

Framework Residential Travel Plan.

Outline Planning Application, With All Matters Reserved Except For The Main Point Of Access From Devizes Road, For The Demolition Of Existing Building, And Development Of Up To 80 Dwellings, Public Open Space, Drainage, Landscaping And Ancillary Works

On behalf of Redcliffe Homes Limited.

Date: January 2026 | Pegasus Ref: P22-O991 TR05



Document Management.

Version	Date	Author	Checked/ Approved by:	Reason for revision
TRO5	January 2026	JC	AS/CMR	-

Contents.

- 1. Introduction..... 1
- 2. Aims and Objectives.....2
- 3. Site Context & Accessibility4
- 4. Development Proposals11
- 5. Measures and Initiatives..... 13
- 6. Travel Plan Targets 16
- 7. Implementation, Dissemination and Monitoring..... 18
- 8. Action Plan..... 20

Figure.

Figure 3.1 Site Location, Facilities & Amenities Plan

Appendices.

- Appendix A Trowbridge Cycle Map
- Appendix B Census 2011 Journey to Work Data

1. Introduction

- 1.1. This Framework Residential Travel Plan (FRTTP) has been prepared by Pegasus Group on behalf of Redcliffe Homes Limited (The Applicant). It addresses the travel issues associated with the proposed development of land to the north of Devizes Road, Trowbridge, Wiltshire.
- 1.2. The site is located at Hilperton, approximately one kilometre southeast of Hilperton village centre and approximately 2.5 kilometres northeast of Trowbridge town centre. It is located on land to the immediate north of the roundabout junction between Devizes Road and the A361. It is also bound by residential dwellings to the east, open land to the north, Public Right of Way (PRoW) HILP 21 to the west and a public byway to the northwest. Access is proposed to be through a fourth arm on the Devizes Road and A361 roundabout junction.
- 1.3. This FRTTP should be read in conjunction with the Transport Assessment (TA) submitted as part of the wider planning application submission.
- 1.4. This FRTTP summarises the currently suggested measures, targets and monitoring regimes that will be brought forward in order to encourage sustainable travel to and from the site. It will form the basis for a Full Residential Travel Plan (FRTTP) in due course. In the interim, this FRTTP is envisaged to form the basis of a planning obligation to be secured as part of planning permission for the development proposal.

Policy and Guidance

- 1.5. The FRTTP has been prepared with consideration to the following guidance documents, as appropriate:
 - i. National Planning Policy Framework (NPPF) (2024).
 - ii. Draft National Planning Policy Framework (December 2025).
 - iii. Planning Practice Guidance (first published 2014).
 - iv. Better Planning, Better Transport, Better Places (CIHT, 2019).
 - v. Wiltshire Core Strategy (which covers the period up to 2026) (2015).
 - vi. Wiltshire Council Local Transport Plan 4 2025–2038 (2025).
 - vii. Wiltshire Council Local Plan (2021).
 - viii. Wiltshire Local Plan Draft (to 2038); and
 - ix. Wiltshire Council Development Related Travel Plan Guidance (2020)

2. Aims and Objectives

Aims

- 2.1. The primary aims of this F RTP are to set out:
- i. The scope and objectives of the F RTP.
 - ii. Currently anticipated initiatives and measures to promote accessibility by non-car modes by residents.
 - iii. Initial modal share targets.
 - iv. The likely implementation and management regime, in broad detail; and
 - v. Requirements for monitoring and reviewing the initiatives and measures proposed through dissemination of information including surveys of resident's travel habits.

Objectives

- 2.2. The key objectives of the F RTP are as follows:
- i. Reduce single occupancy car usage for the development site through encouraging more sustainable travel modes.
 - ii. Increase residents' awareness of the advantages and potential for travel by more environmentally friendly modes of transport therefore reducing traffic.
 - iii. Set in place the foundations and culture for a sustainable transport policy for the development, which will develop and grow with time to help reduce transport impact on the environment; and
 - iv. Promote a healthier lifestyle for future residents and the community.
- 2.3. This F RTP contains a number of suggested initiatives and measures to ensure that the targets can be achieved, and the objectives listed above can be met.
- 2.4. Targets will be reviewed by the Travel Plan Coordinator (TPC), and the initiatives and measures can be monitored and updated where necessary if targets are not being met. Similarly, the targets may be adjusted if the Travel Plan is working well or particularly badly.

