

rappor



# Land North of Rebecca Road, Persnore

Lioncourt Homes Limited and Touch Developments  
Limited

Travel Plan  
September 2024





## Document Control

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## 1 Introduction

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- 1.1 Rappor has been instructed by Lioncourt Homes to produce a Travel Plan (TP) in support of a planning application concerning a residential development on land north of Rebecca Road, Pershore, Worcestershire.
- 1.2 Outline planning permission is sought for the erection of up to 115 residential dwellings with all matters reserved except for access, including open space, landscaping, drainage and associated works.

### Scope of Report

- 1.3 This TP sets out the following:
  - a) Review of the accessibility of the site;
  - b) Objectives to achieve during the lifetime of the TP;
  - c) Management and measures to be implemented to ensure the TP is carried out successfully;
  - d) Targets in reduction of car use, it is suggested from Travel Plan guidance that a 6-10% reduction in single occupancy car use is achievable with the right measures in place;
  - e) A detailed action plan, with measures on how to achieve the objectives and targets;
  - f) Funding of the TP; and
  - g) A method of monitoring and review, to be agreed with Worcestershire County Council (WCC).

### Site Location and Composition

- 1.4 The application site is located on the northern side of Rebecca Road immediately adjoining the market town of Pershore. It is bound to the north by the B4084, the east by the Allesborough Farm Development planning application (ref: 17/00432/FUL) site, the south by Rebecca Road and to the west by undeveloped land.
- 1.5 The site location, its context and relationship with immediate adjoining areas is demonstrated on the plan attached at **Appendix A**.
- 1.6 An indicative site layout plan is attached at **Appendix B**.

### Development Proposals

- 1.7 Outline planning permission is sought for the erection of up to 115 residential dwellings with all matters reserved except for access, including open space, landscaping, drainage and associated works.



- 1.8 It is proposed that new footway provision along Rebecca Road will be provided as part of the planning application. This new footway provision is comprised of two separate schemes: new footway provision along the site frontage, on the northern side of Rebecca Road, between the 'Rebecca Road' bus stop and a new crossing point to Holloway; and the delivery of the approved S278 works for the Allesborough Farm development planning application (ref: 17/00432/FUL).
- 1.9 Delivery of these two schemes will provide future residents with a permeable walking network towards both Pershore and its Town Centre and the north of Pershore, where the Industrial Estate & Business Park, Pershore High School and the Pershore Railway Station are both located.
- 1.10 Formal footway provision is also proposed adjacent the Rebecca Road / Holloway priority junction and along Holloway (including a small section of additional footway along the southern side of Rebecca Road to access Holloway) to further provide a permeable walking network for future residents throughout the local area.
- 1.11 As part of the proposed mitigation measures package for the application site it is also proposed that the speed limit along Rebecca Road will be lowered to reflect the change in character created along the site frontage. Rebecca Road has been subject to two approved residential planning applications in recent years in the vicinity of the application site. The nature and character of Rebecca Road has therefore changed drastically in recent years and the proposed reduced speed limit will better reflect this change.
- 1.12 Further details on the developments proposals and proposed mitigation measures package are provided in the Transport Assessment submitted under separate cover to support the planning application.

## **Travel Plans**

- 1.13 Travel planning has the ability to create more sustainable developments, which will assist the development to comply with national and local planning policies.
- 1.14 TPs for residential sites detail the means by which sustainable travel to / from the site by residents and visitors is encouraged and promoted. This may be achieved through a reduction in the number of individual private vehicle trips and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of additional traffic generated by the proposed development, reducing the carbon footprint, reducing transport related air pollution and encourage travel in a more sustainable way.
- 1.15 The main aim of the TP is to promote and provide alternative sustainable modes of transport and to ensure future residents are fully aware of the sustainable travel options available to them.



## Structure of the Travel Plan

1.16 The structure of the remainder of the TP is as follows:

- a) **Section 2:** TP Context - sets the scene and details the policy context;
- b) **Section 3:** Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
- c) **Section 4:** Objectives and Targets - provides detailed objectives and targets of this Travel Plan;
- d) **Section 5:** TP Management and Measures - details the management structure in place to deliver the TP;
- e) **Section 6:** Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this TP;
- f) **Section 7:** Monitoring and Review - details the monitoring and review of the TP; and
- g) **Section 8:** Funding - provides detail of the funding of the TP.



## 2 Travel Plan Context

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- 2.1 A TP is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives, with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes, which is articulated in a document that is regularly reviewed.
- 2.2 To be successful, it is crucial that the TP be a dynamic process that grows and develops with time. The TP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of the future residents and visitors of the site. The flexibility of the TP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.

### Benefits of a Travel Plan

- 2.3 TPs help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
- a) Inform the design and operation of development;
  - b) Improve the health of all users on-site through promoting walking and cycling measures;
  - c) Create improvements for public transport, pedestrians and cyclists;
  - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
  - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
  - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO<sub>2</sub>; and
  - g) Save energy through reduced fossil fuel use.
- 2.4 In summary, TPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate to the scale of development.

### Policy

- 2.5 In developing this TP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. A number of key policy documents (national and local) have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.

#### National Policy

- 2.6 The National Planning Policy Framework (NPPF) (December 2023) sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development.



2.7 Paragraph 116 under Section 9, which deals with 'Promoting sustainable transport', states:

*"Applications for development 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 areas for bus or other public transport, 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 services 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."*

2.8 Paragraph 117 of the NPPF states that *"All developments that will generate significant amounts of movement should be required to provide a travel plan"*.

2.9 It should also be noted that the NPPF states in 'Annex 2: Glossary' at Page 76 that sustainable transport modes are *"Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra low and zero emission vehicles, car sharing and public transport"*.

2.10 The Government's guidance on TPs is set out in the Government's planning practice guidance to the NPPF which was launched as a web-based resource by the Department for Levelling Up, Housing and Communities (DLUHC) and Ministry of Housing, Communities and Local Government (MHCLG) on 6 March 2014. Guidance on TP falls within the category 'Travel Plans, Transport Assessments and Statements' (Reference ID: 42 Revision date: 06 03 2014).

2.11 Paragraph 002 (Reference: ID: 42-002-20140306) states that: *"Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements"*.

2.12 Paragraph 006 (Reference: ID: 42-006-20140306) of the guidance states that:

*"Travel Plans, Transport Assessments and Statements can positively contribute to:*

- encouraging sustainable travel;*
- lessening traffic generation and its detrimental impacts;*
- reducing carbon emissions and climate impacts;*





- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads.”*

2.13 Significant research has been undertaken by DfT on the impacts of travel planning and smart choice measures on reducing the number of car trips made. This TP includes measures which have been proven to maximise returns in terms of car trip reductions.

#### Local Policy

##### *Worcestershire Local Transport Plan 4 2018 – 2030 (2017)*

2.14 Worcestershire's Local Transport Plan 2018 – 2030 (LTP) sets out Worcestershire's priorities for investment in transport infrastructure, technology services covering the period from 2018 to 2030 to deliver the greatest possible benefits through the delivery of cost-effective transport infrastructure and services.

