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LAND AT SOUTHMINSTER ROAD, BURNHAM-ON-CROUCH, ESSEX
Residential Travel Plan

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Residential Travel Plan

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Contents

- 1.0 Introduction
- 2.0 Background
- 3.0 Objectives and Targets
- 4.0 Implementation
- 5.0 Monitoring and Review
- 6.0 Report Disclaimer

Appendices

- A. Location Plan
- B. Public Transport and Local Facilities Plan

Registration of Amendments

Revision and Date	Amendment Details	Revision Prepared By	Revision Approved By

1.0 INTRODUCTION

- 1.1 Create Consulting Engineers has been appointed by Charles Church to provide a range of engineering services, including the provision of transportation advice, with respect to a proposed residential development scheme at Southminster Road, Burnham-on-Crouch, Essex.

Proposed Development Scheme

- 1.2 The proposed development is intended to provide up to 180 new dwellings, together with ancillary land uses.
- 1.3 A plan illustrating the location of the development site is enclosed at Appendix A.

Residential Travel Plan

- 1.4 A Travel Plan is defined in the National Planning Policy Framework (NPPF) as a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.
- 1.5 This Residential Travel Plan (RTP) has been prepared for the development scheme. The RTP describes the management strategy that would be implemented as part of the development scheme in order to encourage future residents to adopt non-car modes of transport.

Transport Assessment

- 1.6 A Transport Assessment report has been prepared to support the outline planning application for the proposed residential scheme. The TA considers the various transport related matters associated with the development scheme, in particular; its accessibility, its impact on the local highway network and the requirement for highway improvements to accommodate the development.
- 1.7 This RTP is intended to be read in conjunction with the Transport Assessment. Both documents form part of the outline planning application for the development scheme outlined above.

Report Structure

- 1.8 This RTP has been structured as follows:
- Section 2 describes pedestrian, cyclist, public transport and site access arrangements for the development site.

- Section 3 outlines the main objectives of this RTP and describes the RTP's principal target;
- Section 4 describes the measures that would be provided as part of the development scheme; and
- Section 5 describes how the travel plan would be monitored and reviewed.

2.0 BACKGROUND

2.1 This section of the RTP provides information extracted from the transport assessment report.

Site Location

2.2 The development site is located immediately to the north of the built-up area of Burnham-on-Crouch. It is situated to the west of the B1021 Southminster Road and north of the B1010 Maldon Road (refer to the location plan at Appendix A).

Local Highways

2.3 The principal highways in the vicinity of the development site are;

- B1021 Southminster Road/ Church Road;
- B1010 Maldon Road; and
- Green Lane.

These roads are described in turn below. Their locations are illustrated by the plan at Appendix A.

B1021 Southminster Road/Church Road

2.4 Southminster Road enters Burnham-on-Crouch from the north and runs in a general north to south direction past the development site. Southminster Road changes its name to Church Road in the vicinity of the junction with Maldon Road.

2.5 In the vicinity of the development site, Southminster Road is approximately 6m wide and is subject to a 30 mph speed limit. It has a grass verge on its western side and a footway along its eastern side. This footway connects to the residential area situated to the north; it also connects to the main built up area of Burnham-on-Crouch which is situated to the south.

2.6 Southminster Road is generally unlit. Street lighting for Burnham-on-Crouch begins a short distance to the south of the development site.

B1010 Maldon Road

2.7 Maldon Road is situated south of the development site. It provides the main access to Burnham-on-Crouch from the west. Maldon Road connects Burnham-on-Crouch with Maldon, South Woodham Ferrers and Chelmsford.

-
- 2.8 Maldon Road adjoins Church Road at a delta-shaped priority junction: this junction has a short slip road arrangement for traffic travelling to and from the north. There is a triangular island in the mouth of the junction which contains a large tree.
- 2.9 Maldon Road is approximately 6m wide and has footways running along both sides. It provides access to a number of frontage properties. Maldon Road is generally unlit, although there is some street lighting in the vicinity of the junction with Church Road.

Green Lane

- 2.10 Green Lane is situated to the north of the development site. It runs generally east to west, between Southminster Road and Maldon Road. It adjoins Southminster Road at a crossroads junction (with Mill Road on the opposite side of Southminster Road). It adjoins Maldon Road at a priority junction, on the western periphery of Burnham-on-Crouch.
- 2.11 Green Lane is narrow for most of its length and generally only wide enough for one vehicle to pass along it. There are, however, opportunities for vehicles travelling in opposite directions to pass. Green Lane provides access to a number of dwellings.