Benefits

- 2.5. The potential benefits associated with the implementation of the F RTP in due course are as follows:
- i. A reduction in traffic, congestion and collisions.
 - ii. Reduced air and noise pollution.
 - iii. Improved environment through a reduction in CO2 emissions.

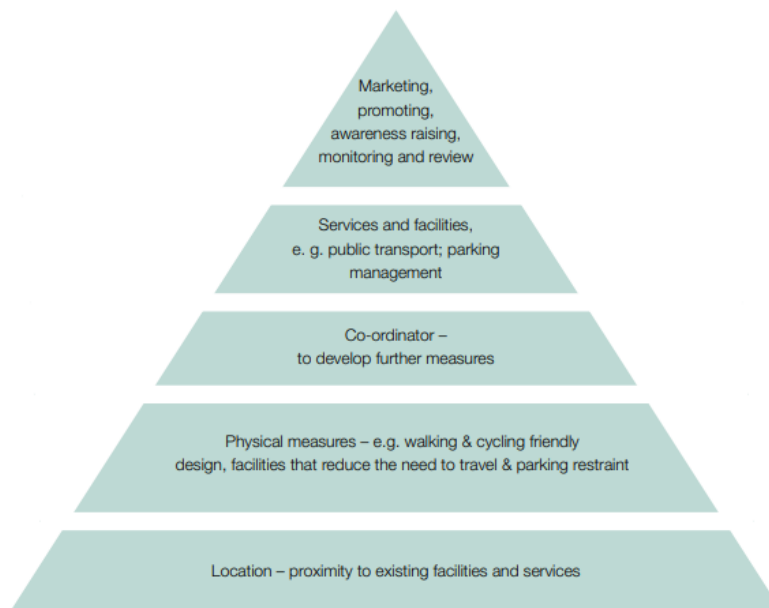
- iv. Reduced time spent travelling.
- v. Potential cost savings for residents; and
- vi. Improved personal and community health and fitness levels.

2.6. The F RTP can therefore bring the following benefits:

- i. To the individual – through improved health, reduced stress and cost savings; and
- ii. To the environment – through improved air quality, less noise.

2.7. Good Practice Guidelines, Delivering Travel Plan through Planning Process, published by DfT (2009) identifies at paragraph 4.17 that the 'choice of location for the development provides the foundation for good accessibility by ensuring proximity to existing facilities and services including shops, health facilities, schools and public transport. This is demonstrated in the diagram at **Plate 2.1**.

Plate 2.1 – Travel Plan Pyramid (DfT Good Practice Guidelines Pg.53)



2.8. This F RTP has been prepared to help ensure that each of the five tiers of the TP pyramid are considered. The F RTP meets the bottom tiers of the pyramid as the site is located in a location within walking and cycling distance of a mix of facilities and amenities that may be required on a daily basis. The proposed development of the site promotes walking and cycling, in line with the pyramid's second tier. The third tier will be met through the delivery of the F RTP. The TPC will deliver the measures and initiatives to influence resident's travel behaviour (as per the fourth tier). The TPC will raise awareness of the F RTP through ongoing promotion and marketing in due course, as required by the fifth tier.

3. Site Context & Accessibility

- 3.1. The site is located at Hilperton, approximately one kilometre southeast of Hilperton village centre and approximately 2.5 kilometres northeast of Trowbridge town centre. It is located on land to the immediate north of the roundabout junction between Devizes Road and the A361. It is also bound by residential dwellings to the east, open land to the north, Public Right of Way (PRoW) HILP 21 to the west and a public byway to the northwest. The location of the site in its wider geographical context is shown in **Figure 3.1**.

Local Highway Network

A361

- 3.2. The A361 routes between Trowbridge town centre in the west and the A350 in the east. It has an approximate carriageway width of eight metres, is provided with street lighting and is subject to a 50mph speed limit within the vicinity of the site. A shared footway/cycleway generally measuring two to three metres wide routes along the northern side of the carriageway and is wider at the immediate site frontage.