2.15 The LTP has five objectives split into overarching key themes:

- 'The Economic Objective: To support Worcestershire's economic competitiveness and growth through delivering a safe, reliable and efficient transport network;*
- The Environment Objective: To limit the impacts of transport in Worcestershire on the local environment, by supporting enhancements to the natural environment and biodiversity, investing in transport infrastructure to reduce flood risk and other environmental damage, and reducing transport-related emissions of nitrogen dioxide, particulate matter, greenhouse gases and noise pollution. This will support delivery of the desired outcomes of tackling climate change and reducing the impacts of transport on public health;*
- The Health and Safety Objective: To contribute towards better safety, security, health and longer life expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel;*
- The Equality Objective: To optimise equality of opportunity for all of Worcestershire's citizens with the desired outcome of creating a fairer society; and*
- The Quality of Life Objective: To enhance the quality of life for Worcestershire's residents by promoting a healthy, natural environment, for people, wildlife and habitats, conserving our historic built environment and preserving our heritage assets.'*

2.16 The LTP references two active travel corridors proposed to provide a betterment for active travel around the Pershore area:

- 'SWAT11 – Pershore to Pinvin Active Travel Corridor (including access to Pershore Station to allow safe passage for walkers and cyclists)'; and*



- b) *'SWAT15 – Worcester-Parkway-Pershore Active Travel Corridor, including possible links to Stoulton and Drakes Broughton'.*

#### South Worcestershire Development Plan (2016)

- 2.17 The South Worcestershire Development Plan (SWDP) was formally adopted in 2016 and sets out the strategic objectives and overall principles for future development across Malvern Hills District Council, Wychavon District Council and Worcester City Council up to 2030.
- 2.18 The SWDP objectives are as follows:
  - a) *'Economic success that is shared by all';*
  - b) *'Stronger communities';*
  - c) *'A better environment for today and tomorrow';*
  - d) *'Improve health and well-being';* and
  - e) *'Communities that are safe and feel safe'.*
- 2.19 Within the SWDP it is stated that *"The towns of Pershore, Tenbury Wells and Upton-upon-Severn also continue to offer local services and remain at the heart of the area's rural economy. All the towns have benefited from public realm and local transport improvements"*.
- 2.20 At paragraph 36 the SWDP states that within Pershore *"Significant local employment opportunities are also provided in the many businesses located in the town, as well as on the industrial estate to the north"*.
- 2.21 Paragraph 39 states that *"Pershore is on the main bus route between Worcester and Evesham and there are also services to Cheltenham. Most villages within close proximity also have regular bus services to the town"*.
- 2.22 SWDP 2: Development Strategy and Settlement Hierarchy states that Pershore falls within the *'Urban Areas – Other Towns'* category of settlements and *'provides a range of services and employment opportunities and act as local service centres'*.
- 2.23 SWDP 4: Moving Around South Worcestershire states that *'proposals must demonstrate that: the layout of development will minimise demand for travel, they offer genuinely sustainable travel choices, they address road safety and they are consistent with the delivery of the Worcestershire Transport Plan objectives'*.
- 2.24 SWDP 4 also states *'new development should have regard to the design criteria and principles set out in Manual for Streets, Worcestershire County Council Local Transport Plan, and Worcestershire County Council's Highway Design Guide'*.
- 2.25 SWDP 46: Pershore states *"Pershore is an appropriate location to accommodate a proportion of south Worcestershire's employment and housing growth over the Plan period"*.

#### South Worcestershire Development Plan Review

- 2.26 A review of the South Worcestershire Development Plan (SWDPR) is currently being undertaken to set out the vision for building sustainable communities and new places in the area up to 2041. It includes policies that will support business growth, and it seeks to address a local need for new homes in the area.



- 2.27 The most recent iteration of the SWDPR was the Regulation 19 Publication Document, dated November 2022. The Plan has been submitted for Examination, but its progress has been significantly delayed as a number of key elements of additional supporting information has already been sought by the Examination Inspector. The plan is not at a stage to which weight can yet be given in any planning application decision making. However, for information the following policies can be noted.
- 2.28 SWDPR 06: Transport states that *“All new freestanding residential development will be required to provide Electric Vehicle (EV) charging infrastructure”*.
- 2.29 SWDPR 06: Transport also states that *‘development proposals, taking into account their nature and location, must demonstrate that the proposed layout and design will minimise the need to travel by car, provide infrastructure to facilitate active travel, at least maintain highway safety for all users, and be consistent with the delivery of the objectives in the latest Worcestershire Local Transport Plan (LTP)’*.

South Worcestershire Design Guide Supplementary Planning Document: Overarching Design Principles (2018)

- 2.30 The South Worcestershire Design Guide Supplementary Planning Document (SPD) has the aim *“to encourage a higher standard of design in all aspects of the built environment across south Worcestershire”*.
- 2.31 The main objectives of the SPD are to:
- a) *‘Raise the standard of design through development that enhances local character and distinctiveness using traditional, locally distinctive and contemporary techniques’;*
  - b) *‘Create places where people want to live and spend time by improving the public realm with access to outdoor spaces and by protecting private amenity’;*
  - c) *‘Incorporates sustainable design techniques to minimise energy consumption and reduce greenhouse gas emissions’;*
  - d) *‘Deliver a diverse mix of dwelling types including affordable homes to meet local needs and to create active and vibrant communities’;*
  - e) *‘Create a safer environment through effective design to help reduce crime and the fear of crime’;*
  - f) *‘Respect the historic environment through development that enhances and protects heritage above and below ground’;*
  - g) *‘Respect the natural environment through development that enhances and protects biodiversity’;*
  - h) *‘Ensure new development reduces and manages the risk of flooding’;*
  - i) *‘Promoting development in accessible locations where existing services and facilities can be accessed safely on foot or bicycle’;*
  - j) *‘Incorporates measures to improve connectivity throughout new schemes to promote walking, cycling and the use of public transport, to reduce the reliance on the motor vehicle’;* and
  - k) *‘Provide Health and Wellbeing benefits through improvements to the built and natural environment that encourages healthier lifestyles’.*



2.32 In Section 5 the SPD provides guidance on how to ensure ease of movement through a site at: “5B. Principles that should be followed to enhance ease of movement through a site”. The following principles are provided:

- a) *‘New routes may include pedestrian and cycle only paths, open space and green corridors, and more traditional streets where there is provision for motor vehicles’;*
- b) *‘Provision of secure cycle storage’;*
- c) *‘It is important that routes connect with places that people want and need to visit, e.g. schools, shops and open spaces, so that all homes are well connected throughout the scheme’;*
- d) *‘Reflecting best practice where possible access to range of services should be walkable, i.e. within a 10 minute walk (approximately 800 metres) to enable comfortable access on foot and to minimise car dependency’;*
- e) *‘It is desirable for dwellings to be within 250 metres of a bus stop to access facilities further afield’;*
- f) *‘In residential development cul-de-sacs, if used, should be short and straight and part of a linked layout, however alternative layouts are preferable’;*
- g) *‘Routes must be accessible to all, including those with disabilities to ensure that they can easily and comfortably negotiate their way around the development. Provision of benches and level access can assist in delivering this principle’;*
- h) *‘Pedestrian routes should not be isolated; walkways and cycle routes should be overlooked to encourage natural surveillance’;*
- i) *‘Where vehicular access is required measures need to be incorporated to reduce traffic speeds along new streets to assist in creating pedestrian friendly environments’;*
- j) *‘The maximum design speed should be 20mph through residential areas so it is imperative that traffic calming is considered from the outset and not added as an afterthought’;*
- k) *‘For larger schemes, street design could be developed using the concept of shared space where there are fewer street signs, road markings or edge of pavement barriers and the same space is designated to be used by a range of different users’;*
- l) *‘For most large schemes a safety audit / risk assessment may be necessary to ensure that the street design is safe for all users, and in some cases it will be necessary to carry out a wider quality audit to ensure the design is meeting the needs of the potential future users’;*
- m) *‘It is important that the design is able to accommodate access for emergency and waste service vehicles, as well as providing sufficient parking for those that live in the development’;*
- n) *‘Parking provisions should be overlooked to encourage natural surveillance but there should not be large clusters of car parking but instead smaller parking areas should be dispersed through the scheme’;* and
- o) *‘For larger schemes applicants are required to include a Travel Plan to clearly demonstrate how sustainable transport measures have been incorporated into the scheme’.*



## Local Guidance

### *Worcestershire County Council Streetscape Design Guide (2022)*

2.33 Worcestershire County Council Streetscape Design Guide (WCC SDG) was adopted in 2018 and updated most recently in July 2022. It provides local guidance on how developments within Worcestershire can provide attractive, accessible communities which deliver a high quality of life and places where people want to live, work and invest. It is intended to be considered in conjunction with national guidance including MfS and MfS2.