Site Access

- 2.12 It is intended that vehicular access to the development site would be provided from Southminster Road. The site access junction would be a priority-type arrangement, with a segregated white line right turn lane: this would enable vehicles turning right into the site to wait on Southminster Road, without impeding through travelling traffic.
- 2.13 There is an existing footway on the east side of Southminster Road. It is proposed that an uncontrolled pedestrian crossing (incorporating a refuge island) would be incorporated into the site access junction. This crossing would enable future residents to walk safely and conveniently from the development site to local destinations via Southminster Road.

Facilities for Pedestrians and Cyclists

- 2.14 As mentioned above, there is a footway on the eastern side of Southminster Road. This connects to the main built up area of Burnham-on-Crouch, which is located to the south of the development site. All of the roads south of the development site have footways on both sides of the carriageway.
- 2.15 There are no dedicated cycle facilities in the vicinity of the development site.

Public Transport

- 2.16 There are bus stops situated on Southminster Road, in proximity to the development site. These bus stops are situated immediately to the north of the Southminster Road/Green Lane/Mill Road crossroads junction and north of the Church Road/Maldon Road junction. The positions of these stops are illustrated by the plan at Appendix B.
- 2.17 A couple of bus services run along Southminster Road past the development site. These services are:

Route	Monday to Friday	Saturday	Sunday
31X (First); Chelmsford – Burnham (via Danbury & Malden)	30 minutes frequency	30 minutes frequency	No service
D4 (Stephensons); Bradwell – Southminster – Burnham	4 services per day	4 services per day	No service

Table 2.1 – Existing bus services and their frequency

- 2.18 The routes of the bus services described above are illustrated at Appendix B. It should be noted that Service 31X links the development site with the railway station and Burnham-on-Crouch town centre.
- 2.19 Burnham-on-Crouch railway station is situated on the Crouch Valley Line – this is a branch line that runs between Wickford and Southminster. This line diverges from the London Liverpool Street – Southend Victoria line. Trains run between Wickford and Southminster at approximately 40 min intervals.
- 2.20 During peak periods, there are direct train services which run from Burnham-on-Crouch to London Liverpool Street. These trains also run at approximately 40 min intervals. During off-peak periods it is necessary to change at Wickford in order to travel to London.

Local Facilities

- 2.21 The development site is situated within walking and cycling distance from a number of local education, employment, shopping and leisure facilities. The location of these facilities and their distance from the first phases of the proposed development are described by the plan enclosed at Appendix B.

Travel Modes

- 2.22 Travel to Work information has been obtained from the 2011 Census for Maldon Super Output Area 008C; this output area covers the northern built up area of Burnham-on-Crouch, in the vicinity of the Maldon Road/Church Road junction.
- 2.23 The travel information revealed by the census data gives a good indication of the travel behaviour that would be expected from the proposed development, without the intervention measures proposed in the Residential Travel Plan which accompanies this report.
- 2.24 The 2011 census reveals the following Travel to Work travel modes percentages:

Mode of Travel	Modal Split
Car Driver	64%
Car Passenger	6%
Public transport - Train	13%
Public Transport - Bus	1%
Walking	12%
Cycling	3%
Other modes	1%

Table 2.2 – Existing Journey to Work Modal Splits

- 2.25 The information described above indicates that northern part of Burnham-on-Crouch is a sustainable location, with 36% of travel to work trips undertaken by non-car modes of travel.

Parking

- 2.26 Car and cycle parking would be provided within the development site in accordance with Maldon District Council's Adopted Vehicle Parking Standards SPD (July 2006).

3.0 OBJECTIVES AND TARGETS

Objectives

3.1 The principal objectives of this residential travel plan are to:

- reduce the number of trips by private vehicle, especially those of single occupancy cars;
- provide a safe environment for all pedestrians and cyclists and encourage residents to walk or cycle to local facilities; and
- encourage residents to make use of local public transport services.

Targets

3.2 The preceding section of this report indicates that the development site is in a very accessible location. At the same time, the travel to work modal split information obtained from the 2011 census suggests that future residents would tend to travel by car unless persuaded otherwise.

3.3 The aim of this RTP is to provide a strategy which would reduce the impact of development related travel. In particular, the RTP aims to reduce car dependency and promote the use of more sustainable modes of transport.

3.4 In order to measure the effectiveness of the RTP in meeting the objectives outlined above, it is suggested that the RTP should have the following principal target;

“To achieve and maintain a 10% decrease in the level of single occupancy travel to work vehicle journeys (compared to the 2011 census information) with a consequent increase in walking, cycling and journeys by public transport”.

