



LAND AT NEW FARM, MELKSHAM

Travel Plan

November 2025

Bloor Homes South West



**RESIDENTIAL DEVELOPMENT
LAND AT NEW FARM
MELKSHAM**

Travel Plan

CONTROLLED DOCUMENT

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RESIDENTIAL DEVELOPMENT LAND AT NEW FARM MELKSHAM

Travel Plan

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Bloor Homes South West to support an outline planning application for residential development; public open space including formal play space and allotments; sustainable drainage systems and associated infrastructure; a 100 place nursery and access points for pedestrians and cyclists on Land at New Farm, Melksham. All matters are reserved except for access. Vehicle access would be provided via an improved Eastern Way/A3102 roundabout junction and an emergency access onto the A3102.
- 1.2 The site is located to the immediate north of Sandridge Common Road, A3102 and approximately 1.8km east of the approximate town centre of Melksham. The site location has been identified within **Figure 1.**

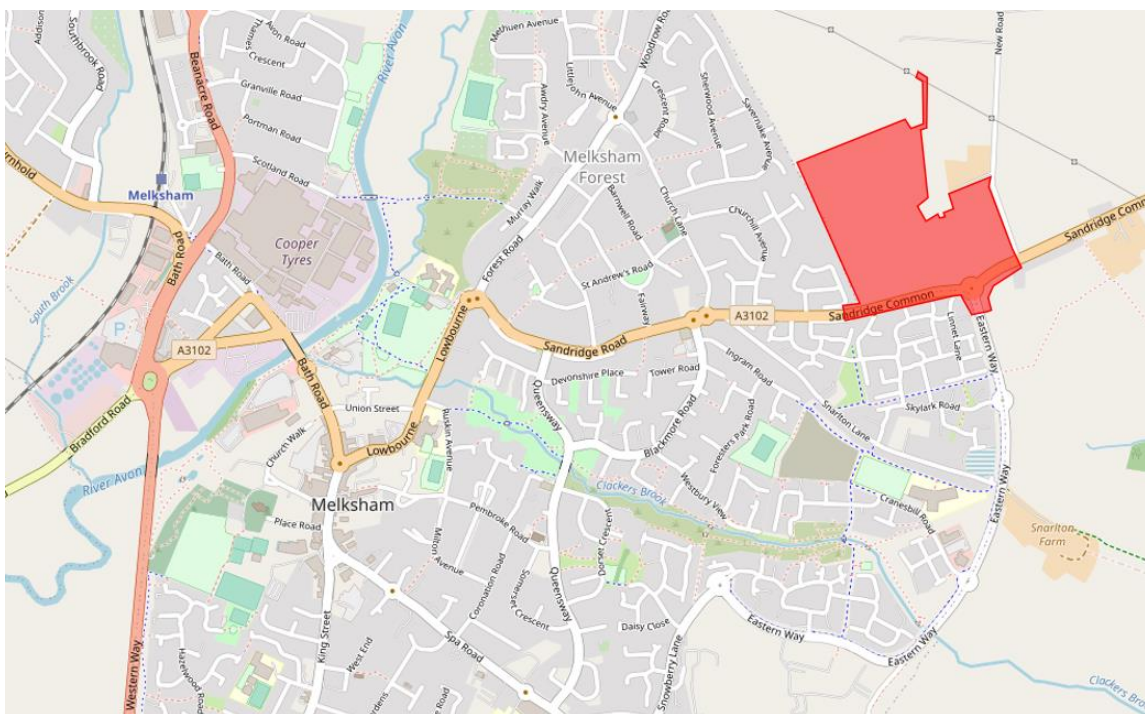


Figure 1: Site Location

- 1.3 In addition to this Travel Plan, a Transport Assessment (TA) and has been prepared, outlining the anticipated impacts of the development in relation to transportation and highways. Therefore, this Travel Plan should be read in conjunction with that document.

Site History

- 1.4 The site has been subject to a full planning application (submitted under reference: PL/2024/13045) for 295 homes and an area safeguarded for a 100 space Children's Nursery. At the time of writing, this is a live application. WC's latest highways comments relate to internal layout matters, and therefore it is understood that the other highway principles are agreed, i.e. those that would fall to be considered

as part of an outline application with detail of access – including means of access, highway impact and sustainable travel improvements. WC Highways did provide comments on the TP submitted as part of this application relating to the value of the green travel voucher, requesting that a £300 voucher per property is offered, which has been included within this TP.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.6 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Bloor Homes) and the Local Authority (Wiltshire Council). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.7 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

Travel Plan Structure and Approach

- 1.8 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Existing Conditions and Local Accessibility
 - Chapter 4 – Proposed Development
 - Chapter 5 – Indicative Baseline and Targets
 - Chapter 6 – Travel Plan Strategy
 - Chapter 7 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF);
- Wiltshire Core Strategy (2015);
- Wiltshire Local Transport Plan (2011 – 2026);
- Wiltshire Local Plan Review (2023); and
- Wiltshire Council's revised Development Related Travel Plan Guidance (2021).

National Planning Policy Framework (NPPF)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*a long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;*
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
- c) understanding and addressing the potential impacts of development on transport networks;*
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and*
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.*

(NPPF Para.109)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.110)

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

(NPPF Para. 118)

2.3 It should be noted that the NPPF had a minor update in February 2025 to resolve a cross-referencing point. This did not constitute a change to the policy and therefore the NPPF continues to be dated December 2024.

Wiltshire Core Strategy (2015)

- 2.4 The Wiltshire Core Strategy sets out to create stronger, more resilient communities, and to contribute to the achievement of sustainable development. In order to do so, the document presents a vision for Wiltshire, this vision has been summarised below.

'By 2026, Wiltshire will have stronger, more resilient communities based on a sustainable pattern of development...

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design...

Partnership working with communities will have helped plan effectively for local areas and allow communities to receive the benefit of managed growth, where appropriate'.

- 2.5 In order to achieve this vision, the document produces strategies develop to address the challenges for this region. The Strategies include the following:

- Delivering a thriving economy;
- Addressing climate change;
- Providing everyone with access to a decent, affordable home;
- Helping to build resilient communities;
- Protecting and enhancing the natural, historic and built environment; and
- Ensuring that adequate infrastructure is in place to support our communities.

- 2.6 The site-specific and highways related strategies mentioned above have been summarised within this report.

Strategic Objective 2: Addressing Climate Change.

Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is therefore a key Government priority for the planning system. Local authorities are uniquely placed to act on climate change and the planning system can help by contributing to delivering the most sustainable development and shaping communities that are resilient to the unavoidable consequences of a changing climate.

- *A sustainable pattern of development, including improvement to the self-containment levels of the main settlements and a reduction in the need to travel, will have contributed towards meeting climate change obligations.*
- *The supply of energy and heat from renewable sources will have contributed towards meeting national targets and helped to address fuel poverty.*
- *New development will have incorporated sustainable building practices and where possible will have contributed to improving the existing building stock.*
- *High energy efficiency will have been incorporated into new buildings and development. New developments will have incorporated appropriate adaptation and mitigation for climate change.*
- *New developments will be supported by sustainable waste management.*

Strategic Objective 3: Providing everyone with access to a decent, affordable home.

This strategy makes provision for at least 42,000 new homes in Wiltshire in the plan period from 2006-2026. It sets out a plan for an appropriate mix of types, sizes and tenures, particularly to address affordable housing needs, and will ensure a continuous supply of housing over the plan period that is aligned to job growth and the delivery of infrastructure.