2.34 The aims of WCC SDG are to ensure that:

- a) *'New development relates to its context, with transport links integrating seamlessly within the built and natural environment to the benefit of new residents, adjacent occupiers and existing communities alike';*
- b) *'Transport infrastructure is designed to encourage alternatives to car use by providing convenient, safe and attractive provision for pedestrians, cyclists and Passenger transport users to key trip attractors, permeating both new developments and existing communities';*
- c) *'Design of streets within new developments continues to accommodate necessary vehicle movement, and facilitate car parking, but seeks to encourage traffic speeds of 20mph or less';*
- d) *'New development is intuitive in its approach, providing easy and safe access between highways, car parking area and dwellings for everyone, including those with visual and mobility impairment';*
- e) *'New developments are designed to provide a safe, secure and sustainable environment, including embracing sustainable green infrastructure throughout the design process, recognising the central role that such infrastructure plays in delivering liveable, attractive communities'; and*
- f) *'Secure a movement network which is adoptable with an extensive design life and is easily maintainable.'*

2.35 The WCC SDG states that *"The provision of a Travel Plan, including Personalised Travel Planning is mandatory for all residential developments of 50 dwellings or more"*.

### *Worcestershire Travel Plan Guidelines*

2.36 The WCC SDG refers to the requirement of each Travel Plan to be compliant with WCC guidelines. However, no guidelines are provided within the WCC SDG, and neither is any available on the WCC website. From previous experience Rappor understand that residential travel plans for developments within Worcestershire should aim for a 11% reduction in single occupancy vehicle use. Therefore, this 11% reduction has been utilised within this Travel Plan as a proxy.





### 3 Baseline Sustainability Audit

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- 3.1 When considering the overall sustainability, with regards to highways, it is important that a site can be demonstrated to be accessible for residents and visitors without resulting in heavy reliance on travel by car, particularly single occupancy journeys. Within the local context of the site, this can be assessed against the proximity to local services and amenities that residents / visitors may require access to on a daily basis. Equally, it can be assessed based on the access to sustainable (non-car) transport modes, which provide alternative options for travelling to services or amenities located further afield.
- 3.2 Pershore is identified as being within the 'Urban Areas – Other Towns' category of settlements hierarchy in the SWDP. Settlements in this category “provide a range of services and employment opportunities and act as local service centres”. Furthermore, Pershore has been able to successfully accommodate housing growth over a number of years and recent development adjacent the application site demonstrates that the location of the site is suitable for residential development in principle.

#### Walking and Cycling

##### Walking

- 3.3 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within ten minutes walking distance (around 800m). However, it also states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.4 The Institution of Highways and Transportation (now the: Chartered Institution of Highways and Transportation) guidance document 'Providing for Journeys on Foot' (published 2000) suggests an acceptable walking distance of 1km for commuting purposes and a preferred maximum walking distance of 2km.
- 3.5 This guidance is supported by the Department for Transport (DfT) National Travel Survey (NTS) which found that over the past five years 80% (2019), 82% (2020), 82% (2021), 83% (2022) and 81% (2023) of trips under a mile (1.6km) are undertaken on foot (NTS0308). It should be noted that the NTS for 2020 which was undertaken during the COVID-19 pandemic had less than half the response rate and experienced substantial missing data, the highway conditions could not be classed as 'normal' which is likely to have impacted on how people travel. However, the 2020 NTS journeys on foot under a mile is validated by the 2021 – 2023 NTS.
- 3.6 The site will take access from Rebecca Road which will benefit from formal footway provision on at least one side of the carriageway resulting from the development proposals/ This proposed provision will facilitate onward pedestrian access to Pershore Town Centre. Existing formal footway provision is present on both sides of the carriageway along Worcester Road (B4084), Worcester Road (A4104), and High Street (B4084). This level of footway provision will provide a permeable walking network for future residents of the site to access services and amenities within Pershore.



## Cycling

- 3.7 The Local Transport Note 1/20: Cycle Infrastructure Design, produced by the Department for Transport (DfT), states the following at Paragraph 2.2.2:

*'Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people'.*

- 3.8 Cycling also has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (8km) and trips of 30 - 40 mins are considered acceptable for commuting purposes. The NTS 2023 (Table NTS0303) notes that the average cycle trip is approximately 3 miles (4.8km). The growth of electric bikes is also increasing the propensity to cycle and reducing journey times.
- 3.9 It is therefore considered, and substantiated by DfT findings, that facilities and amenities within five miles, or 8km, of the application site are within acceptable cycling distance. The entirety of Pershore, including Pershore Railway Station and the Industrial Estate, are within approximately 2.7km of the application site whilst Drakes Broughton and Worcestershire Parkway Railway Station are both within approximately 7km of the application site. Furthermore, the former Throckmorton Airfield is within approximately 6km of the application site.
- 3.10 There are a number of designated cycle routes within Pershore which are identified on the '*Pershore Walking and Cycling Map*' produced by WCC and attached at **Appendix C**.

## STRAVA Heatmap

- 3.11 STRAVA is an internet service that tracks physical exercise, predominantly cycling and running, using GPS data. The GPS data is stored in a database which allows STRAVA users to visually see the extent that routes and roads are used by other users in the form of heatmaps. The data is updated monthly.
- 3.12 The STRAVA heatmap indicates the more frequently used routes, by STRAVA users, on a light (white) to dark (maroon) scale. **Figure 3.1** illustrates that the surrounding roads and routes, including Rebecca Road, are frequently utilised by cyclists using STRAVA.

## Summary

- 3.13 As set out in **Table 3.1**, there are a selection of local services and amenities within 1600m of the site, which presents opportunities to conveniently walk or cycle to / from the site in accordance with IHT and MfS guidance. Additionally, the entirety of Pershore, including Pershore Railway Station and Industrial Estate, Pershore High School and Worcestershire Parkway Railway Station are within the recommended 8km cycling distance set out in LTN 1/20.



**Figure 3.1:** STRAVA Heatmap Extract (Source: [www.strava.com](http://www.strava.com))

### Proximity to Local Services and Amenities

- 3.14 It is key to a site's sustainability that there are a range of services and amenities nearby. **Table 3.1** demonstrates the local services and amenities.
- 3.15 For robustness, the distances and their corresponding journey times have been measured from the centre of the application site, whilst they were calculated via two methods; firstly, in accordance with Institution of Highways and Transportation (IHT) and 'Road Bike' (RB) guidelines for walking speed (1.4m/s) and cycling speed (4m/s) respectively, and secondly, via Google Maps, which additionally accounts for the gradient of the route when undertaking such journeys.
- 3.16 **Table 3.1** details the services and amenities within a suitable walking and cycling distance of the site, which residents may require daily. For robustness, the distances and their corresponding journey times have been measured from the centre of the site via the following methods; firstly, in accordance with the institution of Highways and Transportation (IHT) and 'Road Bike' (RB) guidelines for walking speed (1.4m/s) and cycling speed (4m/s) respectively, and secondly via Google Maps, which also accounts for the gradient of the route when undertaking such journeys.
- 3.17 **Table 3.1** confirms that the application site benefits from being within walking and cycling distance to a range of local services and amenities within Pershore, which are all within an approximate 20-minute walk and a five-minute cycle ride.





Service / Amenity	Approx. Distance	Approx. Walking Time		Approx. Cycling Time	
		IHT	Google	RB	Google
Rebecca Road Bus Stop	80m	1 min	1 min	< 1 min	1 min
Loughmill Road Bus Stops	650m	8 mins	8 mins	3 mins	2 mins
The Pickled Plum Pub	1100m	13 mins	14 mins	5 mins	4 mins
The Talbot Inn	1200m	14 mins	16 mins	5 mins	4 mins
Newlands Fish Bar	1200m	14 mins	16 mins	5 mins	4 mins
Abbey Park First and Middle School	1300m	15 mins	17 mins	5 mins	4 mins
Pershore Medical Practice	1400m	17 mins	18 mins	6 mins	4 mins
Bakers Arcade	1400m	17 mins	18 mins	6 mins	4 mins
Coffee & More	1400m	17 mins	18 mins	6 mins	4 mins
Abbey Park	1500m	18 mins	19 mins	6 mins	5 mins
Pershore Library	1500m	18 mins	19 mins	6 mins	5 mins
Asda Pershore Supermarket	1500m	18 mins	19 mins	6 mins	5 mins
Pershore Pharmacy	1500m	18 mins	19 mins	6 mins	5 mins
Holy Redeemer Primary School	1600m	19 mins	16 mins	7 mins	4 mins
Pershore Leisure Centre	1600m	19 mins	20 mins	7 mins	5 mins
Pershore High School	2300m	27 mins	31 mins	10 mins	7 mins
Pershore Industrial Estate	2800m	33 mins	38 mins	12 mins	10 mins
Pershore Railway Station	3000m	36 mins	39 mins	13 mins	10 mins

**Table 3.1:** Proximity to Services and Amenities

## Public Transport

### Bus Services

- 3.18 The nearest bus stop (the 'Rebecca Road' bus stop) is situated along Rebecca Road, approximately 80m from the centre of the application site. The stop offers formal provision comprising a hard standing shelter and printed bus timetable information.
- 3.19 The stop provides access to the 566-bus service which facilitates travel to local destinations in Pershore and Pinvin village to the north of Pershore. A total of 10 services a day are provided Monday to Friday whilst six services a day are provided on a Saturday.