Devizes Road

- 3.3. Devizes Road routes between the roundabout at the site frontage and the Devizes Road/Church Street/B3105 mini-roundabout in the west. Further to the west it connects to the A361/B3105/Hilperton Relief Road roundabout, known locally as the Hilperton Roundabout.
- 3.4. Devizes Road is a single carriageway road and measures approximately five metres wide. It is provided with street lightning and is subject to a 20mph speed limit. A speed table is located approximately 55 metres west of the site frontage.
- 3.5. There is a footway on the northern side of the carriageway measuring approximately 1.5 metres wide, which is segregated from the carriageway boundary in places by sections of grass verge.
- 3.6. There is a 7.5 tonne weight limit (except for loading) on Devizes Road within the vicinity of the site. This extends for approximately 1.3 kilometres between the roundabout junction with the A361 to the east and the Hilperton Roundabout to the west.

PRoW HILP 21

- 3.7. The east of the site is bound by PRoW HILP21. This is a vehicular lane classified as a Byway Open to All Traffic (BOAT) which measures approximately three metres wide. The lane is rural in nature with no street lighting provision. It connects the A361 in the south with Whaddon Lane in the north. It is subject to a 7.5 tonne weight limit.

Guidance on Walking

- 3.8. The Department for Transport (DfT) document *Manual for Streets* (2007) states at paragraph 4.4.1 that walking offers the greatest potential to replace short car trips, particularly those under two kilometres. This equates to approximately a 25 minute walk based upon an average walking speed of 80 metres per minute. It is acknowledged that this is not an upper limit to the distance which people will travel on foot.
- 3.9. The Chartered Institution of Highways and Transportation (CIHT) 'Planning for Walking' (2015) document states that around 80% of journeys under one mile are made on foot, and around 26% of journeys between one and two miles are made on foot. This indicates that walking up to two miles is a realistic choice for most people.
- 3.10. The National Travel Survey 2024 dataset NTS 0308 'Average number of trips and distance travelled by trip length and main mode' for 2023 suggests that on average, 81% of trips under one mile (1.6 kilometres) are made by foot and 36% of trips between one and two miles (1.6–3.2 kilometres) are made on foot. This indicates that walking trips up to two miles are a realistic choice for many members of the public.
- 3.11. The Department for Education (DfE) 'Travel to School for Children of Compulsory School Age' document (2024) suggests that school children will only be eligible for free school transport if a scheme is beyond a walking distance of 3.2 kilometres (two miles) for those aged up to eight years old, and 4.8 kilometres (three miles) for children aged between eight and 16 years old. On this basis, it is typically reasonable to consider that a number of children will walk to schools within these distances.

Guidance on Cycling

- 3.12. The DfT Local Transport Note 1/20 *Cycle Infrastructure* (July 2020) states at paragraph 2.2.2 that *'two out of every three personal trips are less than five miles (eight kilometres) in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking'*. This distance equates to approximately a 30-minute cycle journey, based upon an average cycling speed of 270 metres a minute¹.
- 3.13. The CIHT 'Planning for Cycling' document sets out at page four that the bicycle is a potential mode of transport for all journeys under five miles. It also states at page four the majority of cycling trips are for shorter distances, with 80% of all cycle trips being less than five miles. However, this is broadly reflective of trip lengths by all modes, with 67% of all trips being under five miles. It is considered that this should not be taken as a maximum, as some will choose to cycle further to facilities, work or for leisure.

Guidance on Public Transport

- 3.14. LTN 1/20 suggests at paragraph 11.6.5 that *'high-quality interurban bus routes or limited stop express routes'* can draw users from further than a 10-minute walking distance (800 metres, assuming 80 metres per minute).

¹ Local Transport Note 1/20 'Cycle Infrastructure Design' (July 2020).

- 3.15. Public Transport Access Levels (PTAL) provide Transport for London (TfL) with a preferred measure of the accessibility of an area to the public transport network. A maximum of 640 metres is typically used for access to buses, equating to around an eight-minute walk. Although the proposed development is not in London, this demonstrates that shorter distances are not necessarily achievable in all places, even in London.
- 3.16. The National Travel Survey 2024 dataset NTS 0308 'Average number of trips and distance travelled by trip length and main mode' suggests that on average, 64% of local bus trips outside London are up to five miles (eight kilometres) and that 88% of local bus trips are under 10 miles (16 kilometres). This indicates that the majority of local bus journeys are contained within a 10 mile radius, on average.