- *New homes will have been delivered in the most sustainable locations and will have been designed to respect the local character.*
- *More modest growth, proportionate to the size the settlement, will have been delivered in smaller settlements through site allocation development plan documents, community-led planning policy documents. The benefits from the development of new homes will have been successfully captured for local communities.*
- *Development will have avoided encroachment on the Western Wiltshire Green Belt and the separate identity of the outlying villages to the west of Swindon protected.*
- *The flexible approach will have allowed the council, for example, through the preparation of the Site Allocations DPD and local communities preparing neighbourhood plans, to respond positively to opportunities without being inhibited by an overly prescriptive rigid approach which might otherwise prevent sustainable development proposals that can contribute to delivering the strategic objectives of the plan.*
- *The strategy will have made significant progress towards addressing the shortfall in affordable homes across Wiltshire through ensuring all new schemes of five or more houses deliver appropriate on-site affordable housing provision.*
- *Land will have been used efficiently and opportunities for all development to below-carbon or zero carbon will have been optimised.*
- *A range of housing types and sizes will have been provided in order to help meet local needs for different groups of the population in a sustainable manner, including many new homes meeting the needs of an ageing population thereby allowing people to live for longer within their own communities.*
- *New sites will have been provided for gypsies and travellers.*
- *Changes in the accommodation of military personnel will have enabled better integration with the wider community.*

Strategic Objective 6: To ensure that infrastructure is in place to support communities.

The anticipated level of growth within Wiltshire will increase demand on local infrastructure services and facilities. The strategy will need to ensure that infrastructure requirements are appropriately planned, secured and implemented to ensure the timely delivery of development proposals. Social and physical infrastructure (e.g. transport improvements) can positively affect the environment, the economy and social well-being. The strategy will need to ensure that strategic and local transport needs are managed in a sustainable manner. The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to appropriately address the risk of flooding and, where necessary, provide attenuation measures designed to adapt to the challenge of climate change.

- *Provision of essential infrastructure, including transport, water, energy, flood alleviation, sustainable urban drainage (SUDs), telecommunications, affordable housing, education, health care, emergency services and waste and recycling, will have been coordinated and provided in a timely manner within all new development.*
- *Appropriate place-shaping infrastructure, such as leisure and open space, green infrastructure, libraries, meeting places, places of worship, public art and cultural facilities, will have been secured on a priority basis.*
- *There will have been effective partnership working between the council, other infrastructure providers and developers to facilitate infrastructure delivery; opportunities for the co-location and multi-functional use of existing and new infrastructure services and facilities will have been realised and appropriate contributions will have been secured from developers towards the cost of new and improved infrastructure.*
- *Existing infrastructure services and facilities will have been protected, unless they are no longer needed, or there is alternative provision elsewhere.*
- *The provision of new or improved infrastructure will have been positively supported provided there is no detrimental environmental impact.*
- *Progress will have been made to ensure policies are helping to reduce greenhouse gas emissions associated with transport.*
- *A range of viable, efficient sustainable transport alternatives will have been provided to reduce reliance on the private motor vehicle, including effective choices for those people without access to a car and for the distribution of freight.*
- *A safer and more integrated transport system will have been provided that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of*

Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.

- *Sustainable transport alternatives will have been implemented in a manner which has reduced the impact of traffic on people's quality of life and Wiltshire's built and natural environment including enhancement of the public realm and street scene.*
- *Measures will have been implemented which reduce traffic delays and disruption, and improve journey time reliability on key routes.*
- *The use of existing transport infrastructure will have been optimised through effective design, management and maintenance.*
- *Safety for all road users will have been improved, the number of casualties on Wiltshire's roads reduced and the impact of traffic speeds in towns and villages mitigated.*
- *Barriers to transport and to access for people with disabilities and mobility impairment will have been effectively removed.*
- *Access to local jobs and services will have been improved.*
- *Strategic transport corridors within Wiltshire will have been safeguarded and, where appropriate, improved in a sustainable way.*
- *The natural function of floodplains will have been maintained and enhanced and a sequential approach to flood risk will have been followed, with development being located first in areas of lowest risk.*
- *The use of appropriate surface water management will have become a prerequisite for development to ensure that flood risk is not increased elsewhere. Sustainable urban drainage systems (SUDs) will have been used in most cases.*
- *Proposals for new development will have reduced the overall risk of flooding through the appropriate implementation of climate change adaptation measures.*

Wiltshire Local Transport Plan (2011 – 2026)

- 2.7 The Wiltshire Local Transport Plan (LTP) sets out an accessibility vision to help ensure contribution to the national transport goals. The vision has been detailed below.

'To help reduce social exclusion and provide good sustainable access to employment, health care, education, leisure and social activities as well as other vital goods and services so that wherever possible people can satisfy their needs locally and without the need to travel by car.'

- 2.8 In order to meet this vision, goals and objectives have been produced. The goals of the LTP have been summarised below:

- Supporting economic growth;
- Reducing carbon emissions;
- Better safety, security and health;
- Promote equality of opportunity; and
- Improve quality of life and a healthy, natural environment.

- 2.9 The objectives of the LTP have been summarised below:

- To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail;

- To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment;
- To minimise traffic delays and disruption and improve journey time reliability on key routes;
- To improve sustainable access to a full range of opportunities particularly for those people without access to a car;
- To reduce the level of air pollutant and climate change emissions from transport;
- To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts;
- To reduce the need to travel, particularly by private car;
- To promote travel modes that are beneficial to health;
- To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil; and
- To enhance the journey experience of transport users.

Wiltshire's Local Plan

2.10 Wiltshire's Local Plan is currently under review. The Wiltshire Council Local Plan Pre-Submission Draft 2020 – 2038 was submitted in September 2023 and provides an emerging vision for Melksham that was subject to public consultation from September to November 2023. Within the emerging Wiltshire Local Plan, the site is referenced under Policy 20: Land north of A3102 is included. The document outlines the development being capable of delivering approximately 285 dwellings and a 100-space nursery and states that access is possible via a fourth arm off the existing roundabout on A3102.

2.11 Furthermore, within the Policy, infrastructure and mitigation requirements are set out including:

- vehicular access from the existing roundabout on the A3102 adjacent to the southern boundary;
- offsite infrastructure improvements to water supply and foul water network;
- introduce green and blue infrastructure through the development that incorporates new woodland and/or tree planting;
- provision of a suitable buffer either side of the watercourse that runs south to north through the site;
- funding contributions towards early years, primary and secondary education and on, or off-site healthcare capacity to meet the needs created by the development; and
- measures to positively support walking, cycling and public transport use between the site, Melksham town centre and Melksham railway station and linking into existing networks.

Wiltshire Council's Development Related Travel Plan Guidance (2021)

2.12 Wiltshire Council (WC) provides 'Development Related Travel Plan Guidance' (2019), revised in 2021. The guidance has been produced to support developers during Travel Plan preparation. The document states that *'a Travel Plan is a package of measures designed to encourage safe, healthy and sustainable travel options. By reducing car travel, travel plans can improve health and wellbeing, free up car parking space, and make a positive contribution to the community and the environment'*. The document incorporates the following elements:

- The policy context;
- What a Travel Plan is and what benefits it can deliver;
- When an applicant or developer will be required to submit a Travel Plan in conjunction with a planning application;
- What type of Travel Plan is appropriate;
- How a Travel Plan is best prepared;
- What the Travel Plan should include and where suggested resources can be found;
- How Travel Plans can be delivered and secured; and
- How Travel Plans will be monitored and enforced.

2.13 The document suggests that the threshold for a Full Travel Plan for a C3 Residential Use-Class is when the proposed development is for more than 40 units, stating that *'the use of Travel Plans for large housing developments will contribute to the wider promotion of the use of sustainable modes of travel'*. This Travel Plan has been informed by and seeks to meet the guidelines set out within the document.

2.14 This TP has been written in accordance with the above policies to increase the modal share of alternative transport options for the benefit of the proposed development and wider community.

3. EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY

- 3.1 The site is located in Melksham, approximately 9km northeast of Trowbridge and 9km south of Chippenham. The development site is bound to the north by undeveloped land, to the east by New Road, to the South by the Sandridge Common (A3102) and the west by residential development. The local highway network is shown in **Figure 2** below.

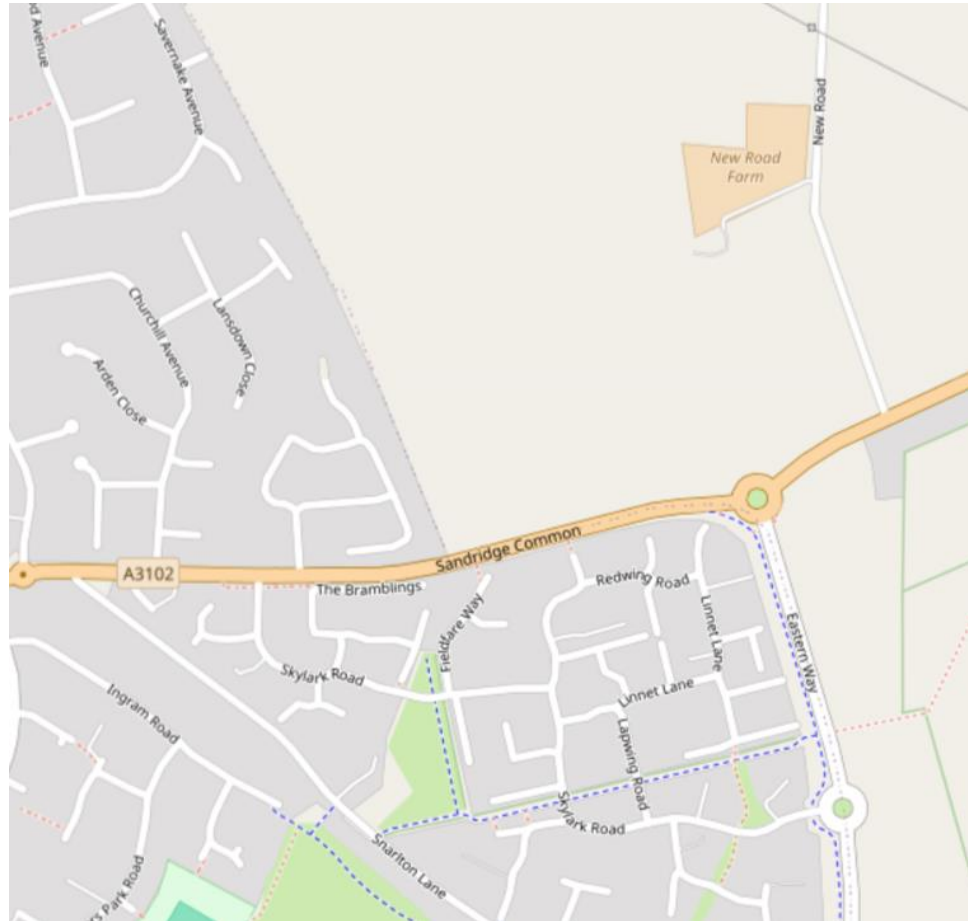


Figure 2: Site Context Plan

- 3.2 The site currently comprises agricultural land and is currently subject to a live full planning application for 295 dwellings under reference: PL/2024/10345. The existing site conditions are outlined in **Photograph 1**.



Photograph 1: Existing Site Frontage along Sandridge Common

Local Road Network

- 3.3 Sandridge Common (A3102) routes along the southern boundary of the site and measures approximately 7m in width with a shared footway/cycleway measuring 3m along the southern side of the carriageway which continues into Melksham town centre. Within the vicinity of the site, a 40mph speed limit is in place along Sandridge Common with a 30mph limit introduced approximately 90m west of the site's western boundary. The conditions on Sandridge Common are demonstrated in **Photographs 2 and 3**.



Photograph 2: Conditions along Sandridge Common



Photograph 3: Existing roundabout to the east

- 3.4 Approximately 215m east of the proposed secondary access point, Sandridge Common (A3102), meets a 3-arm roundabout with Eastern Way and Sandridge Common. Eastern Way is a single carriageway Road that measures approximately 7.3m wide and is subject to a 40mph speed limit.

- 3.5 Approximately 150m east of the Sandridge Common Roundabout, there is a priority junction with New Road (**Photograph 4**), a single carriageway road that measures approximately 4.2m wide and is subject to national speed limit (which would be 60mph). New Road continues for 1.2km north before reaching a further priority junction with Woodrow Road/Lower Woodrow. Lower Woodrow continues north to reach Bewley Common and Lacock.



Photograph 4: New Road

- 3.6 From the site, the A3102 routes west approximately 1.1km to reach a double mini roundabout with Forest Road and Lowbourne. From Lowbourne, Melksham town centre can be accessed. To the north of Lowbourne and via Bank Street (A3102) the A350 can be accessed via the Farmers Roundabout. The A350 is located west of Melksham and is a primary route that runs from Junction 17 of the M4 to Poole in Dorset.

Existing Traffic Conditions

- 3.7 In February 2024 as part of the full planning application on the site, 2 x 7-day ATC surveys were undertaken, with one installed on A3102 Sandridge Common Road to the west of the existing A3102/Eastern Way roundabout and one installed along New Road to the east of the site. The results of the two ATC surveys are summarised in **Table 1** and **Table 2**.

A3102 Sandridge Common Road	Daily Flow (7-day Average)	85 th percentile Speeds (mph)
Eastbound	3624	41.9
Westbound	3498	39.6

Table 1: ATC Traffic Speed Survey Results (A3102 Sandridge Common Road)

A3102 Sandridge Common Road	Daily Flow (7-day Average)	85 th percentile Speeds (mph)
Northbound	727	36.0
Southbound	794	39.6

Table 2: ATC Traffic Speed Survey Results (New Road)

- 3.8 As summarised within **Table 1**, 85th percentile speeds along the A3102 Sandridge Common Road are 41.9mph eastbound and 39.6mph westbound. In terms of daily 7-day average traffic flows, the A3102 Sandridge Common typically accommodates 3624 vehicles eastbound and 3498 vehicles westbound.
- 3.9 As summarised within **Table 2**, 85th percentile speeds along New Road are 36.0mph northbound and 39.6mph southbound. In terms of daily 7-day average traffic flows, New Road typically accommodates 727 vehicles northbound and 794 vehicles southbound.

Pedestrian and Cycle Network

- 3.10 Along Sandridge Common within the vicinity of the roundabout junction with Eastern Way a shared footway/cycleway, that measures 3m wide, runs along the southern side of the carriageway (**Photograph 5**) towards Melksham Town Centre. The shared arrangement ends approximately 200m west of the A3102/ Eastern Way Roundabout, at the pedestrian/cycle connection to Redwing Road. Beyond this to the west the pedestrian footway reduces to 2m in width and continues to route into Melksham. Along the northern side of the A3102 (across the site boundary), no footways or cycleways are present.



Photograph 5: Shared Footway/Cycleway along southern side of Sandridge Common Road

- 3.11 To the west of the site, Sandridge Common Road is equipped with 2m wide lit footways. Approximately 10m west of the speed limit change a 2m footway begins along the northern side of Sandridge Common Road.
- 3.12 In addition, along the pedestrian route into Melksham town centre, there are appropriately placed dropped kerbs and tactile paving to facilitate the safe movement of pedestrians. The existing pedestrian conditions are demonstrated within **Photographs 6 and 7**.