3.20 Additional bus stops (the 'Loughmill Road' bus stops) are present along Worcester Road (B4048), approximately 650m from the centre of the application site. Both stops offer formal provision comprising a bus layby, printed timetable, flag and pole. The westbound stop additionally comprises a hard standing shelter.

3.21 Both 'Loughmill Road' bus stop provide access to the 51, S5, S24, S51 and X50 bus services which facilitate travel to Pershore, Pinvin, Worcester, Evesham and Norton.

3.22 A summary of the key services is provided in **Table 3.2**, with full timetable information attached at **Appendix D**.

Service	Operator	Route / Destinations Served	Operates	Timetable Summary		
				First Service	Approx. Frequency	Last Service
<b>Rebecca Road Bus Stop</b>						
566	LMS Travel	Pinvin – Pershore – Abbey Est – Pershore - Pinvin	Mon - Fri	08:13	90 mins	17:11
			Sat	09:27	90 mins	15:47
<b>Loughmill Road Bus Stops</b>						
X50	First	Worcester – Parkway – Pershore Evesham	Mon - Fri	06:33	60 mins	18:48
			Sat	08:38	60 mins	18:38
		Evesham – Pershore – Parkway - Worcester	Mon - Fri	07:24	60 mins	19:39
			Sat	09:29	60 mins	19:29
51	First	Worcester – Pershore – Pershore High School	Mon - Fri	08:22 – Once Daily		
		Pershore High School – Pershore – Worcester	Mon - Fri	15:46 – Once Daily		
S5	First	Blessed Edward College – Pershore	Mon - Fri	15:53 – Once Daily		
		Pershore – Blessed Edward College	Mon - Fri	08:07 – Once Daily		
S24	First	Worcester Sixth Form – Norton – Pershore – Pinvin	Mon - Fri	17:04 – Once Daily		
		Pinvin – Pershore – Norton – Worcester Sixth Form	Mon - Fri	08:03 – Once Daily		
S51	First	Worcester – Pershore – Pershore College	Mon - Fri	08:55 – Once Daily		
		Pershore College – Pershore – Worcester	Mon - Fri	17:11 – Once Daily		

**Table 3.2:** Bus Services and Frequencies (Source: [travelinesw.com](http://travelinesw.com) August 2024)



- 3.23 The service from the 'Rebecca Road' bus stop can be accessed Monday – Saturday, departing approximately once every 90 minutes. The 566 service also provides access to further onward travel to Pershore Railway Station. Additional services from the 'Loughmill Road' bus stops can also be accessed Monday – Saturday departing once every 60 minutes. The X50, which provides regular services from the 'Loughmill Road' bus stops also provides onward travel to Worcestershire Parkway Railway Station.
- 3.24 As demonstrated in **Table 3.2**, the services available at the 'Rebecca Road' and 'Loughmill Road' bus stops are suitable to offer future residents alternative travel options from the site to nearby destinations where employment and leisure opportunities can be found. Services depart before 9am and return after 5pm offering a genuine alternative to travel by car for commuting purposes.

### Rail Services

#### *Pershore Railway Station*

- 3.25 Pershore Railway Station is located an approximate 10-minute cycle from the centre of the application site and can be accessed via the 566-bus service. Services can be accessed every day of week and provide access to a range of destinations including London Paddington, Worcester Foregate Street, Great Malvern, Oxford, Reading and Evesham.

#### *Worcestershire Parkway Railway Station*

- 3.26 Worcestershire Parkway Railway Station is located an approximate 27-minute cycle from the centre of the application site and can be accessed via the X50 and S24 bus services. Services can be accessed every day of the week and provide access to a range of destinations, including those that can be accessed from Pershore Railway Station and additionally, Cardiff Central, Nottingham, Cheltenham Spa, Gloucester, Newport and Birmingham New Street.

### Summary

- 3.27 The site is sustainably located with a range of services, facilities, and amenities within reasonable walking and cycling distance. Prospective residents of the application site will be afforded the opportunity to travel by more sustainable methods (i.e., public transport, cycling, walking, etc.) for leisure activities and other necessary trips required on a day-to-day basis.
- 3.28 The two proposed active travel corridors in the LTP for Pershore (SWAT11 and SWAT 15), mentioned in **Section 2**, will further improve accessibility for active travel modes around Pershore. This will in turn provide future residents with greater opportunity to access the northern area of Pershore, where Pershore Railway and Industrial Estate & Business Park are located, whilst also facilitating stronger connectivity with Worcestershire Parkway Railway Station.
- 3.29 The site's proximity to local public transport links also presents prospective residents (and visitors) with more sustainable travel options for commuting purposes, as well as access to the services and amenities in nearby settlements and beyond.



3.30 Finally, Pershore is identified as being within the '*Urban Areas – Other Towns*' category of settlements hierarchy in the SWDP. Settlements in this category "*provide a range of services and employment opportunities and act as local service centres*" and therefore the principle of residential development is established.



## 4 Objectives and Targets

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- 4.1 It is important that the TP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of TP objectives, which are realistic and site specific.
- 4.2 It is essential that there is an agreed set of objectives which can be adopted and thereby influence all actions arising from the TP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

### Objectives

- 4.3 The main objectives of the TP are set out below:
- a) To encourage lower car ownership at the development through the provision of sustainable travel information to residents;
  - b) To maintain a high awareness of the sustainable transport options available amongst residents and visitors which will be maintained for the duration of the TP;
  - c) To increase the health of all users of the site by increasing the proportion of active travel modes (i.e., walking and cycling);
  - d) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, that could practically be undertaken by walking, cycling or public transport; and
  - e) To engage residents in critical thinking regarding their travel choices.
- 4.4 These objectives will be implemented through a package of measures that are discussed in **Section 5**.

### Targets

- 4.5 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The TP will need to be monitored to ensure it is still relevant, up-to-date, and influencing sustainable travel use to / from the site, which is discussed in **Section 7**.
- 4.6 Monitoring of the TP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will liaise with other stakeholders such as WCC and/or the developer, regarding the implementation and progression of the Travel Plan.
- 4.7 A baseline residential travel survey will be undertaken six months after first occupation for the development (Year 1). Monitoring surveys will then be conducted in years three and five (a total of three travel surveys over a five-year period, which will be the lifetime of the Travel Plan). These surveys will ascertain modal splits to determine if the targets and objectives of this TP are being met. An example Travel Survey is attached at **Appendix E**.
- 4.8 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will aim to result in modal shift to more sustainable modes of walking, cycling and public transport use.



4.9 Targets for the scale of modal shift against which the success of the TP can be measured will accord with the following SMART principles:

- a) **Specific** (identify what is to be achieved);
- b) **Measurable** (over the target period).
- c) **Achievable** (linked to overall objectives and aims);
- d) **Realistic** (must be achievable over time allocated); and
- e) **Time-bound** (a defined action plan including dates for achievement).

4.10 Accurate modal split targets will be identified once the baseline travel survey has been undertaken (Year 1). Initial modal split targets have been set based on Census 2011 travel to work data for the MSOA Wychavon 012, within which the site is situated. This data is included at **Appendix F**.

