- Ongoing measurement of traffic entering and leaving the site through each of the main access points by the placement of permanent counters in the carriageway (this could be cross referenced with the level of development on the site at the time when analysing allowing for construction traffic movements, which could be counted separately);
- Monitoring of mode share for each land use on an annual basis through:
 - Household travel surveys; and
 - Employee travel plan questionnaires;
- Monitoring of total trips generated and modal share for the schools through an annual hands-up survey of pupils and staff travel questionnaire.

8.3.2 The questionnaires and data collection procedures to inform the Travel Plan Monitoring Strategy would be developed by the TPC and agreed by the Travel Plan Steering Group (TPSG).

8.4 Reporting

- 8.4.1 A monitoring report would be produced annually by the Travel Plan Co-ordinator and submitted to KCC, the Travel Plan Forum. The monitoring report would enable the site TPSG and KCC to ascertain whether the targets are being achieved. The report would contain the data collected from the methods outlined previously and would analyse achievement of each of the targets of the Travel Plan, together with the following:
- Details of progress made since the submission of the previous report. This could include details of measures which have been implemented and details of any other changes which have occurred over the time period which are significant to the Travel Plan (e.g. a rise in the number of residents and staff at the site);
 - A summary of the monitoring results. As a minimum, this would include the results of the travel survey, however where applicable it may include the results of surveys undertaken of cycle parking usage, traffic counts at the access points and review of bus patronage;
 - An assessment of whether Travel Plan targets (depending on year) are on track to be met. If the results show that targets are not likely to be met either due to negative shift in modal share or little movement from the previous survey, measures should be considered to bring the results back on track or targets should be re-considered; and
 - An identification of actions and priorities for the forthcoming year will be outlined which explains what actions are to be undertaken to help meet the targets contained within the Travel Plan.

8.5 Remedial Strategy

- 8.5.1 If targets are not being achieved, then appropriate remedies will be employed to reverse the observed trend.
- 8.5.2 The potential remedies required will obviously depend on the nature and scale of the targets being missed. The remedial strategy will be focused on the targets that have not been achieved, but it is expected that a programme of promotional activity about sustainable transport modes will form a key element of a potential strategy. In the development of the remedial strategy, consultation will be undertaken with KCC to discuss the outcomes of the Travel Plan monitoring and subsequent review, together with the proposed action plan of measures to be taken forward.
- 8.5.3 An example of possible further measures that could be implemented are as follows:
- Additional enhancements to walking, cycling and public transport infrastructure and services;
 - Increased resources for implementation of softer measures;
 - Increase the marketing and promotion of the Travel Plan and travel options;
 - Actively increase personal travel planning;
 - Seek to secure further discounts/ links with public transport operators and local shops;
 - Participate in further national event days; and
 - Hold 'Travel Plan days' to promote the Travel Plan.

9 Action Plan

9.1 Introduction

- 9.1.1 The following chapter sets out an action plan for implementation of the measures and initiatives that have been identified to achieve the FTP objectives and targets, as well as address existing travel issues.
- 9.1.2 The action plan includes the measures, indicative timescales and responsibilities for implementation.

9.2 Action Plan of Measures

- 9.2.1 The action plan for the Otterpool Park development is presented in Tables 10 to 13 and identifies the suggested measures relating to the draft Framework Travel Plan objectives and key areas of focus. It is recognised that it might not be possible to implement all of the suggested action plan measures, and these will be developed and confirmed for the Final Framework Travel Plan prior to occupation.
- 9.2.2 The action plan has been subdivided into development stages and types of actions for ease of implementation and review. In relation to responsibilities, at this early stage actions are assigned to the applicant whereas some would be the responsibility of developers of parts of the site, depending how it is delivered.

Table 10 Prior to Site Construction Stage

Action	Proposed Timescale	Outcomes	Responsibility
Appoint a Travel Plan Coordinator (TPC) for the development	At least 3 months prior to occupation	Establish/ appointment of TPC.	Applicant
Site Infrastructure designed to be conducive to encouraging walking and cycling and public transport use	Within infrastructure design and set out within the supporting parameter plans and documents.	Provision of cycle parking, car parking, public transport, pedestrian and cycling routes	Applicant

Table 11 Infrastructure and Services

Action	Proposed Timescale	Outcomes	Responsibility
Provide comprehensive, permeable network of walking routes throughout the development and segregated cycleways	During construction of each sub-phase	Provision of high quality routes to increase walking and cycling	Applicant
Provide bus infrastructure and bus services to connect residential areas with the town centre, rail station, schools and services as well as off-site destinations	Within infrastructure design and through S106 agreement.	Provision of high frequency and prioritised public transport to encourage travel via bus	Applicant
Work with key stakeholders to deliver improvements to the Westenhanger Station facilities and rail services	Prior to and alongside early development phases	Provision of high frequency rail services and enhanced passenger facilities	Applicant

Action	Proposed Timescale	Outcomes	Responsibility
Provision of cycle parking and storage	Within reserved matters/ detailed applications in accordance with the package of documents accompanying the outline planning submission	Promote cycling	Applicant
Provide showers, lockers, changing and drying facilities within units on the site	Within reserved matters/ detailed applications in accordance with the package of documents accompanying the outline planning submission	Promote and encourage walking and cycling	Applicant
Provide passive and active facilities for electric vehicles	Within reserved matters/ detailed applications and construction of local centre car parks	Encourage electric car and bicycle use and ownership, reduce vehicle emissions from the site	Applicant
Install Travel Plan noticeboards throughout the site	During occupation	Promote sustainable travel	Applicant
Provide car club spaces on the site	During construction of each sub-phase	Reduce car ownership on the site	Applicant
Provide all new houses with super-fast broadband.	During construction	Facilitate home-working and internet shopping and reduce the need to travel	Applicant

Table 12 Travel Plan Management and Promotion

Action	Proposed Timescale	Outcomes	Responsibility
Facilitate Travel Plan Steering Group	Within 6 months of first occupation	Provide co-ordinated approach to achieving targets	TPC
Produce a welcome pack for residents and Travel Information Pack for workplaces	Prior to occupation	Ensure sustainable travel is marketed and promoted to all users.	TPC
Display suitable and up to date marketing information on noticeboards	Prior to occupation and as and when site is constructed, and new noticeboards are added	Provision of up to date sustainable travel information	TPC with employer and school TPCs
Set up a periodic newsletter for distribution to residents and	Every 6 months following first	Provision of up to date sustainable	TPC