Photograph 6: Pedestrian infrastructure along Skylark Road junction



Photograph 7: Existing pedestrian crossing infrastructure along Sandridge Common Road

3.13 As detailed above, a shared footway and cycleway is provided along the footway which flanks the south of Sandridge Common. As mentioned, this shared arrangement ends approximately 240m west of the A3102/ Eastern Way Roundabout at Fieldfare Way but, continuous to flank Eastern Way along its entirety to Spa Road, southeast of Melksham.

3.14 The National Cycle Route 403 (NCR403) is located approximately 1.3km west of the proposed site at King George V Park and can be accessed via a 5-minute cycle long the A3102. From the King George V Park, NCR401 routes north towards Lacock (21-minute cycle) and towards Chippenham (21-minute cycle) and also provides a link to the National Cycle Route 4 (NCR4), located approximately 3.3km south (11-minute cycle). The NCR4 provides direct, off-road links to Trowbridge, a 11.7km southwest of the proposed site (37-minute cycle), and Devizes, 13.3km southeast of the proposed site (56-minute cycle).

3.15 Wiltshire's draft Local Cycling and Walking Infrastructure Plan (LCWIP) 2022 states that a full Melksham LCWIP will be published in 2024. It also contains a map which shows existing primary and secondary cycle routes and is shown in **Figure 3**.

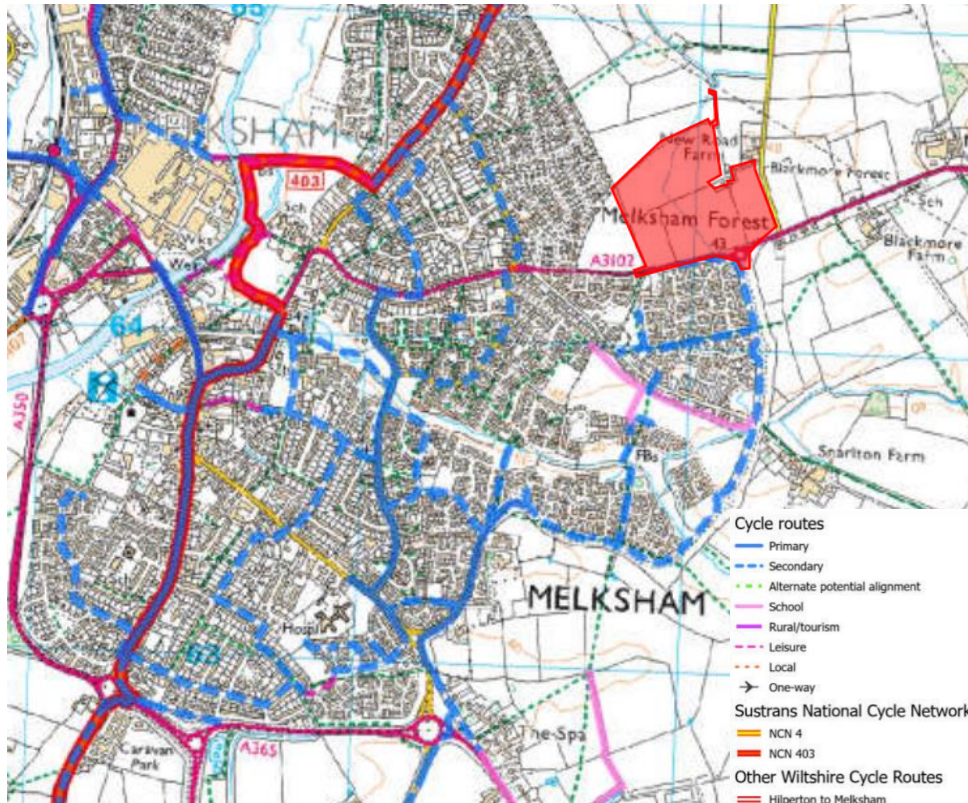


Figure 3: Wiltshire LCWIP

- 3.16 It can be seen in **Figure 3** that the site is north of an existing secondary route, which provides a route from the site into Melksham Town Centre and onto the National Cycle Network 403 route, which routes from Bowerhill in the south and Marlborough in the east. The southern section of the 403 route connects into the long distance NCN route 4, which connects London to Fishguard in Wales.

Public Rights of Way

- 3.17 There is an extensive Public Rights of Way (PRoW) network within immediate proximity of the site. The nearest ProW is located to the south of the site (route MELK103) and provides footpath access to Snarlton Lane and onward connectivity to Melksham town centre, via a series of other short footpaths on the PRoW network. There are multiple bridleways to the east of the site which would provide leisure opportunities for pedestrian and cyclists. The network, with respect to the proposed development, is shown in more detail in **Figure 4**.

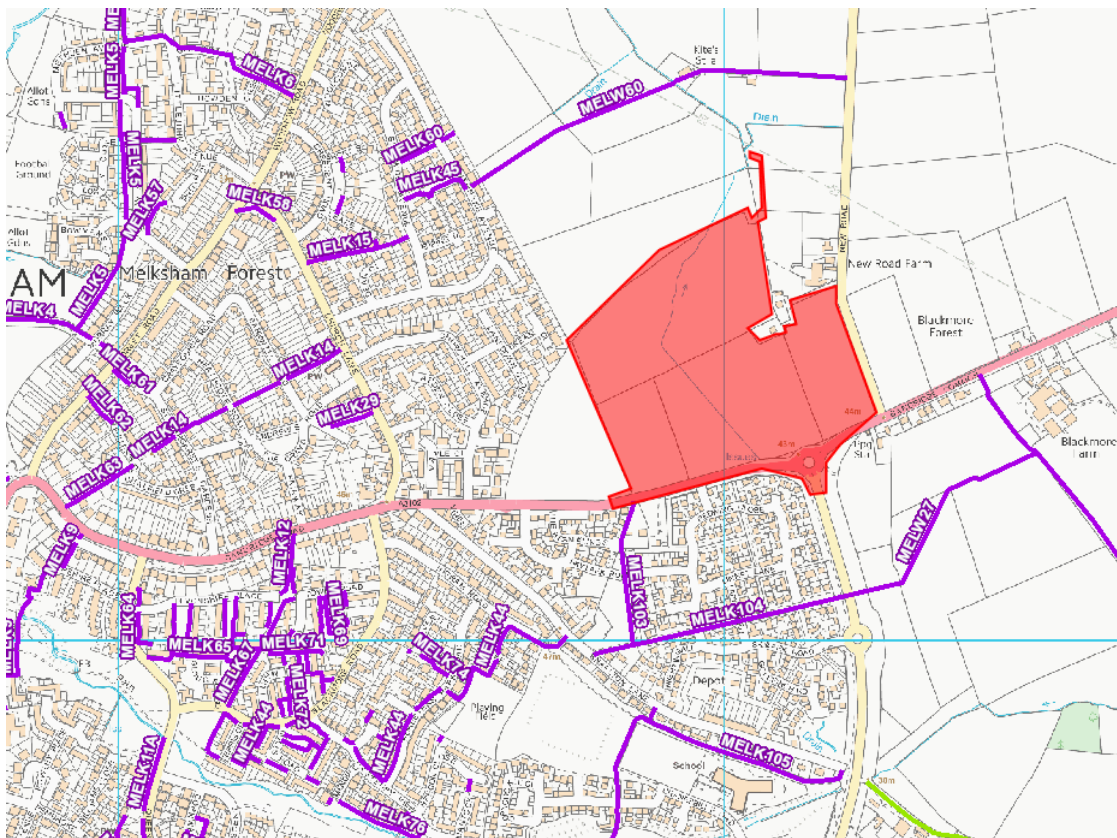


Figure 4: Public Rights of Way Map (Source: Wiltshire Council)

Accessibility to Local Amenities

3.18 It is generally accepted that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys by public transport. The Chartered Institute of Highways and Transportation (CIHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:

- Most people walk to a destination that is less than one mile or 1.6km (Planning for Walking, 2015);
- The bicycle is a potential mode of transport for all journeys under 8 km (Planning for Cycling, 2015); and
- Walking distances to bus stops should not exceed 400 metres, with people prepared to walk twice as far to rail stations (planning for Walking, 2015).