4.11 **Table 4.1** sets out initial modal split targets based on a 11% reduction in car driver journeys. The modal splits and targets will be reviewed when the first travel survey is undertaken to reflect what is actually occurring at the site.

Mode of Travel	Census Model Split	Modal Split Year 5 Target
Driving a car or van	69.2%	61.6%
On foot	17.3%	21.8%
Passenger in a car or van	4.8%	6.0%
Bicycle	4.5%	5.7%
Bus, minibus or coach	1.6%	2.0%
Train	1.1%	1.4%
Motorcycle, scooter or moped	1.1%	1.1%
Other	0.3%	0.3%
Underground, metro, light rail or tram	0.1%	0.1%
Taxi	0.0%	0.0%
Work at or mainly from home	0.0%	0.0%

**Table 4.1:** Percentage Modal Shift Targets (*\*subject to cumulative rounding*)

4.12 **Table 4.1** demonstrates that a large proportion (69.2%) of individuals who work within the MSOA Wychavon 012 travel to work by driving a car or van. Furthermore, considering that a small proportion of individuals working within the MSOA travel to work as a passenger in a car or van (4.8%) is it likely that the majority of those driving to work are undertaking the journey in a single occupancy situation. Furthermore, no individuals within the Census data report working at or mainly from home. Therefore, there is the opportunity to promote the benefits and advantages of both car sharing and working at or mainly from home to future residents of the application site.



## 5 Travel Plan Management and Measures

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- 5.1 The TP will be implemented and managed by a Travel Plan Co-ordinator (TPC), who will work to deliver the content of this TP and ensure the measures are carried out effectively. The TPC will co-ordinate the ongoing development and management of the TP, raising awareness, monitoring and review.

### Travel Plan Co-ordinator

- 5.2 It will be the responsibility of Lioncourt Homes to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC, in order to ensure compliance with the TP. A TPC shall be appointed prior to occupation.
- 5.3 The TPC contact details will be provided to WCC upon appointment.
- 5.4 The TP will be actively managed by the TPC for a period of five years following first occupation.
- 5.5 The TPC will be responsible for:
- a) The operation of the plan;
  - b) Acting as a point of contact;
  - c) Marketing and promoting the TP;
  - d) Providing sustainable travel information to residents;
  - e) Monitoring and reviewing the TP;
  - f) Liaison with WCC, and other stakeholders, where appropriate; and
  - g) Arranging resident travel surveys to be undertaken.

### Marketing and Promotion

- 5.6 Marketing and promotion of the TP and sustainable travel opportunities and benefits will establish communication between those who are responsible for delivery (i.e., TPC) and those who benefit from the implementation of the TP (i.e., residents).
- 5.7 The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the TP. This will be achieved through a co-ordinated marketing and communication strategy including a Travel Information Pack (TIP) for new residents on first occupation of each dwelling.

### Travel Plan Measures

- 5.8 The TP is effectively a set of measures, directed at residents and visitors and intended to maximise sustainable travel for journeys to / from the site. The proposed TP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.
- 5.9 The TPC will be responsible for all 'soft' measures, such as producing a TIP, whilst the developer will be responsible for 'hard' measures, such as appropriate infrastructure being provided on-site for cycle parking



### Travel Information Pack

- 5.10 A TIP will be provided on first occupation for each dwelling by the TPC. The TIP will include various travel information, which will identify means of sustainable travel for residents. Specifically, the TIP will contain the following:
- a) A map illustrating the location of local facilities and amenities;
  - b) Contact details of the TPC;
  - c) Details of the most recent bus timetables;
  - d) Details of public transport discounted fares / season tickets;
  - e) Information on car sharing;
  - f) Information on local taxi and car club companies;
  - g) Information on home working; and
  - h) Links to relevant sustainable travel websites and mobile apps.
- 5.11 The TPC will keep the TIP up to date to reflect changes. For example, when revised bus timetables are issued and maintain records of distribution.

### Green Travel Vouchers

- 5.12 Green travel vouchers will be made available on handover within the TIP at a value of £150 per dwelling. These vouchers will be issued on a basis of one per dwelling for the first occupation.

### Walking and Cycling Measures

- 5.13 All pedestrian and cycle infrastructure included as part of the development will be completed to the required standard. Details of walking and cycling routes will be included as part of the TIP for new residents as well as the health benefits of active travel, will be included in the TIP.
- 5.14 The TPC through the TIP will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to cycle.
- 5.15 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 5.16 Details of walking and cycling routes will be included as part of the TIP for new residents, and they will be made aware of national and local walking and cycling initiatives they can get involved with, such as [livingstreets.org.uk](http://livingstreets.org.uk) and [sustrans.org.uk](http://sustrans.org.uk).
- 5.17 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 5.18 Secure and covered cycle parking will be provided at the development for each dwelling.

### Public Transport Measures

- 5.19 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.





5.20 Bus use will be encouraged by the introduction / promotion of the following measures by the TPC and which will be promoted through the TIP:

- a) Provision of current information on bus routes, bus times and location of bus stops to residents;
- b) Provision of information on tickets;
- c) Details of current promotions and discounted tickets from local bus operators;
- d) Promotion of local bus services as attractive access options; and
- e) Regular review of any changes to timetables, routes or fares.

5.21 Train use will be encouraged by the introduction / promotion of the following measures by the TPC and which will be promoted through the TIP:

- a) Provision of current information on rail services from Pershore Railway Station and Worcestershire Parkway Railway Station, and the location of each station;
- b) Provision of information on tickets, including season tickets and Railcards;
- c) Promotion of train services as attractive access options; and
- d) Regular review of any changes to timetables, routes or fares.

### Car Sharing

5.22 Car sharing can result in considerable cost savings and other benefits.

5.23 Residents will be made aware of the benefit of car share schemes, e.g. <https://liftshare.com/uk> and all residents will be encouraged to access the scheme. The information is free to access and helps to facilitate car-sharing. The scheme can benefit anyone who regularly commutes to work by trip matching drivers, pedestrians, cyclists and taxi users.

5.24 The TPC will ensure that all residents are advised of the financial savings that can be achieved through car sharing and will ensure that all new residents are provided with details of the car sharing websites.

### Electric Vehicle Charging

5.25 Electric Vehicle (EV) charging points will be provided in accordance with Building Regulations and the NPPF, which will seek to proliferate EV ownership at the development, thereby mitigating the environmental impact of the development.

5.26 The benefits and potential cost savings of owning an EV, as well as information on the government's plug-in grant scheme, which offers discounts for low-emissions motorcycles, mopeds and wheelchair-accessible vehicles, will be communicated to residents.

### Key Travel Resources

5.27 Sustainable travel opportunities are supported locally. **Table 5.1** provides a summary of the key travel resources available for residents and visitors.



Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	<a href="http://www.livingstreets.org.uk">www.livingstreets.org.uk</a>
Cycle Street	Online cycling journey planner	<a href="http://www.cyclestreets.net">www.cyclestreets.net</a>
Better by Bike	Cycle information	<a href="https://betterbybike.info">https://betterbybike.info</a>
Sustrans	The national sustainable transport charity	<a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a>
Traveline	Online Journey Planner	<a href="http://www.traveline.info">www.traveline.info</a>
Worcestershire County Council	Local Transport & Travelling Information	<a href="https://www.worcestershire.gov.uk/council-services/travel-and-highways">https://www.worcestershire.gov.uk/council-services/travel-and-highways</a>

**Table 5.1:** Key Travel Resources

### Journey Planning

- 5.28 The journey planner <http://www.traveline.com> is an excellent tool in helping to provide journey planning information for travel to/from the site. It can provide real-time travel information, including journeys by active travel and public transport modes, and gives step-by-step directions for the journey. The journey planner will be promoted to residents by the TPC through the TIP.

### Working from Home

- 5.29 Single occupancy car travel can also be reduced by removing the need to travel in the first place. Given the shift in thinking on working patterns as a result of the COVID-19 pandemic, residents will be encouraged, where possible, to include working from home within their working week.