Existing Pedestrian and Cycle Facilities

- 3.17. Footway provision within the vicinity of the site is considered to be suitable to accommodate the new development as set out in **paragraph 3.18**. The footway provision leading west towards Hilperton and Trowbridge town centre is provided on at least one side of Devizes Road, Hilperton Road A361 and Church Street and is lit. There are dropped kerbs provided at crossing points.
- 3.18. A shared footway/cycleway is provided along the southern site boundary. The shared footway/cycleway connects to a dropped kerb and tactile paved crossing point located on Devizes Road approximately 50 metres west of the site and continues through sections of residential developments located to the south of Devizes Road, providing continuous pedestrian and cycle access to The Mead Primary School.
- 3.19. A copy of the Trowbridge Cycle Map, produced by Wiltshire Council, which shows surfaced and unsurfaced cycleway/paths and recommended cycle routes is included in **Appendix C**.
- 3.20. There are no PRow routes which cross the site. However, there are a number of PRowS including HILP 21, HILP 25 and HILP 29 which surround the site. The routes are shown on **Figure 3.1**.
- 3.21. National Cycle Network (NCN) Route 4 is accessible approximately 1.5 kilometres to the north of the proposed scheme access point. NCN 4 is a long-distance cycle route from London to Fishguard in Wales with sections of traffic free and surfaced paths. Locally it provides access between Devizes and Trowbridge.

Public Transport Provision

Bus

- 3.22. The closest bus stops to the site are the Paxcroft Farm bus stop (to the northeast) and the Helps Well Road stop (to the south). The Paxcroft Farm bus stop is located approximately 380 metres walking distance from the centre of the site, and the Helps Well Road stops are located approximately 470 metres walking distance from the centre of the site. Both stops are located on the A361 carriageway. The Paxcroft Farm bus stops are provided with a flag and pole.
- 3.23. Both the Helps Well Road bus stops are provided with shelters, seating areas, and timetable information. Both stops are serviced by bus routes 49, X34, X84, X49, and X85 which are operated by Faresaver and Stagecoach.

3.24. A summary of the bus service provision available is provided in **Table 3.1**.

Table 3.1 – Bus Service Summary

Service	Route	First Bus/Last Bus	Frequency (minutes)		
			Weekday	Saturday	Sunday
49	Swindon – Trowbridge	06:18/17:25	30	60	60
	Trowbridge – Swindon	06:48/19:00			
X34	Frome – Chippenham	06:45/17:30	45	60	60
	Chippenham – Frome	07:02/17:30	30		
X84	Semington–Bath	09:45	Once per Day (Fridays Only)	–	–
	Bath–Semington	12:55			
X85	Semington – Bath	09:45	Once per Day (Tuesdays Only)	–	–
	Bath – Semington	12:55			
X49	Devizes – Trowbridge Wiltshire College	08:15/08:47	Once per Day (school days only)	–	–

3.25. Since the previous similar application, there has been no material change to the bus services provided.

3.26. The first 49 service to Swindon departs the Paxcroft Farm bus stop at 06:48 and arrives in Swindon at 08:18. The final service departs Swindon at 19:00 and arrives at the Paxcroft Farm bus stop at 19:19. The first service towards Trowbridge departs at 06:18 and arrives in Trowbridge at 06:26. The final service returning from Trowbridge departs at 17:25 and arrives at the Paxcroft Farm bus stop at 18:51.

3.27. The first X34 service towards Frome departs the Paxcroft Farm bus stop at 07:02 and arrives in Frome at 07:40. The final service returning from Frome departs at 17:30 and arrives to the Paxcroft Farm bus stop at 18:10. The first service to Chippenham departs at 06:45 and arrives in Chippenham at 07:26. The final service departing Chippenham is at 17:30 and arrives at the Paxcroft Farm bus stop at 18:10.

3.28. The X84 service operates between Bath and Semington once per day on Fridays only. The first service departs at 09:45 and arrives in Bath at 10:53. The final bus returning from Bath departs at 12:55 and arrives at the Paxcroft Farm bus stop at 14:13.

3.29. The first X85 service towards Bath departs the Paxcroft Farm bus stop at 09:45 and arrives at 10:45. The final service returning from Bath departs at 12:55 and arrives at the Paxcroft Farm bus stop at 14:17.

Rail

3.30. Trowbridge Railway Station is the closest railway station to the site, located approximately 3.7 kilometres southwest of the site.