3.19 The location of the site in proximity to the local amenities offers a good opportunity to create a sustainable development. A short summary of the key amenities that would be of interest to the anticipated demographic of the proposed development within the locality of the site is presented in

Table 3 below, applying the average walking speed of 1.4m/s as classified in CIHT's 'Providing for journeys on foot' (2000, Table 3.2).

Amenity	Approximate Distance	Approximate Walking Journey Time	Approximate Cycling Journey Time
Proposed Nursery (within proposed development)	250m	2 minutes	1 minute
Convenience Store (Londis)	475m	7 minutes	1 minute
Convenience Store (Co-operative Food)	600m	10 minutes	2 minutes
Public House (The Foresters Arms)	600m	10 minutes	2 minutes
ATM	600m	10 minutes	2 minutes
Primary School (Forest and Sandridge Primary School)	800m	13 minutes	3 minutes
Fish and Chip Shop (Forest Fish Bar)	850m	14 minutes	3 minutes
Place of Worship (St Andrews Church)	860m	14 minutes	3 minutes
Public House (Water Meadow)	975m	15 minutes	3 minutes
Primary School (Forest and Sandridge Primary School)	975m	15 minutes	3 minutes
Melksham Town Centre	1.8km	24 minutes	5 minutes
Melksham Train Station	2.5km	30 minutes	9 minutes
Secondary School (Melksham Oak Community School)	3.2km	55 minutes	14 minutes

Table 3: Summary of Local Amenities

- 3.20 As summarised in **Table 3**, there are key amenities within walking distance of the site location that would be of important use to future residents. Facilities such as the nearby primary schools and range of convenience stores would be essential for everyday use.

Public Transport

Bus

- 3.21 The closest bus stop to the site from the proposed site access is the 'Skylark Road' bus stop, located on the southern side of Skylark Road, circa 330m (4 minute walk) south of the development. This stop provides a circular shuttle bus which runs into Melksham and back by Services 14 and 15, run by Frome Bus, however, it should be noted this is only a request stop at certain times. Additional bus services are available from the 'Ingram Road' stop located along Blackmore Road circa 750m west of the site. A summary of the bus services within the vicinity of the site are outlined in **Table 4**.

Bus Service	Bus Stop Location	Destination	Frequency		
			Monday-Friday	Saturday	Sunday
14/15 Frome Bus	Skylark Road	Melksham Circular	Service: Hourly First Bus: 08:16 Last Bus: 17:47	Service: Hourly First Bus: 08:42 Last Bus: 17:15	No Service
271/272/273 Traveline	Blackmore Road	Devizes – Bath City Centre	Service: Hourly First Bus: 06:54 Last Bus: 22:24	Service: Hourly First Bus: 07:11 Last Bus: 22:24	Service: 6 per Sunday (273 only) First Bus: 09:58 Last Bus: 19:55
X34	Bank Street	Chippenham - Frome	Service: Hourly First Bus: 06:54 Last Bus: 18:06	Service: Hourly First Bus: 07:05 Last Bus: 17:59	No Service
555 (School Service)	Blackmore Road/Sandridge Common	Melksham – Corsham School	2 Services daily at 07:46am (to school) and 15:05 (from school)	No Service	No Service

Table 4: Local Bus Services

3.22 In addition to the services raised above, the X76 service routes along Sandridge Common past the site. The X76 operates once a day and routes from Marlborough (via Melksham) to Bath in the morning and provides a return journey in the afternoon.

3.23 As part of the development proposals, and discussed in more detail in **Section 4**, it is proposed that two additional bus stops will be provided along Sandridge Common Road which will be located within 400m of most of the site.

Rail

3.24 Melksham Train Station is located 2.5km west of the site and is accessible either via a 7 minute drive or via the 271 bus service (37 minute journey). The station is operated by Great Western Railway and provides 8 cycle parking spaces. There are regular services, 9 in each direction per day, towards Westbury and Swindon which provide further onward connections to the west, and east towards Salisbury and Southampton Central. This service also provides connections to local stations including Trowbridge and Chippenham. The frequency of the services and the variety of destinations make travel by rail suitable for both commuter and leisure travel.

Summary of Site Accessibility

3.25 The proposed development has been shown to be well located to support a variety of travel modes and the sustainability of the site has been confirmed by WC Highways as part of the full planning application. The site is well connected to the local road network along with the strategic network including the A3102 and A350. The local pedestrian and cycle networks are well located to promote use by future residents and offer great opportunities for people to walk and cycle to their destinations. The site is also well located to support public transport use with regular bus services

located in close proximity as well as being able to access the local rail network. Such a summary is concurred within the Planning for Melksham July 2023 document, but more importantly the site is currently allocated under Policy 20 of the emerging Local Plan.

4. PROPOSED DEVELOPMENT

- 4.1 The proposed development comprises 295 residential units, which will include a mix of affordable and private dwellings and an area of land 0.4ha in size for a Children's Nursery. The proposed masterplan is attached within **Appendix A**.

Access Arrangements

- 4.2 Access to the site will be via one main point of access via a newly constructed 4th arm on the Sandridge Common/Eastern Way Roundabout.
- 4.3 The second point of access will be located approximately 250m west of the roundabout along Sandridge Common Road that will take the form of an emergency access point and will measure 3.7m wide and will be bollard controlled.
- 4.4 As part of the roundabout upgrades, an LTN 1/20 compliant footway/cycleway measuring 3m and crossing points are also proposed along all of the roundabout arms to tie into the existing infrastructure on the southern side. Additionally, it is proposed that there will be two signalised pedestrian crossing points located along Sandridge Common, with one located adjacent to the emergency access and one located approximately 80m east of the roundabout that will facilitate access to the bus stops proposed as part of the consented Blackmore Farm application (ref: PL/2023/11188). Furthermore, two additional bus stops are proposed as part of this scheme that will be located along Sandridge Common.
- 4.5 Furthermore, to comply with LTN 1/20, an internal shared footway/cycleway measuring 3m wide route has also been proposed on the western side of the 4th arm of the Sandridge Common roundabout to further enhance the pedestrian/cyclist facilities within the site.

5. INDICATIVE BASELINE AND TARGETS

Travel Plan Aim

5.1 The overall aim of the TP is:

to support a sustainable development by reducing the need for single occupancy vehicle trips through highlighting and promoting the use of more sustainable travel methods.

Travel Plan Objectives

5.2 Specific to this TP, the objectives are:

- Reduce single occupancy vehicle trips and their subsequent impact on the local road network;
- Maximise the opportunities for travel by alternative means;
- Promote pedestrian and cycle routes both on and off-site;
- Promote local public transport; and
- Ensure safe and easy access for all site users

5.3 Meeting these objectives will help achieve a development that has a high standard of sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on the local road network. The baseline travel patterns, aims and indicative targets are designed to be utilised for the Residential elements of the site. While the occupier for the Nursery is still unknown and the fact that it will be self- serving for the residents of the development, indicative baseline modal splits have not obtained.

Baseline Travel Patterns

5.4 Before setting specific targets understanding how residents/employees currently travel to work is essential. Using 2011 'Method of Travel to Work' Census data, a target to reduce single occupancy car trips by 10% is identified. The baseline modal splits are presented in **Table 5** and are sourced from 2011 Census 'WU03EW - Location of usual residence and place of work by method of travel to work'.