Action	Proposed Timescale	Outcomes	Responsibility
other uses throughout the site	occupation	travel information	
Maintain travel information on the Otterpool Park website	Prior to first occupation and updated on a quarterly basis with any new information	Provision of up to date sustainable travel information	TPC
Contact car club companies to establish services on the site. Produce vouchers towards these services and include free membership vouchers within the welcome pack for residents.	Discuss provision of services prior to construction. Produce vouchers pre-first occupation.	Encourage lower car ownership through access to shared vehicle	TPC/ Applicant
Train sales staff to promote the sustainable travel to and from the site as a selling point for the development and provide touch screen computer within the sales suite which demonstrates travel options	Prior to first occupation and ongoing	Ensure sustainable travel is promoted as a key selling point of development	TPC/ Applicant
Set up a guaranteed ride home policy for adoption by workplaces	Prior to first occupation	Encourage car sharing/ public transport use	TPC
Produce a bus map, cycle map and pedestrian map to cover the site for inclusion within welcome packs and Travel Implementation Packs	Prior to first occupation	Provision of good quality and informative sustainable travel information	TPC
Organise regular sustainable travel promotional events	Minimum of 2 per year from 3 months after first occupation of the site	Promotion of sustainable travel, matching people up for car sharing, encouraging walking and cycling	TPC
Seek to secure discounts on travel passes with the bus and rail companies.	Prior to first occupation	Encourage public transport usage	TPC
Set up a Bicycle User Group and promote to workplaces and residents	12 months after first occupation	Encourage cycling	TPC
Establish and promote bespoke journey planning sessions on an ad hoc basis for staff and residents	From first occupation and ongoing	Users of the site fully aware of travel options	TPC
Promote car sharing amongst residents travelling to or from the site for work and for employees on the site by directing people towards the existing car sharing	From first occupation and ongoing	Encourage car sharing	TPC

Action	Proposed Timescale	Outcomes	Responsibility
Investigate the potential for implementing an Otterpool Park Car Sharing community (as part of the Liftshare network) which would allow monitoring of the uptake and use of the service.	6 months after first occupation	Encourage car sharing	TPC

Table 13 Monitoring and Management

Action	Proposed Timescale	Outcomes	Responsibility
Monitor walking and cycling levels on main connections	From occupation of 250 th dwelling and an annual basis thereafter	Ascertain success of plan in relation to walking and cycling levels	TPC
Monitor patronage data and take up of public transport discounted tickets	From occupation of 250 th dwelling and an annual basis thereafter	Ascertain success of plan in relation to public transport usage	TPC
Monitor cycle parking within local centre, residential area, schools and workplaces	From occupation of 250 th dwelling and on an annual basis thereafter	Ascertain success of plan in relation to cycling levels and check cycle parking levels are sufficient	TPC with employer and school TPCs
Survey traffic entering/ leaving the site at each main access point by the placement of permanent counters in the carriageway (this would be cross referenced with the level of development on the site at the time when analysing)	Commence on occupation of the 250 th dwelling (or within 3 months occupation of non-residential units) and then undertaken on an annual basis thereafter	Check vehicle generation against target levels to ensure travel plan is having the required effect of reducing car use	TPC
Set up template household survey and distribute to households for completion	From occupation of 250 th dwelling and on an annual basis thereafter	Ascertain success of plan in relation to encouraging sustainable travel	TPC
Set up template employee travel questionnaires and distribute to workplaces for completion	Baseline surveys within 3 months (of occupation) and then undertaken on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC/ WTPC
Set up annual hands-up and staff surveys for schools and provide to schools for completion	Baseline surveys within 6 months (of school occupation) and then undertaken on an annual basis henceforth	Ascertain success of plan in relation to encouraging sustainable travel	TPC/ STPC
Produce a monitoring report and submit to KCC and the TPSG	Annually	Ascertain success of plan in relation to encouraging sustainable travel and	TPC

Action	Proposed Timescale	Outcomes	Responsibility
If targets are not being achieved, liaise with KCC to investigate and agree possible measures/ interventions with KCC, FHDC and TPSG.	Annually	discuss with KCC Reinforce sustainable travel measures and encourage a reduction in car use	TPC

APPENDIX A

Figures

Figure 1 Local Walking and Cycling Networks

Figure 2 Strategic Cycle Route Map and Cycling Isochrones

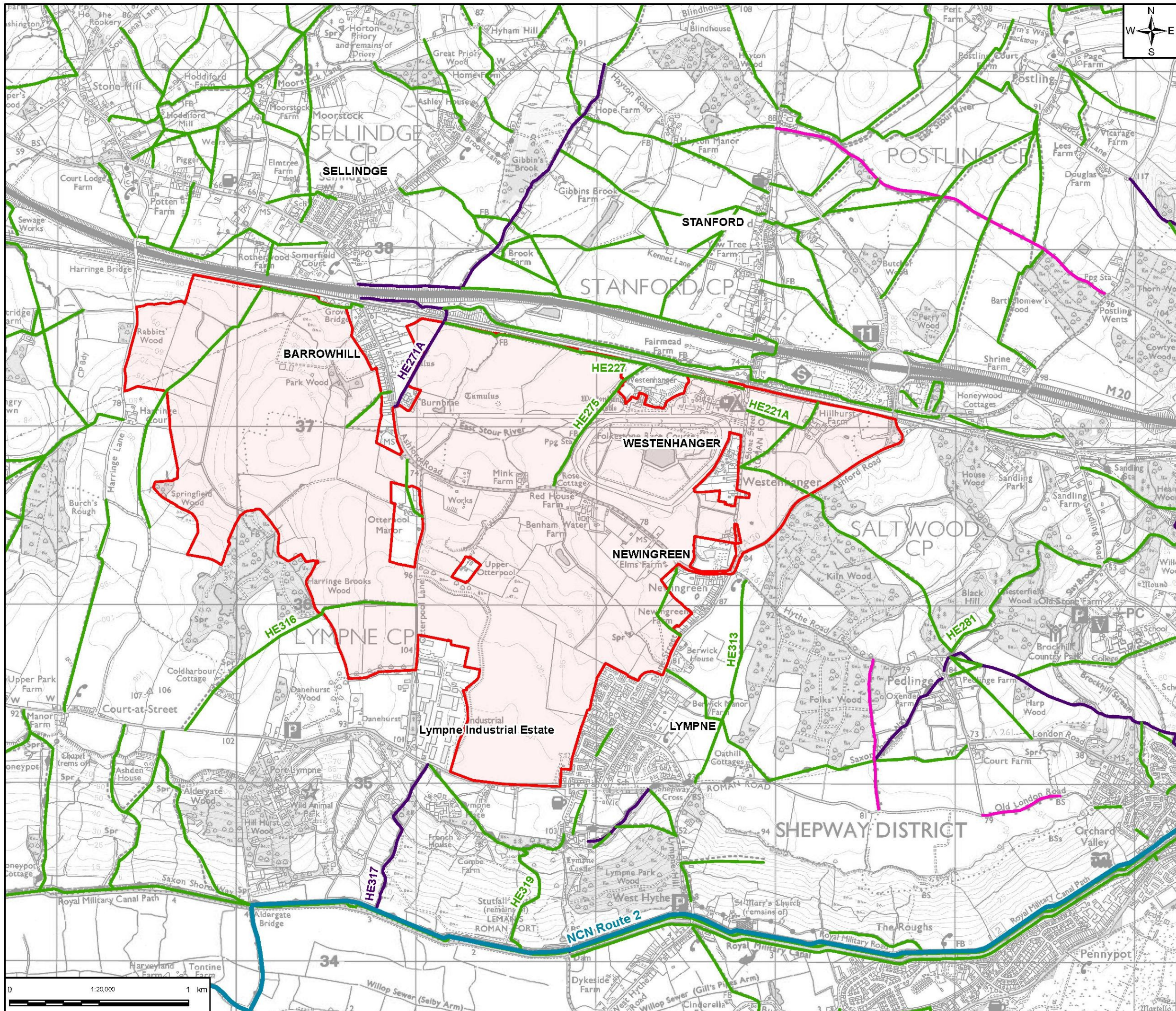
Figure 3 Existing Local Amenities and Walk Isochrones from the Centre of the Site