## 6 Action Plan

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- 6.1 Key to the success of the TP is the identification of viable transport alternatives and these can be identified through the TP Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and increase accessibility to and from the site.
- 6.2 This section outlines measures that will be implemented as part of this TP. These measures will include making best use of the current facilities, as well as creating further incentive for residents to use sustainable modes of travel. The implementation of the TP and the measures contained within it will be flexible.

### Action Plan

- 6.3 A comprehensive set of initiatives and measures are set out on the following pages. The recommended residential measures have been drawn from best practice, TP guidance and case studies throughout the UK.
- 6.4 Empirical evidence has shown that the optimum time for introducing people to alternative travel modes is when they experience a major life change or transition period, such as moving to a new house. The success of this TP will therefore depend on establishing a 'culture' of low car use among residents the moment they occupy their new homes.
- 6.5 The Action Plan has been broken down into four main strategy sections relating to the scope of the TP including:
- a) Walking and cycling;
  - b) Public transport;
  - c) Car users; and
  - d) TP support measures.
- 6.6 The measures and initiatives are identified to directly influence residents of the site, furthermore, some of the measures could also have an influence on visitor trips to the site and where this is the case, this has been identified in each strategy section.



## Walking and Cycling Strategy

	Measure	Action	Residents	Visitors	Timeframe / Frequency	Responsibility	Cost
WC1	<b>Implement Cycle Parking Facilities</b>	The quantum of cycle parking will be appropriate for the type and scale of development	✓	✓	Prior to occupation	Developer	As part of build costs
WC2	<b>Walking and Cycling Route Maps</b>	Walking and cycling route maps and key information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
WC3	<b>Promotion of Walking and Cycling Events / Websites</b>	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as <a href="http://www.livingstreets.org.uk/">www.livingstreets.org.uk/</a> and <a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a> that will be promoted to residents through the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time

**Public Transport Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
PT1	<b>Promotion of Bus Services</b>	Up to date bus information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
PT2	<b>Promotion of Rail Services</b>	Up to date rail information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
PT3	<b>Promotion of Travel Apps</b>	Public transport apps such as <a href="http://www.traveline.info">www.traveline.info</a> will be promoted through the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time

**Car Users Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
CU1	<b>Promoting Car Sharing Websites</b>	Information included in the TIP and online with details on car sharing ( <a href="https://liftshare.com/uk">https://liftshare.com/uk</a> )	✓		Included in TIP	TPC	TPC's Time
CU2	<b>Electric Vehicle Charging</b>	Electric vehicle charging to be provided for each dwelling	✓	✓	During construction phase	Developer	Construction costs
CU3	<b>Promotion of EVs</b>	Benefits of EVs and the plug-in grant scheme to be promoted to residents	✓		Included in TIP	TPC	TPC's Time



**Travel Plan Support Measures**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
TP1	TPC	Appoint TPC prior to occupation	✓	✓	3 months prior to occupation, for five years following first occupation	Developer	TPC
TP2	Travel Information Pack (TIP)	A TIP is to be created and distributed to residents of the development	✓		On first occupation of each dwelling	TPC	TPC
TP3	Green Travel Vouchers	Green travel vouchers will be made available on handover within the TIP at a value of £150 per dwelling. These vouchers will be issued on a basis of one per dwelling for the first occupation.	✓		On first occupation of each dwelling	TPC	TPC and £17,250 (115 x £150)
TP4	Promote Working from Home	Residents will be made aware of the benefits of working from home. Suitable broadband connection will be available at the development to allow for this	✓		During construction phase / Prior to first occupation	Feedback from residents	TPC's Time
TP5	Promotion of Local Delivery Services	Promotion of delivery services from supermarkets to reduce frequent travel, details of supermarkets with delivery services will be included in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
TP6	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
TP7	Promotion of car sharing websites	Provide information on car sharing websites for residents to utilise	✓		Included in TIP / Prior to occupation	TPC	TPC's Time



## 7 Monitoring and Review

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- 7.1 An effective monitoring and review process is important to establish how successful the TP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the TP targets have been met.
- 7.2 The TPC will be appointed at least three months prior to first occupation of the proposed development. Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with WCC, to decide what, if any, amendments are required to the TP. As part of the monitoring process, it is important to establish the baseline conditions.
- 7.3 The TP will be actively managed and monitored by the TPC for a period of five-years, following first occupation.

### Monitoring

- 7.4 For the on-going management of the TP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the TP, which means the TPC and WCC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the TP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 A baseline residential travel survey will be undertaken six months after first occupation (Year 1). Follow up monitoring surveys will then be conducted after that in years three and five (a total of three surveys). The results of the initial survey will be used to inform targets, objectives and measures and the monitoring surveys will be used to assess the progress of the TP against the objectives and targets.

### Review

- 7.7 Monitoring Reports will be prepared after each survey and provided to WCC. These will be based on the latest survey data collected and will include analysis of survey data as well as progress made in meeting TP targets.

### Implementation Plan

- 7.8 An implementation plan sets out the commitments and timescales required to effectively carry out the TP. This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the TP.
- 7.9 The implementation plan covers the lifetime of the TP, which is five years from first occupation.
- 7.10 **Table 7.1** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.





Task	Details	Proposed Timescale for Implementation
Appointment of TPC	Responsible for promoting and marketing the TP and implementing measures.	At least 3 months prior to first occupation
Travel Plan Action Plan	Implement all measures as set out in the Action Plan.	As per the timescales set out in the Travel Plan Action Plan
Surveys and Monitoring	Travel surveys will be undertaken to determine the travel patterns of residents, which will influence any amendments or refinements to be made to the Travel Plan.	Baseline survey in Year 1 (6 months after first occupation) Follow up monitoring surveys in years 3 and 5
Review of TP Performance	Following completion of the surveys, the TPC will be required to provide a review report to WCC	Within two months of the data being made available. A final, overall summary report will be provided in Year 5 following the final travel survey.

**Table 7.1:** Implementation Plan



## 8 Funding

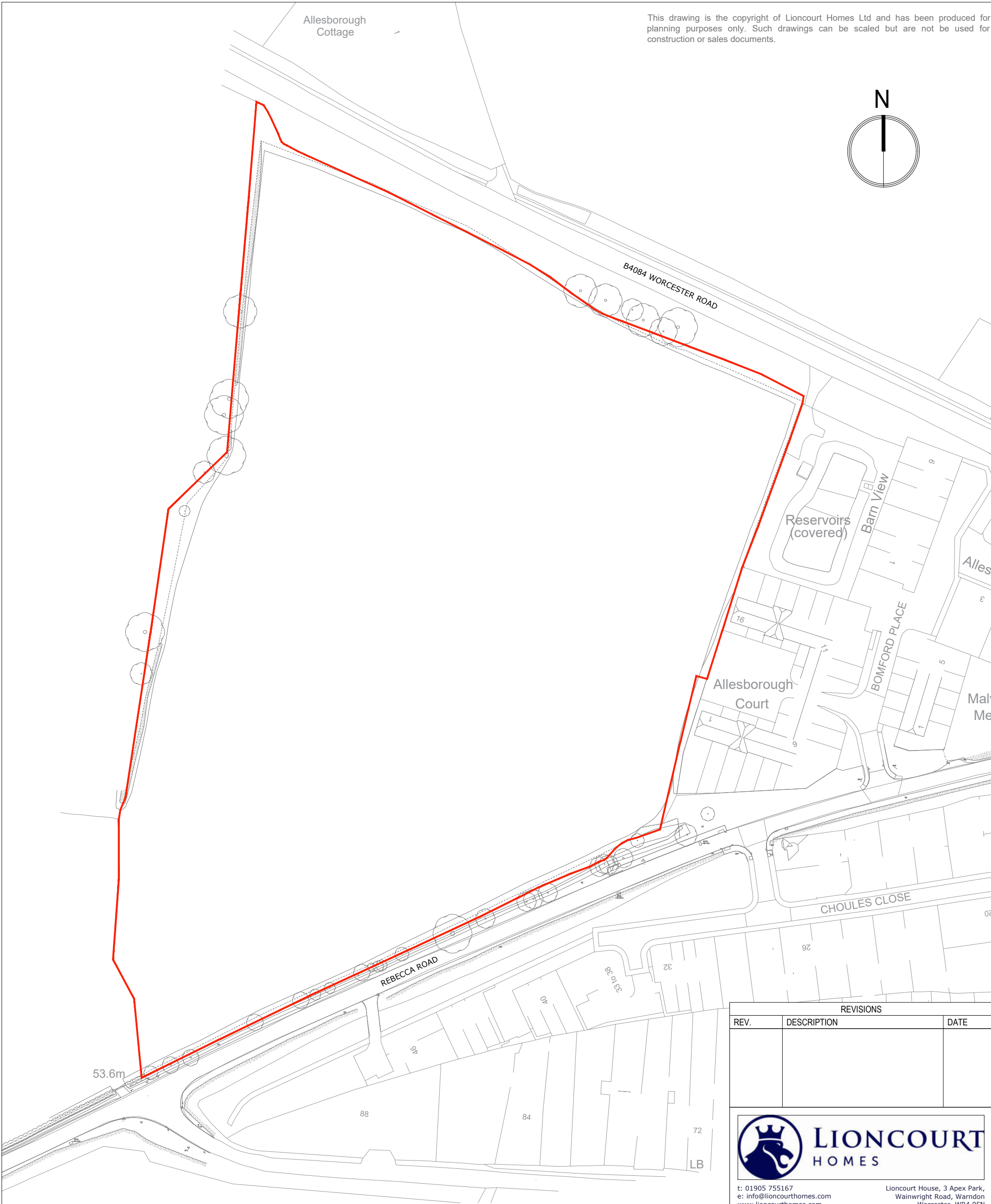
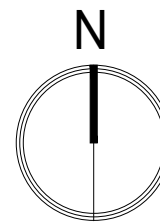
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- 8.1 Infrastructure for the proposed development, including the on-site pedestrian and cycle facilities and links, will be secured through appropriate mechanisms within the planning process.
- 8.2 The funding of all aspects of the TP, including the introduction of measures, employing the TPC, monitoring and reporting will be the responsibility of the developer. This responsibility will be maintained for the full life of the TP, which will be 3 months prior to first occupation, up to 5 years after first occupation.