Mode of Travel	Indicative Baseline
Car Alone	79%
Car Share	5%
Train	1%
Bus, Minibus, Coach	2%
Taxi	0%
Motorbike, Scooter, Moped	1%
Cycle	3%
Walk	7%
Work from Home	0%
Total	100%

Table 5: Indicative Baseline Splits Based on 2011 Census Data

- 5.5 The 2011 Census suggests that 79% of existing residents travel to work by driving a car or van, 5% car share while 3% use public transport and 10% walk or cycle. These baseline modal splits are the same as was obtained for the full planning application and should therefore be considered acceptable.
- 5.6 It is proposed that to determine the 'actual' travel patterns, surveys would be completed at 50% occupation of the development. This would enable a sufficient sample size whilst also providing the opportunity to embed the residential TP before too many units are occupied.
- 5.7 Once the actual baseline modal splits have been established, the travel Plan Coordinator (TPC) and Wiltshire Council Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share target presented in **Table 6**.

Travel Plan Targets

- 5.8 To enable the progression and assessment of the success of the TP, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.
- 5.9 As aforementioned, this Travel Plan proposes to reduce single occupancy vehicle trips by 10% by increasing the modal share of more sustainable modes of travel, as shown in **Table 6**.

Aim	Timescale
Decrease the proportion of journeys made by single occupancy car by 10%	End of Year 5
Increase the proportion of trips made by sustainable and active modes (including public transport/walking/cycling) by 10%	End of Year 5

Table 6: Travel Plan Aims

- 5.10 Indicative modal split targets have been produced using the overarching target set out within **Table 6**, and the baseline modal split within **Table 5**. The indicative Modal Split Travel Plan Targets are set out in **Table 7**.

Targets	Objective	Baseline Modal Share	Interim Target (End of Year 1)	Interim Target (End of Year 3)	Interim Target (End of Year 5)
TP1	% Of single occupancy car trips	79%	76.5 % (-2.5%)	74% (-5%)	69% (-10%)
TP2	Number of residents using Public Transport Regularly	3%	3.5% (+0.5%)	4.5% (+1.5%)	6% (+3%)
TP3	Number of residents Walking Regularly	7%	8% (+1%)	8.5% (+1.5%)	10% (+3%)
TP4	Number of residents Cycling Regularly	3%	3.5% (+0.5%)	4% (+1.0%)	5.5% (+2.5%)
TP5	Number of residents Car Sharing Regularly	5%	5.5% (+0.5%)	6% (+1%)	6.5% (+1.5%)

Table 7: Indicative Travel Plan Targets

- 5.11 Overall, a 10% reduction in single occupancy vehicle trips is targeted over the 5-year TP period for all elements, which is the main aim in reducing pollution and congestion on the local road network. In terms of an increase in sustainable travel over the 5-years, a steadier increase in each mode is expected.
- 5.12 The use of public transport and walking is targeted to increase by 3%, with the number of residents cycling targeted to increase by 2.5%. Car sharing is to increase by 1.5%. The proposed modal splits are based on the current baseline modal split and location of the site which supports walking and public transport opportunities.

6. TRAVEL PLAN STRATEGY

- 6.1 A Travel Plan is a useful tool produced to encourage residents to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

Measures Package

- 6.2 In addition to the hard measures and onsite infrastructure (secure cycle parking and vehicle parking management) the following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 10% modal shift. These measures have been identified through the master planning process, the Transport Assessment and Travel Plan submitted as part of this outline application and by drawing upon community transport solutions.

Key Stages: Preliminary

- 6.4 In order to meet the objectives of the TP it is essential that a number of tasks are completed prior to the first occupation, as outlined within the site's Action Plan (**Appendix B**). These include:
- Appoint a Travel Plan Coordinator (developer)
 - Provide training to the sales staff regarding local travel options and the benefits of the TP;
 - Identify a point of contact for all queries;
 - Produce a Travel Plan webpage;
 - Provision of Resident/Visitor noticeboard to include:
 - Public Transport Information
 - Local walking/cycling routes; and
 - Upcoming sustainable travel events.
 - Produce Resident Welcome Pack (TPC) including:
 - Walking and cycling routes;
 - Bus stop locations, prices and times;
 - Rail Station information;
 - Electric charging information;
 - Car sharing information and benefits; and
 - Details of the TPC.

Key Stages: Five Years Following 50% Occupation of the Development (Following Preliminary Stage)

- 6.5 It is proposed that the TP period would become fully active upon occupation of the 50% of the development and would remain active for 5 years following that date. Upon reaching this trigger point, baseline surveys would be issued out to residents following agreement with WC's TPO.
- 6.6 After the 5 years of official monitoring has ended and WC have signed off the TP, ownership would pass to the local community.
- 6.7 During these five years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the residents. Such measures would be determined by the TPC in dialogue with occupants of the site, local authority and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan which is included in **Appendix B**.

Modal Measures: Walking and Cycling

- 6.8 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to residents. These will be detailed to residents in their welcome pack and through the biannual newsletters (as discussed later in the report).
- 6.9 The accessibility review and baseline modal splits indicate that walking is a key travel mode for existing residents in the area due to well-lit, wide footways and a number of facilities and amenities within reasonable proximity to the proposed development.
- 6.10 Whilst the baseline modal splits do not indicate that cycling is a key travel mode for existing residents, it is hoped that the proposed improvements to the infrastructure will help this become a more favourable travel mode.
- 6.11 The TPC would work with walking and cycling campaigns and support local and national campaigns and events (i.e. Cycle to Work Day and local bike doctor events). To incentivise walking and cycling the TPC will investigate the option of discounts at local stores to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

Modal Measures: Public Transport

- 6.12 The baseline modal splits indicate that 2% of existing residents currently travel to work by bus and therefore it is considered that the development provides an opportunity to promote bus travel as an alternative mode.

- 6.13 The attractiveness of the bus services, particularly those from Blackmore Road, Sandridge Common Road and Skylark Road would be supported and promoted through tailored promotions. The proposed bus stops that will be provided as part of the consented Blackmore Farm application as well as the additional bus stops funded as part of this application will also be promoted as part of the TPC works.
- 6.14 Maximising resident use of public transport would also be supported through highlighting costs and benefits in comparison to single occupancy vehicle use through the use of the Welcome Pack and regular newsletters.
- 6.15 The TPC will promote rail services from Melksham station as well as the potential link-trip afforded by the 273 bus service which operates between the station and Blackmore Road.

Modal Measures: Car Sharing

- 6.16 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing resident interaction and creating a sense of community.
- 6.17 Liftshare is a well-established scheme and would be promoted to residents through newsletters/welcome pack/website, to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.

Modal Measures: Sustainable Private Vehicle Use

- 6.18 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.19 A wider network of electric charging points is being explored across the County, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development.
- 6.20 Electric vehicles now have significant ranges, with some vehicles achieving at least 300 miles before needing to be recharged. In addition, manufacturers are confident in the batteries that they are now offering 8 year warranties on some models.
- 6.21 Hybrid vehicles combine both electric motors with a standard combustion engine providing a normal driving scenario with the addition of an electric provision. Promotion of both electric and hybrid

vehicles is becoming a key aspect of sustainable travel, and with Government grants available, this would be promoted as part of the TPC.

Modal Measures: Home/ Remote Working and Other Modes

- 6.22 Following the COVID-19 pandemic working from home and utilising technology to enable remote working in public locations such as cafes, and teleconferencing, have become a feature for many people's routines.
- 6.23 The TPC would continue to remind residents of the benefits of this type of work, particularly now that many individuals are spending at least one day a week at home, rather than in the office.
- 6.24 Should monitoring exercises and communication with residents identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) will be explored by the TPC through dialogue with the relevant groups/individuals such as operators and the Wiltshire Council Travel Plan Officer.