Figure 4 Slope Assessment of Routes within the Focus Area

Figure 5 Strategic plan of Bus Service Routes

Figure 6 Local Public Transport Service Routes, Stops/Stations and Walk Isochrone

Figure 7 Local Highway Network



- Legend**
- Site Boundary
 - CYCLE ROUTES**
 - National Cycle Network Route
 - PUBLIC RIGHTS OF WAY**
 - Byway Open to All Traffic
 - Public Bridleway
 - Public Footpath

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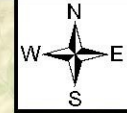
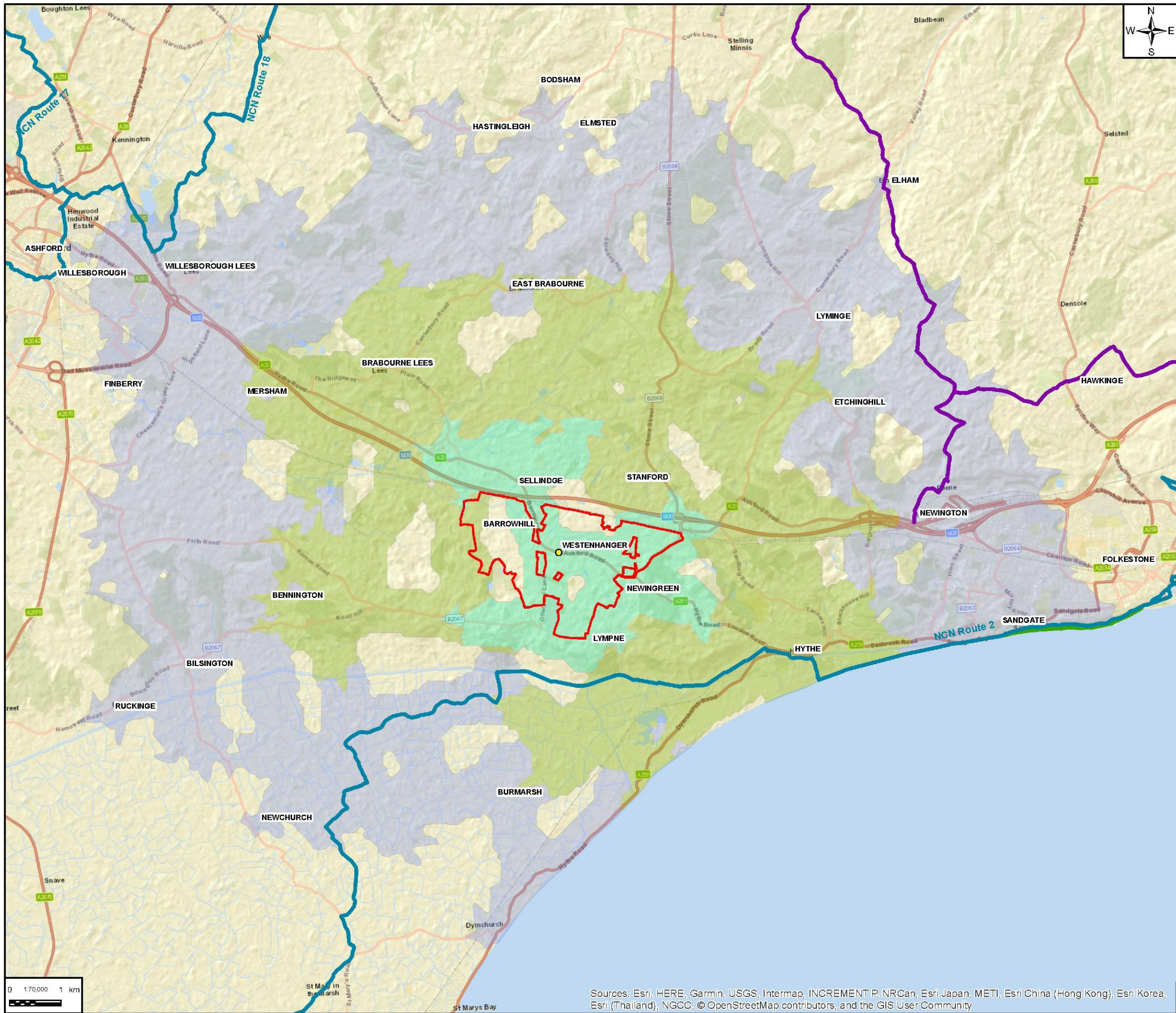
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 District Council