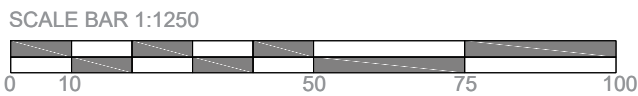


## Appendix A – Site Location Plan

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**Key**  
— Site boundary



REVISIONS		
REV.	DESCRIPTION	DATE

**LIONCOURT**  
HOMES

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Lioncourt House, 3 Apex Park,  
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Project:  
**LAND OFF REBECCA ROAD,  
 PERSHORE**

Title:  
**SITE LOCATION  
 PLAN**

Drawing Number:  
**PERE\_PLA\_00**

Drawn by:	Date:	Scale:	Revision:
LCH	09/24	1:1250@A3	-



## Appendix B – Indicative Site Layout Plan



KEY:

- ★ PUMP STATION LOCATION
- ★ ATTENUATION BASIN
- ★ WOODLAND TRIM TRAIL
- 🌿 VIEWS TOWARD LISTED BUILDING
- EXISTING TREES
- PROPOSED TREES
- SWALES



**LIONCOURT**  
HOMES

PROJECT: Land At Rebecca Road, Pershore  
DRAWING TITLE: Illustrative Masterplan  
DRAWING NUMBER: PERE-IM-00  
SCALE: 1:500 @ A1  
DATE: 07/2024





## Appendix C – Worcestershire County Council Pershore Walking & Cycling Map

# Pershore Walking and Cycling Map

### Key

- Regional Cycle Route
- On road cycle route
- Traffic free cycle route
- Route recommended by cyclists (unsigned)
- Take care on this section
- Cycle parking showing number of spaces
- Covered cycle parking showing number of spaces
- Bridleway (off-road bike may be required)
- Footpath
- Waymarked walking trail
- Zebra Crossing
- Pelican Crossing
- One-way street
- Alleyway/urban footpath

- College
- High School
- Middle School
- First School
- Railway line and station
- Public open space/parks
- Major employment areas
- Place of Worship
- Tourist Information Centre
- Hospital
- Hotel/Guesthouse
- Public House
- Post Office
- Sports facilities
- Theatre/cinema
- Supermarket
- Toilets



For full details in this area see Town Centre map overleaf

### Scale 1:12,000

approximate walking time 10 minutes

approximate cycling time 3 minutes

0 1/2 mile

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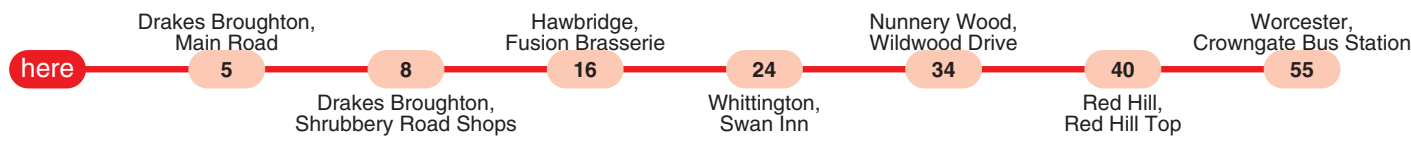




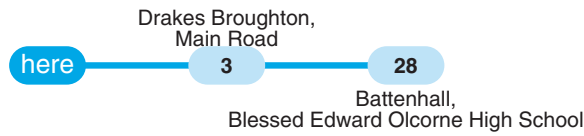
## Appendix D – Bus Timetable Information



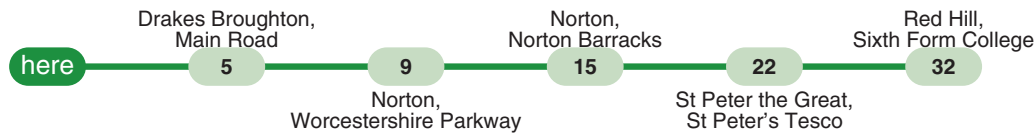
**51 Pershore High School - Pershore - Worcester** First Worcestershire



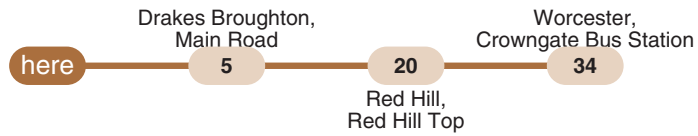
**S5 Pershore - Blessed Edward College** First Worcestershire



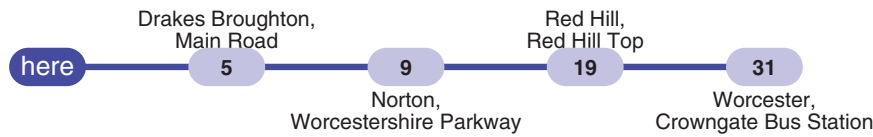
**S24 Pinvin - Pershore - Norton - Worcester Sixth Form** First Worcestershire



**S51 Pershore College - Pershore - Worcester** First Worcestershire



**X50 Evesham - Pershore - Parkway - Worcester** First Worcestershire



The numbers circled indicate approximate timings in minutes from Pershore, Loughmill Road

**Mondays to Fridays** Bus times as at 27th August 2024

Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note
0724	X50	0807	S5	1029	X50	1329	X50	1546	51	1740	X50
0754	X50	0859	X50	1129	X50	1429	X50	1630	X50	1839	X50
0803	S24	0929	X50	1229	X50	1530	X50	1711	S51	1939	X50

**Saturdays** Bus times as at 31st August 2024

Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note	Time	Service Note
0929	X50	1129	X50	1329	X50	1529	X50	1729	X50	1929	X50
1029	X50	1229	X50	1429	X50	1629	X50	1829	X50		

**Sundays**

No Service

Times shown in italics are approximate times



**Next bus times on your phone**

the code for this stop is **wocdpgmd**

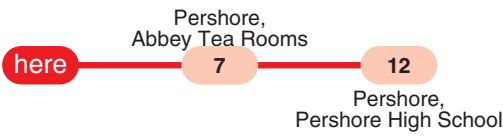
Mobile internet: Use the QR code (left) if you can, or enter the stop code at [www.nextbuses.mobi](http://www.nextbuses.mobi)

By SMS: text the stop code to 84268. Add a space and service number for just that service.