3.5 The strategy for achieving the above target is described in the following section of this RTP.

4.0 IMPLEMENTATION

Travel Plan Coordinator

- 4.1 It is intended that a Travel Plan Coordinator (TPC) would be appointed by Charles Church to implement the RTP. The TPC would be appointed at an early stage of the development scheme: the TPC would work with the developer's sales team to ensure that house buyers are aware of their travel options from the outset.
- 4.2 The duties of the TPC would include;
- consulting with residents on a regular basis with regards to travel related matters;
 - providing personal travel advice;
 - producing a Welcome Pack to be distributed to all new residents (this would include travel information such as public transport information and local area route maps);
 - arranging annual travel surveys;
 - liaising with Maldon District Council with regards to sharing the travel survey results; and
 - negotiating discounted bus tickets with the local bus operator(s).
- 4.3 Upon appointment, contact details for the TPC would be provided to Maldon District Council, to ensure that there is clear dialogue from the outset with regards to implementing the RTP.
- 4.4 At this stage, it is anticipated that the TPC role would be undertaken by a transport consultant nominated and funded directly by Charles Church. The appointment of the TPC would extend to a period five years after the occupation of the first dwelling.
- 4.5 The TPC would arrange for the following measures to be introduced:

Personal Travel Planning

- 4.6 Personal Travel Planning (PTP) is a technique that offers advice, information and incentives to households to encourage them to change behaviour away from single occupancy car use towards walking, cycling, public transport and car sharing.
- 4.7 The TPC would meet with new residents when they move to the new development on a one-to-one basis in order to establish residents' travel requirements and to establish how their journeys can be undertaken by sustainable modes of travel.

Welcome Packs

4.8 The residents of each dwelling of the development would be provided with a Welcome Pack upon occupation. The Welcome Packs are intended to give a “kick start” to influence residents’ travel habits from the outset. The Welcome Packs would contain:

- a map of footway and cycleways in the area with routes to local destinations;
- copies of local cycle maps;
- promotional information for local cycle shop(s);
- up to date bus timetables for services adjacent to the development;
- details of local supermarkets offering deliveries;
- TPC contact details;
- “Customer” feedback forms for residents to complete regarding the implementation of the RTP;
- a list of useful web-site links for public transport, cycling and walking.

Promoting Public Transport

4.9 The TPC would negotiate with local bus companies to seek to obtain free “taster tickets” or discounted season tickets.

4.10 Public transport routes between the site and local destinations would be highlighted on notice boards located at strategic points in and around the site.

Promoting Walking

4.11 Recommended walking routes between the site and local destinations would also be highlighted on the notice boards.

Promoting Cycling

4.12 Cycle parking would be provided in accordance with Maldon District Council’s parking standards. All dwellings which do not benefit from a garage or shed would be provided with communal secure covered cycle parking.

4.13 The TPC would seek to obtain preferential rates for new cycle purchases, servicing and cycle spares at local cycle shops.

Travel Plan Publicity

4.14 Twice annually, the TPC would prepare and issue a RTP newsletter; this newsletter would highlight the successes and identify areas for improvement for the RTP.

Notice Boards

- 4.15 RTP notice boards would be provided with a weather and vandal proof case at strategic, well lit, points within the site. The notice boards would contain maps of cycleways and footways in the area with local destinations such as the town centre, bus stops, railway station, shopping and leisure facilities highlighted. Timetables for services adjacent to the development would be included as would contact details for the TPC.
- 4.16 The TPC would also undertake regular checks of the information available on the notice boards to ensure their content is up to date.

5.0 MONITORING AND REVIEW

5.1 Monitoring and review of the RTP would be undertaken by the TPC on an on-going basis but would not be less than the following:

- travel surveys would be undertaken one year after first occupation and then annually up to the end of 'year 5';
- the RTP would be kept under review with updated plans issued each year; and
- a monitoring report would be prepared and distributed to residents, local authorities and other interested parties typically within 2 months of survey completion.

5.2 The travel surveys would determine the number of persons travelling and the modes by which they travel. This would enable year on year changes to be clearly identified. The format of the travel survey(s) would be agreed between the TPC and Maldon District Council prior to the survey being undertaken. The travel surveys would be conducted by the TPC or an appointed survey company (depending on the required survey specification).

5.3 The TPC would be responsible for producing an annual monitoring report to Maldon District Council. This report would identify whether or not the RTP's target (as described above) is being met. If necessary, the TPC would establish any remedial measures that may be necessary with the local authority.

6.0 REPORT DISCLAIMER

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APPENDICES

APPENDIX A

APPENDIX B