OTTERPOOL PARK

Figure Number 1
LOCAL WALKING AND CYCLING NETWORKS

scale	original size	datum	grid
1: 20,000	A3	Sx	BNG





Legend

- Site Boundary
- Node

CYCLE ROUTES

- National Cycle Network Route
- National Cycle Network Link
- Regional Route

CYCLING JOURNEY TIME

- 15 mins
- 30 mins
- 45 mins



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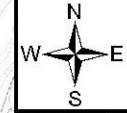
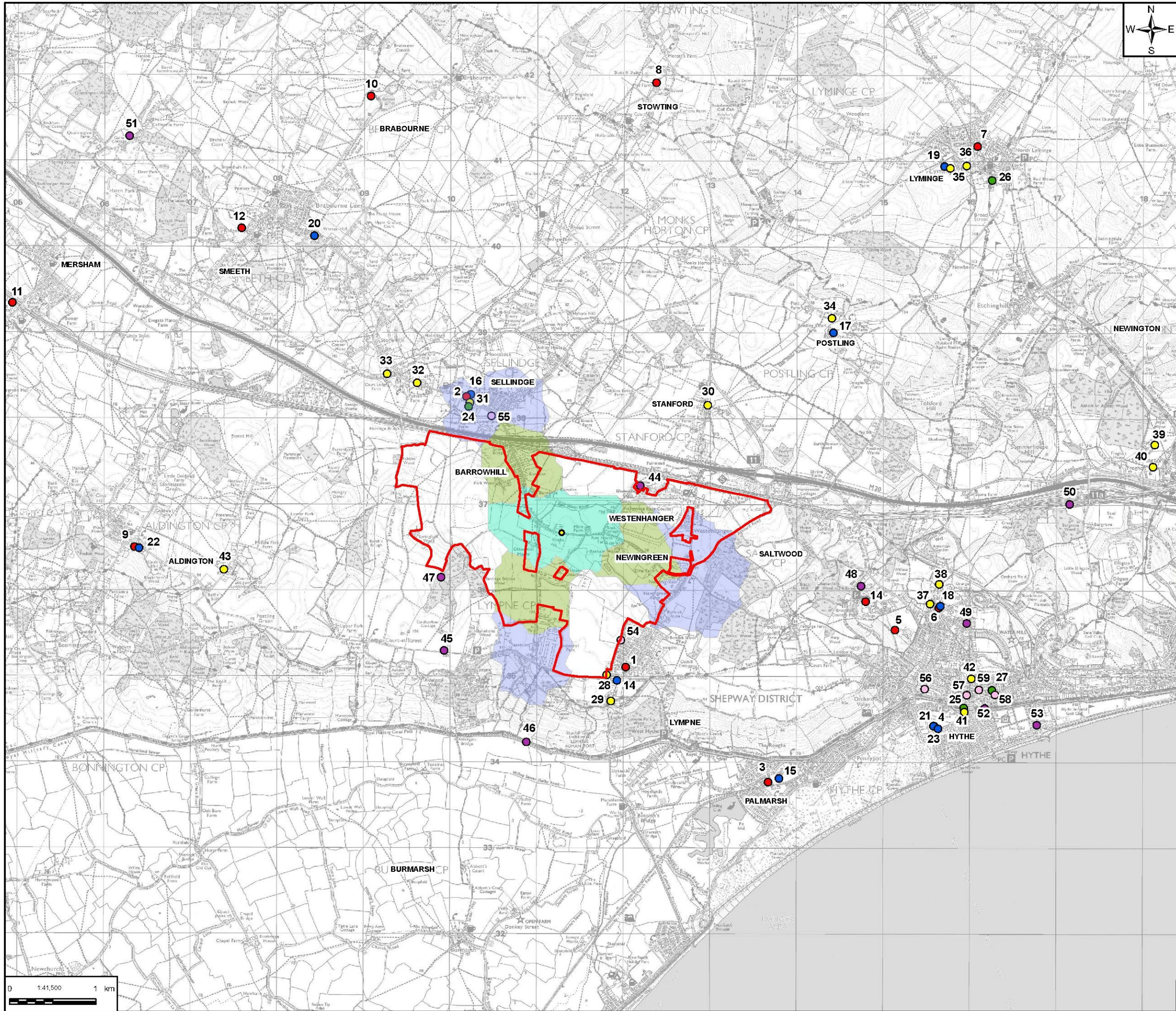
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**Figure Number 2
EXISTING STRATEGIC CYCLE ROUTE MAP
AND CYCLE ISOCHRONES**

scale	original size	datum	grid
1:70,000	A3	Sx	BNG

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community



Legend

- Site Boundary
- Node

COMMUNITY FACILITIES

- Education
- Child Care Facilities
- Health Services
- Community Facilities
- Sports and Recreation
- Retail

WALKING JOURNEY TIME

- 10 mins
- 20 mins
- 30 mins

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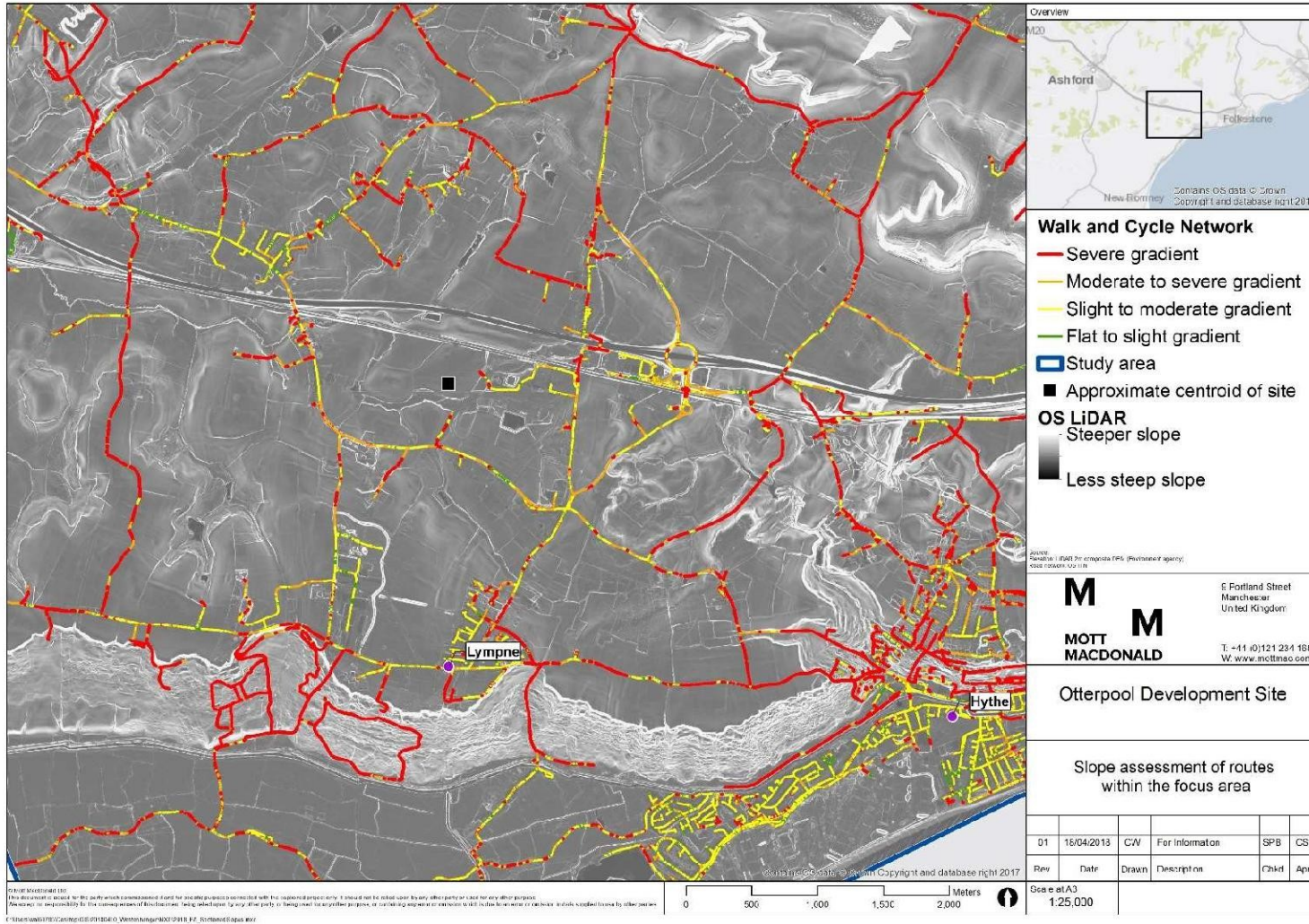
OTTERPOOL PARK