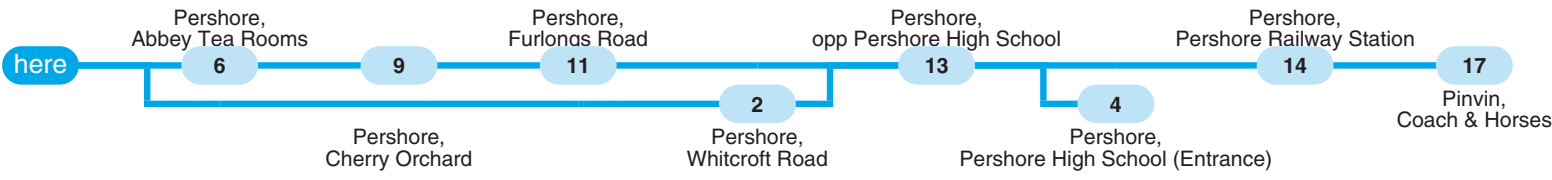
Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).

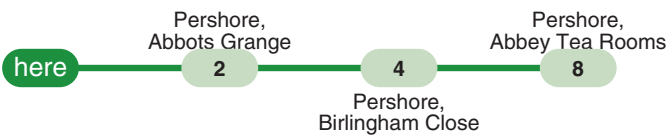
**51 Worcester - Pershore - Pershore High School** First Worcestershire



**566 Pinvin - Pershore - Abbey Est - Pershore - Pinvin** LMS Travel



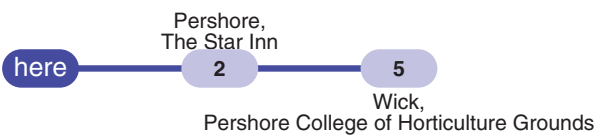
**S5 Blessed Edward College - Pershore** First Worcestershire



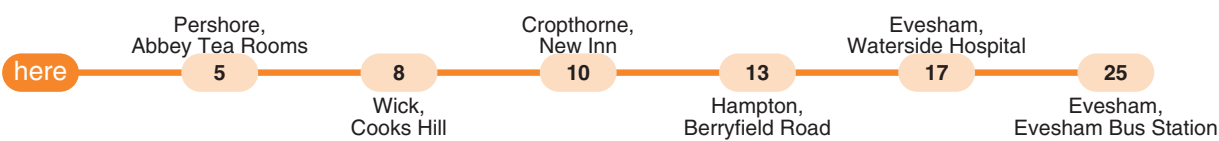
**S24 Worcester Sixth Form - Norton - Pershore - Pinvin** First Worcestershire



**S51 Worcester - Pershore - Pershore College** First Worcestershire



**X50 Worcester - Parkway - Pershore - Evesham** First Worcestershire



The numbers circled indicate approximate timings in minutes from Pershore, Loughmill Road

**Mondays to Fridays** Bus times as at 27th August 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note						
0633	X50		0838	X50		0938	X50		1138	X50		1438	X50		1538	X50		1648	X50		1848	X50	
0703	X50		0844	566		1012	566		1238	X50		1444	566		1548	566		1704	S24				
0814	566	1,4	0855	S51		1038	X50		1338	X50		1508	X50	3	1553	S5		1712	566				
0822	51		0928	566		1112	566		1402	566		1536	566	1,4	1603	566	2	1748	X50				

**Saturdays** Bus times as at 31st August 2024

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0838	X50		1012	566		1138	X50		1402	566		1538	X50	
0928	566		1038	X50		1238	X50		1438	X50		1548	566	
0938	X50		1112	566		1338	X50		1444	566		1638	X50	

**Sundays**

No Service

**Notes:** 1 - serves Pershore, Whitcroft Road      3 - terminates at Pershore, Abbey Tea Rooms      4 - terminates at Pershore, Pershore High School (Entrance)

2 - terminates at Pershore, Abbey Tea Rooms

Times shown in italics are approximate times



**Next bus times on your phone**

the code for this stop is **wocdpgma**

Mobile internet: Use the QR code (left) if you can, or enter the stop code at [www.nextbuses.mobi](http://www.nextbuses.mobi)

By SMS: text the stop code to 84268. Add a space and service number for just that service.

Internet enquiries incur normal mobile internet charges. SMS messages cost 25p plus your normal text message charge.

Live Departure information will be given if available (eg 3 mins) - otherwise scheduled times will be shown as clock times (eg 1007).



## Appendix E – Example Travel Survey

**We are currently researching existing travel behaviour within your area to establish travel patterns and encourage more sustainable travel choices.**

**This survey should take around five minutes to complete.**

1. If you are in employment, please choose your main mode of travel to work (i.e. the mode of travel you use for most of the week)

- |  |   |
|--|---|
| <input type="radio"/> Car                    | <input type="radio"/> Bus               |
| <input type="radio"/> Car Share              | <input type="radio"/> Train             |
| <input type="radio"/> On foot                | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike             | <input type="radio"/> N/A               |
| <input type="radio"/> E-Bike                 |   |
| <input type="radio"/> Other (please specify) |   |

2. If you have school age children, how do they travel to school?

- |  |   |
|--|---|
| <input type="radio"/> Car, with you          | <input type="radio"/> E-Bike            |
| <input type="radio"/> Car, with peers        | <input type="radio"/> Bus               |
| <input type="radio"/> Car, on their own      | <input type="radio"/> Train             |
| <input type="radio"/> On foot                | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike             | <input type="radio"/> N/A               |
| <input type="radio"/> Other (please specify) |   |

3. How do you typically travel around your local area? (i.e. for leisure purposes etc.)

- |  |   |
|--|---|
| <input type="radio"/> Car                    | <input type="radio"/> Bus               |
| <input type="radio"/> Car share              | <input type="radio"/> Train             |
| <input type="radio"/> On foot                | <input type="radio"/> Motorbike / moped |
| <input type="radio"/> Pedal bike             | <input type="radio"/> N/A               |
| <input type="radio"/> E-Bike                 |   |
| <input type="radio"/> Other (please specify) |   |

4. How many cars are owned by your household?

- |                         |                          |
|-------------------------|--------------------------|
| <input type="radio"/> 0 | <input type="radio"/> 3  |
| <input type="radio"/> 1 | <input type="radio"/> 4+ |
| <input type="radio"/> 2 |                          |

5. Roughly, how far do you travel to work? (One-way)

Less than 1 mile

Over 20 miles

1 to 5 miles

N/A

6 to 20 miles

6. Are there any obstacles that prevent you from travelling sustainably? e.g. lack of cycle lanes, no direct bus routes where you need to go, you do not own a bike etc.

7. Is there anything that would encourage you to travel more sustainably? e.g. better lit routes, cheaper public transport, bicycle training etc.

8. Do you have any further transport related comments or concerns you would like to raise? For example are there any issues you would like to raise regarding a journey you regularly make, or are there any issues relevant to the development you would like to raise?



## Appendix F – MSOA Wychavon 012 Census 2011 Travel to Work Data



## WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population All usual residents aged 16 and over in employment the week before the census  
 units Persons  
 date 2011  
 usual residence E02006759 : Wychavon 012 (2011 super output area - middle layer)

Method of travel to work	place of work						
	United Kingdom	Great Britain	England	Wales	Scotland	Northern Ireland	England and Wales
Work mainly at or from home	0	0	0	0	0	0	0
Underground, metro, light rail or	3	3	3	0	0	0	3
Train	28	28	28	0	0	0	28
Bus, minibus or coach	43	43	43	0	0	0	43
Taxi	1	1	1	0	0	0	1
Motorcycle, scooter or moped	29	29	29	0	0	0	29
Driving a car or van	1,823	1,823	1,818	5	0	0	1,823
Passenger in a car or van	126	126	126	0	0	0	126
Bicycle	119	119	119	0	0	0	119
On foot	455	455	453	2	0	0	455
Other method of travel to work	8	8	7	0	1	0	7

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

# rappor



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