Personalised Travel Planning

- 6.25 Upon moving into their new home/flat residents will be offered free personalised Travel Planning advice as part of their Welcome Pack. This will be provided by the TPC and will inform residents on how they can travel to destinations more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

Marketing and Communication - Travel Plan Website/Newsletters/Posters

- 6.26 To ensure the ongoing promotion of the Travel Plan to residents, over its life a number of marketing and communication elements would be implemented.
- 6.27 Firstly, a dedicated Travel Plan website (e.g. <https://tpc-paulbashamassociates.com>) will be established prior to occupation, which provides residents with up to date information and latest changes to travel services, news and events. This would be reviewed biannually and updated as required, to ensure the latest travel information is suitably reflected.
- 6.28 The TPC would also produce biannual newsletters for the five years of the Travel Plan, providing residents with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

Local Area and Other Site Users

- 6.29 The TP will promote the local area's facilities whilst actively engaging with local resident and community groups, the schools' TPC, as well as local events and businesses. Engagement with any other local active residential Travel Plans would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

Visitors and Deliveries

- 6.30 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors travelling to and from the site. Residents' positive sustainable travel experiences should have a knock-on effect to visitors.

Financial Incentives: Travel Voucher

- 6.31 The developer would look to offer a £300 travel voucher, available for each residence, from first occupation (one gift per property). Details of what the voucher could be utilised for would be agreed by the TPC, prior to occupation but would be expected to include:

- Contribution towards a bus ticket;
- Contribution towards a rail ticket; or
- Cycle voucher

- 6.32 The voucher would be valid for a set period of time which would be clearly defined on the voucher. Terms and conditions would also be clearly displayed.

7. IMPLEMENTATION AND MONITORING

Implementation

- 7.1 The Travel Plan would be secured through a planning condition/Section 106 agreement, which would confirm the proposed measures as well as any monitoring costs, required by WC.

Travel Plan Coordinator

- 7.2 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by five years of full implementation, beginning on 50% occupation of the development.
- 7.3 The TPC role and contact details will be finalised with WC prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget should be 'front-loaded' to consider the work that is required to establish the TP.
- 7.4 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support:
 - Liaising with public transport operators, local interest groups, Wiltshire Council:
 - Designing and implementing an effective marketing strategy and raising awareness:
 - Attending relevant networking events:
 - Organising travel-based events:
 - Acting as the point of call for all TP enquiries: and
 - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

Action Plan and Targets

- 7.5 An indicative Action Plan for the application of the Travel Plan has been prepared. As measures are reviewed this Action Plan will be updated through the development of the Travel Plan.
- 7.6 The Action Plan for the application does not yet include dates as these would be dependent on construction schedules and occupation dates. Further indicative costings for the Travel Plan Action Plan have been completed and are attached within **Appendix B**.

Surveys and Feedback

7.7 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:

- Collect a representative and informative data account in accordance with the development timescales:
- Develop an accurate understanding of local travel modal shares, perceptions and influencing factors:
- Adoption of the TP by local residents beyond the TP's active period: and
- The successful delivery of the TP in co-ordination with other local developments and communities.

Monitoring

7.8 This TP's approach to monitoring acknowledges the above requirements and the strategy set out within the TP.

7.9 The resultant monitoring structure for the TP is therefore set out within **Table 8** and summarised in the subsequent paragraphs. It should be noted that WC considered this monitoring approach acceptable as part of the full planning application and should therefore be considered acceptable for this application.

Preliminary Period	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Resident Questionnaire (occupation of 50% of dwelling)	Resident Questionnaire & Monitoring Report	Resident Questionnaire & Monitoring Report	Resident Questionnaire & Monitoring Report	Resident Questionnaire & Monitoring Report	Resident Questionnaire & Monitoring Report

Table 8: Monitoring Strategy

7.10 A resident questionnaire would be completed at 50% occupation of the development with additional travel surveys to be conducted at the end of each subsequent year. It is proposed that the survey will be completed electronically, although postal surveys may also be used. An example resident survey is included in **Appendix C**.

7.11 To assist with this the Travel Gift would be promoted, and those wishing to obtain the gift would be required to complete the questionnaire. In later years of the development, or if response rates prove to be low, further incentives may be considered.

- 7.12 The results of the survey will be available for residents to view on the development's dedicated Travel Plan website and also included within newsletters, when appropriate.
- 7.13 An annual monitoring/progress report will be produced and submitted to WC within 3 months of surveys taking place. This report will outline how the TP has been implemented for the year, along with a presentation of any survey results, analysis of the responses and information of measures implemented. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable.

Overcoming Barriers to Success

- 7.14 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with WC TPO will ensure that mismanagement does not occur.
- 7.15 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with WC Travel Plan Officers. The 5-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year 1, there would be budget in year 2 to rectify this and change to new measures if needed.
- 7.16 If the five-year target is not achieved, the requirement for remedial measures would be explored with WC and would reflect the level of work already undertaken on the site.

Community Embedding and Handover

- 7.17 Following the successful completion of the TP's 5-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with residents over the course of the TP it is hoped that champions would stand out and be able to continue promoting the ideals of the TP/ maintain the website etc.
- 7.18 Local engagement and a gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with WC TPO as the TP draws to an end.

Appendix A

Site boundary - 14.95ha

Primary access

Emergency access

Pedestrian/Cyclist access

Potential future access

Existing watercourse

Quantum of Development:

Built Area (including, as required, incidental landscaping and all necessary infrastructure) - 9.01Ha - 60% of the total site boundary - up to 2 storeys with occasional 2.5 storeys in key locations (*)

Highway (non dev) - 0.61Ha (included in the Built Area calculation)

Maximum heights of the Built Area - 10.5m

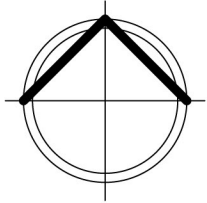
Nursery Land - 0.40Ha - 3% of the total site boundary.

Green Infrastructure - 4.65Ha - 31% of the total site boundary.

Green Infrastructure to include public open space, allotments provision, SuDs (including drainage basins and swales), play areas, existing vegetation to be retained, proposed PRoW and all necessary infrastructure.

Highway Land - 0.89Ha - 6% of the total site boundary.

Highway Land refers to existing highways and any associated land required for improvements or alterations, where such works are necessary to facilitate or enhance access to the proposed development.



Status

FINAL

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Client:

Bloor Homes

Project title:

Land at New Road Farm
Melksham

Drawing title:

Parameters Plan

Scale: 1:2500@A3

Date: 27.10.2025

Drawn by: DR / LR

Checked by: MV

Drawing no.: 2513292.1

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Appendix B

Land at New Farm, Melksham
Travel Plan

Paul Basham Associates Ltd
Report No: 027.0014/TP/1

Land at New Farm, Melksham (Outline)



Actions	Responsibility	Timescale	Notes
TPC to contact WC and agree targets, monitoring and confirm Action Plan	Developer/TPC	Prior to first occupation	
Site Visit	TPC	Prior to first occupation	
Establish contact with local service providers including cycle stores and local bus services to provide a development discount	TPC	Prior to first occupation	
Develop webpage	TPC	Prior to first occupation	
Prepare and distribute a Travel Welcome Pack	TPC	Prior to first occupation	
Determine communication strategy inc. resident meetings, newsletters	TPC	Prior to first occupation	
Travel Plan 'logo' and branding to be established	TPC	Prior to first occupation	
Prepare TP action database for logging/recording: Action Plans, Household details, Household Personal Travel Planning, Assistance/Communication, Local Key Players Contact Details, Survey Responses	TPC	Prior to first occupation	
Liaison with Sales Representatives to introduce TP and incentives available	TPC	Prior to first occupation	
End of Preliminary Phase Report and revise targets where necessary	TPC/WC	End of Preliminary Phase	Excluding expenses
Resident Travel Survey	TPC	3 months following 1st occupation	
	Preliminary Costs	£3,000	