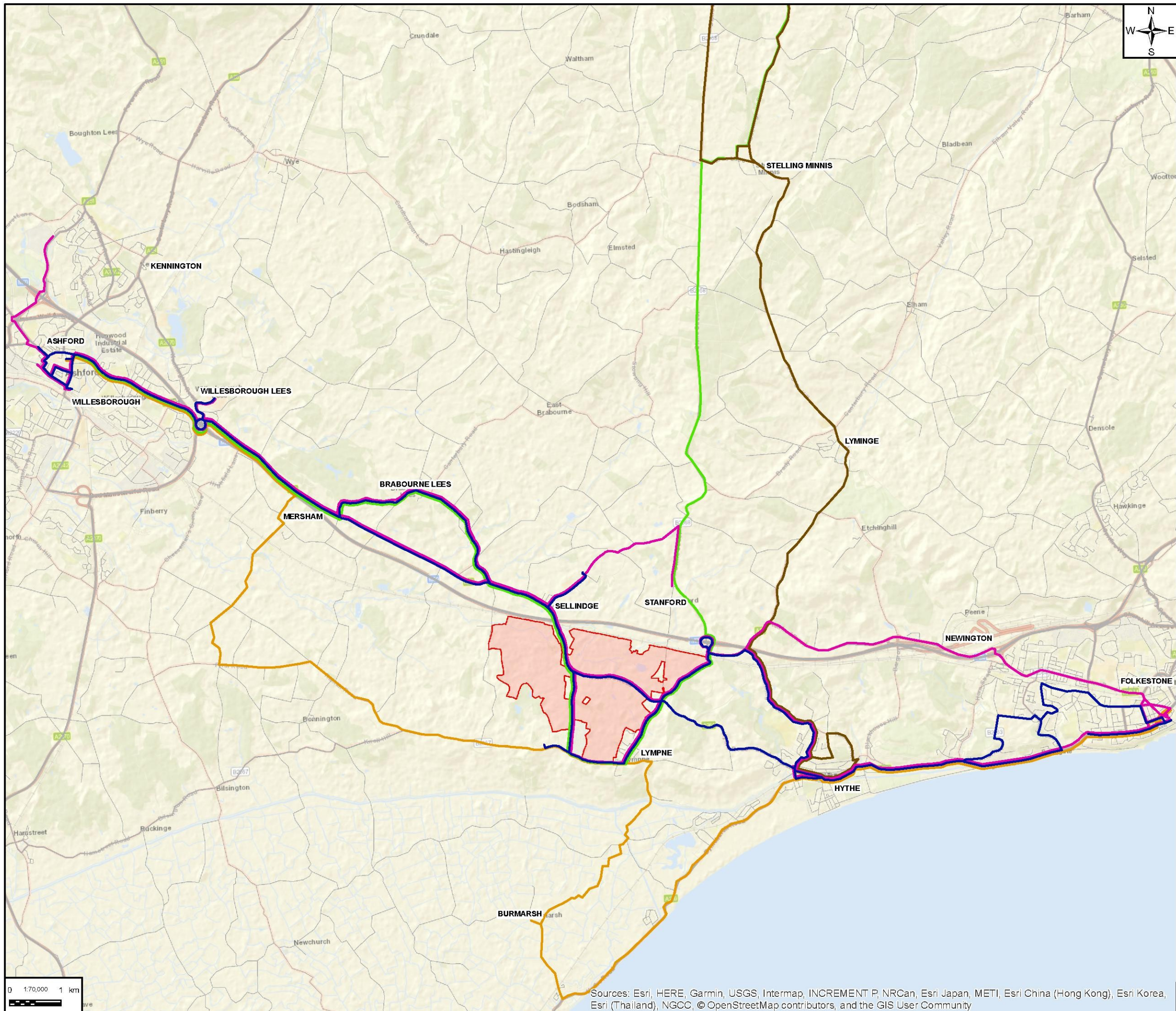
**Figure Number 3
EXISTING LOCAL AMENITIES
AND WALKING ISOCHRONES**



scale	original size	datum	grid
1: 41,500	A3	Sx	BNG

Figure 4: Slope Assessment





Legend

Site Boundary

Bus Services :

- 10
- 10A
- 18
- 18A
- 111

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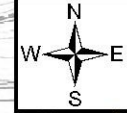
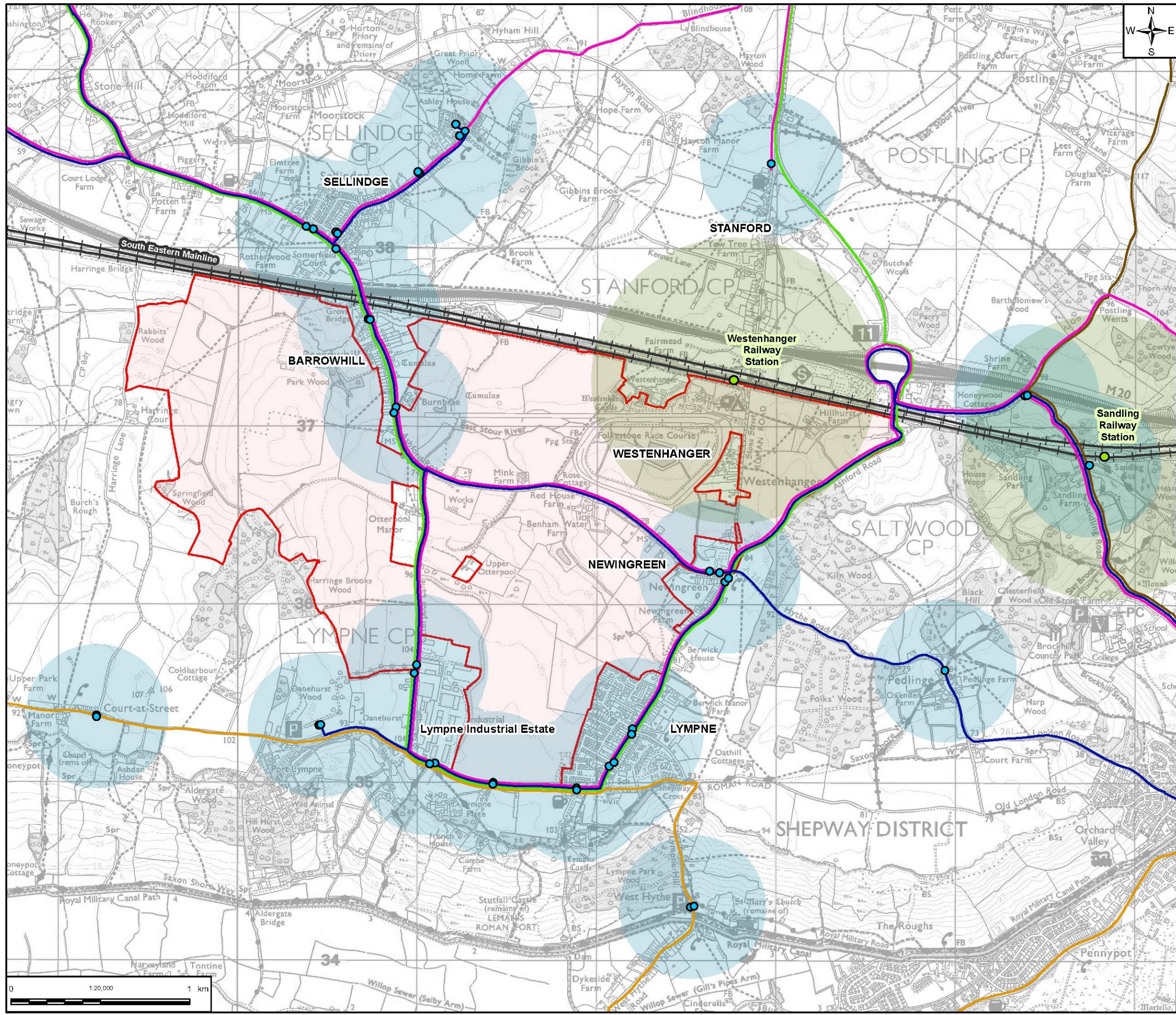
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**Figure Number 5
STRATEGIC PLAN OF BUS SERVICE ROUTES**



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community

scale	original size	datum	grid
1: 70,000	A3	Sx	BNG



Legend

- Site Boundary
- BUS**
 - Bus Stop
 - Bus Services :
 - 10
 - 10A
 - 18
 - 18A
 - 111
 - 400m Walking Distance
- RAIL**
 - Railway Station
 - Railway Line
 - 800m Walking Distance

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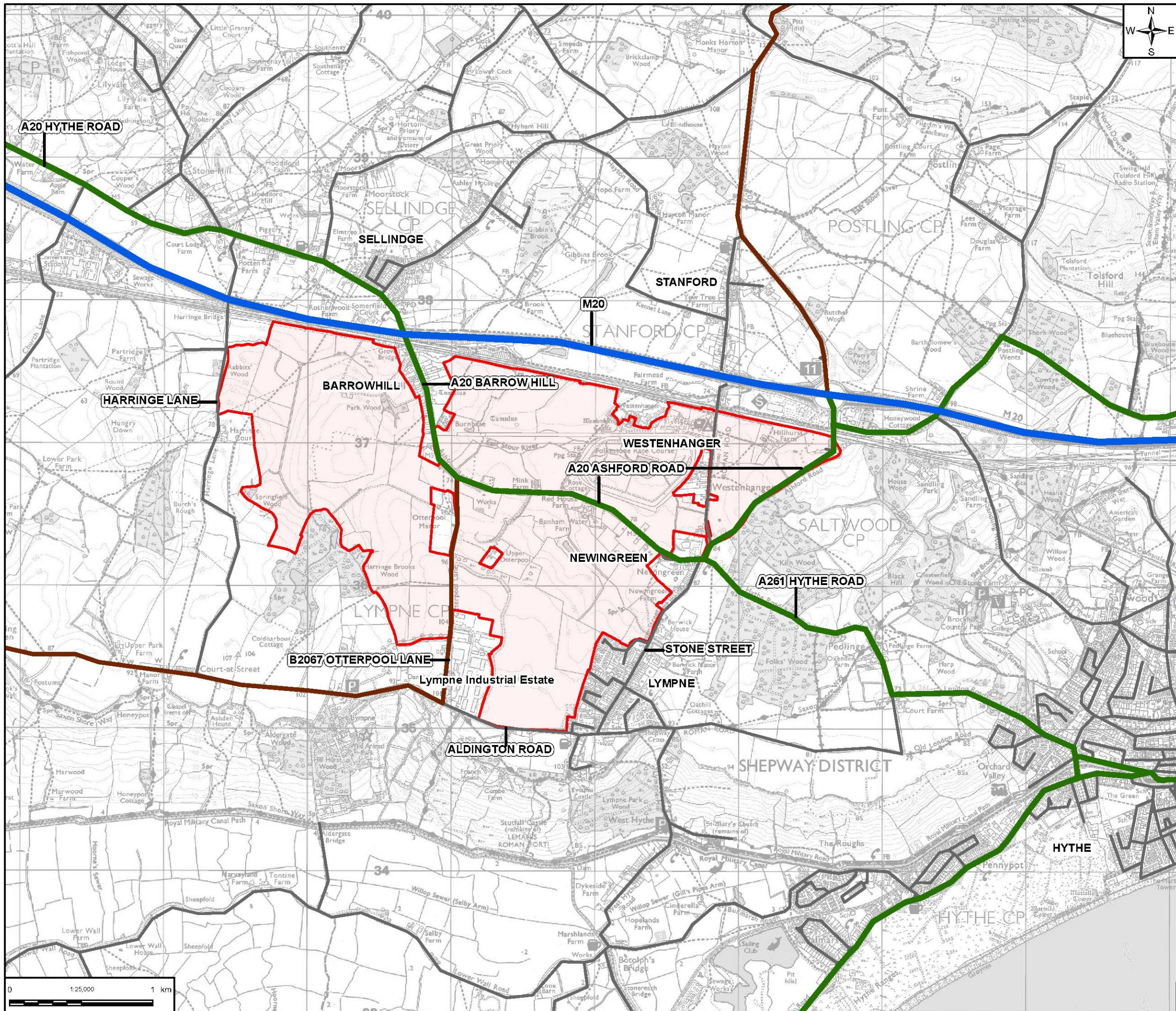
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OTTERPOOL PARK