Actions	Responsibility	Timescale	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Note
Personal Travel Planning (General TPC Activities)									
Attend Resident Association Event / Group meetings	TPC	Ongoing							
Work within local community groups, attend meetings, share communications	TPC	Ongoing							
Maintain dialogue with local public transport service operators for service changes and promotions including bus and train services	TPC	Ongoing							
Maintenance of local area walking / cycling route map and public transport information via online methods and bi-annual newsletters	TPC	Ongoing							
Provide information on safe walking and cycle routes to the school	TPC	Ongoing							
Keep up to date on local walking, cycling, public transport and car-sharing initiatives	TPC	Ongoing							
Promote local area key facilities, including walking and cycling	TPC	Ongoing							
Promote Walk to Work Week	TPC	Ongoing							
Promote Sustrans Big Cycle and Walk Challenge	TPC	Ongoing							
Promote local cycle events and local cycle shops	TPC	Ongoing	£ 3,475.00	£ 1,725.00	£ 4,150.00	£ 1,725.00	£ 3,250.00	£ 14,325.00	
Promote Bike Week	TPC	Ongoing							
Provision of information on local road network routes, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision	TPC	Ongoing							
Prepare cost comparison table for public transport against single car travel	TPC	Ongoing							
Promote and explore opportunities to co-ordinate deliveries	TPC	Ongoing							
Promotion of car sharing website such as Liftshare and electric charging locations	TPC	Ongoing							
Cooperate with local businesses to promote home/remote working and establish opportunities for long term investment in TP	TPC	Ongoing							
Promotion of home and remote working using case studies as possible evidence	TPC	Ongoing							
Encourage residents promotion of sustainable travel options to visitors	TPC	Ongoing							
Marketing and Communications									
Newsletters	TPC	Bi-annual Event	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500	Does not include printing
Website/ Social Media Marketing	TPC	Annual Update	£ 250	£ 250	£ 250	£ 250	£ 250	£ 1,250	
Monitoring Stages - Surveys and Feedback									
Annual Progress Review	TPC	End of Each Year	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,500	£ 5,500	
Liaison with WC	TPC	End of Each Year	£ 350	£ 350	£ 350	£ 350	£ 500	£ 1,900	
Resident Travel Survey	TPC	End of Years 1, 2 and 4	£ 675	£ 675		£ 675		£ 2,025	Does not include printing
Handover	TPC	End of Year 5					£ 1,000	£ 1,000	
		Year Estimates	£ 6,250	£ 4,500	£ 6,250	£ 4,500	£ 7,000	£ 28,500	
								£ 28,500	

Disbursements		Cost	Estimated Quantity Required	Total	Note
Subscription to Online Survey Tool	TPC	£300 per annum	5	£1,500	
Travel voucher	TPC	£300	295	£88,500	
Mileage/ Printing Costs	TPC	Costs to be agreed with developer on an Ad-hoc basis			
			Disbursement 5 year total	£90,000.00	

Project Details	
Scheme	Land at New Farm, Melksham
No. of Units	295
Personal Travel Planning Budget per unit	£ 300
Total Personal Travel Planning Budget	£ 88,500
1st Unit Occupation Target	TBC
Full Occupation Target	TBC
Applicant	Bloor Homes South West
Local Authority	Wiltshire Council
LA Travel Plan Officer	
Travel Plan Author	Izzie Drohan
Travel Plan Co-ordinator	TBC

Total Costs	
TPC Total Costs	£28,500
Disbursements Total Costs	£90,000
TOTAL	£118,500

Version		PBA Author	Comment

Appendix C

Land at New Farm, Melksham
Travel Plan

Paul Basham Associates Ltd
Report No: 027.0014/TP/1

– Resident Travel Survey

Thank you for taking the time to complete our residents travel survey. This will help us (your Travel Plan Coordinator) understand your travel needs and should only take a few minutes.

If you have any questions regarding our work, the survey or relating to the travel voucher, please do not hesitate to get in touch! And, don't forget to fill out your details at the end to receive your travel voucher!

You can send your completed survey to us via:

- ☐ Post using the pre-paid envelope: Paul Basham Associates, ###
- ☐ Survey Monkey at ####
- ☐ QR code

QR Code



1. How do you currently travel?

	Daily	Couple of times a week	Weekly	Fortnightly	Monthly	Occasionally	Never
Car (alone as driver)							
Car (with passengers)							
Walking							
Cycling							
Scooter							
Bus							
Coach							
Overground Rail							
Underground Rail							
Ferry							
Motorbike							
Other: _____							

2. For your most frequent journey how far do you travel?

- ☐ 0-2 miles
- ☐ 3-5 miles
- ☐ 6-10 miles
- ☐ 11-20 miles
- ☐ 21-30 miles
- ☐ 31+ miles

3. To which location do you travel to most frequently? (tick one)

- ☐ ##
- ☐ ##
- ☐ ##
- ☐ ##

☐ Other (Please specify)

4. What is your most frequent journey for? (please choose one)

- ☐ Work/Education
- ☐ Leisure/Retail
- ☐ Health (doctors/hospital)
- ☐ Visiting friends/family
- ☐ Other (please specify)

5. If you were to change your main mode of travel what mode would you most likely change to:

6. If you travel by car, why do you travel by car? (Please tick all that are relevant)

- ☐ 1. I don't own a car
- ☐ 2. Car essential to perform job
- ☐ 3. Reliability/ quicker than alternatives
- ☐ 4. Health reasons
- ☐ 5. Lack of alternatives
- ☐ 6. Cost
- ☐ 7. Comfort
- ☐ 8. Personal safety
- ☐ 9. Things to do on way home
- ☐ 10. Other (please specify)

7. Which of the above is the most important when travelling by car? (state the number)

8 If you usually travel by car, how do you travel when your car is unavailable (i.e. is being serviced)

Please Turn Over

9. Which of the following would most encourage you to use the listed travel modes (or use them more frequently if you do so already?)

	Discounts	More Information	Improved Reliability & Frequency	Increased Safety Measures	Cycle Storage/ Training	Better Facilities	Improved Routes	Knowledge of Local Clubs/ Events	Nothing	Other (please specify)
Walking										
Cycling										
Bus										
Rail										

10. How many cars do you own?

- ☐ 1
☐ 2
☐ 3+
☐ N/A (do not own a car)

11. What type of cars do you own?

- ☐ Petrol
☐ Diesel
☐ Hybrid
☐ Electric
☐ N/A (do not own a car)

12. How many bicycles do you own?

- ☐ 1
☐ 2
☐ 3+
☐ N/A (do not own one)

13. Is there any information you would like to see in future newsletters?

14. Is there anything else you would like to tell us about travel in your local area?

15. I would like to request: (Select One)

- ☐ £## Halfords Voucher *
☐ £## Bus Pass **
☐ I have already claimed

Please note all voucher requests will be reviewed before we can confirm a claim. One voucher available for each address. If a claim has already been made for your address you will not be eligible to receive a voucher. See Terms and Conditions for further details.

What have/will you use your voucher for:

In order for us to process your voucher request, we require the following information. Please write in capitals.

Name: _____

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

Please note that this information is kept in accordance with Data Protection policy found at: <https://paulbashamassociates.com/privacy-cookie-policy/>. Email travelplan@paulbashamassociates.com for further details.

Terms & Conditions

One voucher available per address within ##. If a previous resident has claimed you will not be eligible. To confirm eligibility please provide us with your address information. Sustainable Travel Vouchers are a gift from the developer and the offer(s) may be amended or removed at any time. ###

The full list of Terms and Conditions can be found at: ###