Figure Number 6
LOCAL PUBLIC TRANSPORT SERVICE ROUTES, STOPS/STATIONS AND WALK ISOCHRONES



scale	original size	datum	grid
1: 20,000	A3	Sx	BNG



Legend

- Site Boundary
- Motorway
- A Road
- B Road
- Minor Road

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**Figure Number 7
 LOCAL HIGHWAY NETWORK**

scale	original size	datum	grid
1: 25,000	A3	Sx	BNG



APPENDIX B

Indicative Measures for Workplaces and Schools

Workplace Travel Plan Measures

Travel Plan Responsibility

It is envisaged that each workplace with a Travel Plan would have a designated Workplace Travel Plan Coordinator who would work with the site wide TPC and the Steering Group. The WTPC's would be responsible for promoting and encouraging travel within their workplace and communicating with the overall site wide TPC as well as representing each specific workplace at the TPSG.

Each WTPC would also be responsible for collecting feedback from employees on travel to assist in the overall monitoring and review. In addition, they would be responsible for ensuring employees are fully aware of travel options during the induction process and for the distribution of the sustainable travel leaflet to employees. They would be the first port of call for all sustainable travel queries from employees and would establish and maintain a frequent dialogue with the site wide TPC.

Travel Plan Measures

Specific measures which are associated with the workplaces have been set out below.

Public Transport

The WTPC would be likely to undertake the following activities:

- Promote and encourage the use of bus and rail services to employees within the workplace. They would ensure all service and promotional information provided by the TPC is prominently displayed within the site within easy access of all employees, contractors and visitors;
- Distribute and record the take up of discounts and/ or taster passes or other promotional fares obtained by the TPC;
- Encourage the workplace to consider flexibility in working hours for employees using public transport where this might co-ordinate better with existing bus service timetables;
- Regularly seek information from all employees using public transport on ways in which services may be improved and feed this back to the TPC either on an ad hoc basis or via the TPG; and
- Encourage the workplace to offer interest free travel loans for employees to purchase discounted public transport season tickets.

Walking and Cycling

The WTPC would be likely to undertake the following walking and cycling related activities:

- Investigate the feasibility of the workplace signing up for a tax incentive scheme for cycle purchase for staff such as <http://www.cyclescheme.co.uk> (or other such scheme if suggested by the TPC);
- Monitor the usage of cycle parking and advise the TPC/ Site Management as to whether additional parking is required;
 - Distribute and promote walking and cycling materials and details of the Bicycle User Group as provided by the site wide TPC. Promotional leaflets would inform staff/ visitors of the associated health benefits of walking and cycling, and the location of safe walking and cycling routes;
 - Instigate participation in an annual walk to work week such as the Living Streets event (www.livingstreets.org.uk) to encourage travel via this mode;
 - Encourage attendance at the site wide sustainable travel events; and
 - Provide a puncture repair kit and/ or spare inner tube on site and display a *How to Fix a Puncture* flyer in communal areas.

Car Sharing

To encourage car sharing, if dedicated parking is provided with a workplace, each occupier will dedicate a proportion of car parking spaces to car sharers. These spaces will be conveniently located near the building entrance.

Each occupier would agree to provide guaranteed rides home for those who have car shared and their car share partner is unexpectedly called away/detained, subject to the occupier being able to determine 'genuine needs'. This would utilise the template set up by the site-wide TPC.

The WTPC will seek to manually match up employees living within proximity or sharing similar journeys through discussion in smaller workplaces, or in those larger workplaces, analysis of employee postcodes and home locations in addition to encouraging the use of the car sharing website.

Flexible Working

Each workplace would be encouraged to be flexible with work patterns, where feasible, to encourage travel via public transport and car sharing as start and finish times may need to be adjusted accordingly on different days.

Workplaces will be encouraged to provide support for home working initiatives, where these are feasible and appropriate, to reduce the number of journeys undertaken to and from work by staff.

Workplaces will be encouraged to set up video conferencing/ on line communicator facilities to reduce the need to travel for business meetings during the day.

Visitors

There are likely to be a range of visitor types to each of the workplace units such as contractors, maintenance personnel, clients for on-site meetings and customers.

Visitors to each workplace will be informed of sustainable travel opportunities, such as public transport services before arrival via a link to the Otterpool Park website.

Where possible visitors would be encouraged to travel via sustainable transport and meetings could be arranged so that travel occurs outside of the network peak periods.

Freight

Workplaces will be encouraged to employ measures to improve the efficiency of both drivers and fleet and reduce the environmental impact of the workplace operation, where practical, whilst maintaining economic viability. They will also be encouraged to provide guidance where possible to suppliers.

Where feasible and practical, workplaces will be encouraged to:

- Use commercial vehicles powered by more sustainable fuels (or use suppliers with more efficient vehicles);
- If feasible, send their drivers on a fuel-efficient driver training programme; and
- Promote the Highways Agency Driver Information Programme entitled 'Heavy Goods Vehicle' (http://www.highways.gov.uk/microsites/hgv_branded/english/index.html) to HGV drivers, if feasible.

Sustainable Travel Promotion

Promotional events will be organised in relation to specific aspects of the Travel Plan by the site wide TPC and promoted to each workplace by WTPC's. This will allow travel awareness to be maintained amongst employees and be used to raise recognition levels for initiatives that may have become less popular with time.

The Otterpool Park website would provide a section for travel information which would include details of walking and cycling routes, public transport operators and maps, directions of how to get to the site by all

modes, details of local taxis, useful links and information on parking responsibly. The Travel Information Pack and the Travel Plan will also be available on the website.

Travel information/ sustainable transport posters will be placed within staff and communal areas to promote the use of sustainable modes and sustainable travel websites as set out throughout this Travel Plan.

The travel information provided will be kept up to date ensuring that the credibility of the Travel Plan is not diminished.

School Travel Plan Measures

School Travel Objectives

Potential Travel Plan objectives of relevance to each proposed school are:

- To minimise the numbers of cars travelling to, and parking at, schools;
- To introduce a range of measures that will encourage a high level of use of public transport;
- To provide and maintain access for pupils, staff and visitors with mobility impairments;
- To support health and fitness by promoting walking and cycling to school in a safe environment;
- To work with KCC, FHDC, the police and residents to build and maintain a network of information sharing; and
- To review and monitor the progress of individual School Travel Plans to ensure that these objectives are being met.

School Travel Plan Responsibility

The ultimate responsibility for the success of the school Travel Plans will lie with the head teachers and governing bodies. It is suggested that initially measures are developed by the school governing body together with the Otterpool Park Development Travel Plan Co-ordinator then each school appoints a School Travel Plan Champion from within the staff to lead the co-ordination of the Travel Plan.

The responsibilities of the School Travel Plan Champion may include:

- Being the main point of contact with KCC, FHDC, the police and the community with respect to travel issues;
- Lead the implementation of the Travel Plan;
- Co-ordinate green travel initiatives in liaison with the head teacher, governing body, school council etc;
- Organise staff car sharing initiatives;
- Facilitate pupil involvement such as junior traffic wardens and links to curriculum activities;
- Keep website and notice board information up to date;
- Be responsible for oversight of information for parents and pupils; and
- Deal with any on-site parking/ travel related issues.

The appointed Champion would liaise with the Otterpool Park site-wide TPC and be part of the Travel Plan Steering Group for the development.

Mode Share Targets

To meet the overall mode share for travel related to Otterpool Park, targets will need to be established for each mode in the school travel plans.

Targets will be set for each school in the development of the full Travel Plan, as agreed with KCC and FHDC.

School Travel Plan Measures

The measures below may be appropriate to be considered for each of the proposed schools. These would be in addition to the provision of safe and segregated walking and cycling connections to the schools with crossing facilities of primary and secondary roads on main routes to the schools.

- **Considerate Parking:** Regular monitoring of on-street parking along local residential streets could be undertaken by school staff who could be a visible presence outside the school during the peak arrival and departure times, to discourage parents from parking outside the school entrance, within the school access, on verges or across footways, within 15 metres of a junction and blocking residents' driveways;
- **Parking Restrictions:** The school could work with KCC to put in place parking restrictions and School Keep Clear markings along roads near the schools;
- **Drop off facilities:** A drop off and pick up area could be provided near the school to ensure that it takes place safely and without causing undue congestion for adjacent areas. Pupil drop offs could be restricted from using the school car parks except for blue badge holders;
- **Engagement with Parents:** References to supporting sustainable travel and considerate parking could be set out for parents as part of a Home School agreement. In other places schools have asked parents to sign a declaration that they have read and agreed to principles of considerate parking, travel arrangements etc;
- **Car Sharing:** Car sharing provides an opportunity to reduce the number of staff single occupancy car trips to the school and single pupil passenger trips by parents. As such a range of car share measures could be targeted at staff and parents/pupils including dedicated car share spaces in the staff car park, guaranteed rides home and promotion of the car sharing website;
- **Junior Road Safety Officer Initiative:** The school could put in place Junior Road Safety Officers who would work with the Travel Plan Champion to monitor and encourage appropriate behaviour;
- **Walk/ Cycle to School Day:** The school could consider starting a Walk on Wednesday/ Cycle to School Friday scheme or similar to regularly raise awareness of the benefits of walking or cycling and provide incentives/rewards to encourage its uptake. Examples of rewards could include free breakfasts in school for those who cycle on particular days;
- **Walking and Cycling awareness:** the school could take part in awareness campaigns such as walk to school week;
- **Information provision:** Advice on safe routes to walk or cycle to school. Provision of leaflets/ website-based information to new pupils and parents;
- **Walking Bus:** These can be put in place for the primary schools to encourage children living towards the edges of Otterpool Park to join together and walk to school. These can be run by parent volunteers with training provided;
- **Walkit:** (www.walkit.com) is an online route planner which enables users to get a walking route between two points and provides information on journey time, calories burned, steps counted and carbon saving. This site could be advertised and promoted to staff and pupils/ parents;
- **Cycle Training:** Bikeability is a national cycle training scheme which is provided in Kent by various organisations. Schemes could be offered within each primary school;
- **Bike Train:** Bike trains are very similar to walking buses; they are set up in much the same way except the volunteers will cycle pupils along a risk-assessed route to school;
- **Bicycle User Group:** Often people feel safer if they travel together. It is easier to achieve this in the car or on public transport, but it is possible to set up groups where people offer to become a cycle buddy to people who need to increase their cycling confidence or just need to get used to the route this is known as a Bicycle User Group (BUG). This may be particularly appropriate for those cycling longer distance to the secondary school who would appreciate the security of cycling together;
- **Cycle parking and facilities:** A high level of cycle parking provision should be provided in all schools in secure shelters. There should be lockers for secondary school pupils to store equipment and showers available for staff and secondary school pupils;
- **Public transport:** Local bus services are likely to have high usage from secondary school pupils and information on services would be provided to all pupils, noting that free bus travel may be provided for

primary and secondary school pupils travelling more than 3 miles (2 miles if aged under 8) to their school or are from a low income family;

- **Private buses:** Provision of buses for secondary school pupils undertaking extra-curricular activities or attending after school club for example; and
- **School Curriculum:** The most effective School Travel Plans are those which are integrated into the school curriculum in order to maintain pupil's interest and create a broader knowledge of the benefits of the Plan. The School Travel Plan Champion could co-ordinate with curriculum leads to embed sustainable travel into the wider school activities and learning.

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