- 3.31. The station provides 117 car parking spaces, with five accessible spaces. Additionally, there are 70 sheltered cycle parking spaces. Car parking charges apply, with Daily, Off Peak, Saturday, Sunday, Weekly, Monthly and Annual tickets available.
- 3.32. The station is served by the Great Western Railway and Southwestern Railway lines which provide regular services to and from Frome, Gloucester, Portsmouth Harbour, Cardiff Central and Bristol and the destinations in between, at approximately one-hour intervals.
- 3.33. Trowbridge Railway Station is served by bus services 49 and the X34. The bus journey time from the Paxcroft Farm and Helps Well Road bus stops using the bus route X34 is approximately 27 minutes.

Community Transport

- 3.34. The site is covered by the Trowbridge Area Community Link Transport service which is a charity that provides demand-responsive transport for the residents of Trowbridge, Semington, Great Hinton, Steeple Ashton, Hilperton, Keevil, North Bradley, Southwick and West Ashton. This is a door-to-door service to help local residents attend medical appointments, shopping or visiting friends and family which operates Monday to Friday between 09:00-16:30 (excluding bank holidays) at no set cost, however donations to the charity are encouraged.

Proximity to Local Service and Amenities

- 3.35. There is a mix of services, facilities, amenities and public transport opportunities generally required on a daily basis located within walking and cycling distance of the site. It is accepted that the time it takes people to walk or cycle to these distances will depend on the individual's level of health and fitness and will therefore vary from person to person.
- 3.36. A summary of the local services and facilities, including distance, walking and cycling times from the centre of the site is shown in **Table 3.2**. The locations of the closest facilities and amenities are shown in **Figure 3.1**. The routes are considered to be generally flat or on gentle gradients.

Table 3.2- Local Facilities and Amenities

Service/Facility	Distance (kilometres)	Location	Walking Time (minutes)	Cycling Time (minutes)	Approximate Bus Journey Time (minutes ²)
Employment					
Canal Road Industrial Estate	3200	Avon Way	-	12	5+11+9
Doric Business Centre	3400	Avon Way	-	13	4+10+10
Education					
The Mead Primary School	1400	Hackett Place	18	5	4+2+9
Busy Bees Nursey	1500	Hackett Place	19	6	4+2+7
St Michaels Pre-School	1500	Whaddon Lane	19	6	4+5+3
Hilperton C of E Primary School	2700	Newleaze	-	9	4+7+7
Bellefield Primary School	3300	Windermere Road	-	11	4+13+10
St Augustine's Catholic College	6800	Wingfield Road	-	23	4+20+7
The John of Gaunt School	6900	Wingfield Road	-	24	4+20+7
Personal Business					
Paxcroft Café	500	A361 Layby	7	2	-
Paxcroft Pharmacy	1500	Hackett Place	19	6	4+2+7
Roundstone Doctors Surgery	3000	Polebarn Road	-	11	4+14+10
Oriental Dragon Chinese Takeaway	3200	Paxcroft Way	-	13	4+13+18
Harris, Hill & Gibbons Veterinary Group	3200	Paxcroft Way	-	13	4+13+19
Leisure/Retail					
Trowbridge Rugby Football Club	200	A361	3	1	-
Movevolution Fitness Centre	350	A361	4	1	-
St Michael and Angels Church	1400	The Knap	18	5	4+6+4
Budgens Store	1500	Hackett Place	19	6	4+2+7
Hilperton Village Hall	1500	Whaddon Lane	19	6	4+6+2
Hilperton Play Park	1500	Whaddon Lane	19	6	4+6+3
Paxcroft Mead Community Centre	1500	Hackett Place	19	6	4+2+7
Public Transport					
Paxcroft Farm Bus Stop	500	A361	8	2	-
Trowbridge Train Station	3700	Stallard Street	-	17	4+19+3

² Based on time walking to bus stop + bus journey time + time walking to destination derived from Google. These use the nearest bus routes to the site (specified in Table 3.2).

- 3.37. A number of major supermarkets also provide an online shopping and home delivery service, which deliver to Hilperton. Use of these services will reduce the need for residents to travel.

Conclusions

- 3.38. The site is considered to be located within appropriate walking and cycling distance, and within bus journey time, of a number of local services and amenities located within Paxcroft Mead and Hilperton including a primary school, a children's nurse, a village hall and community centre. It is also located within appropriate walking distance of bus stops.
- 3.39. The existing footway and cycle networks are considered to provide safe and appropriate pedestrian and cycle routes between the site and the local amenities and facilities, including bus stops and connections onto Trowbridge town centre.
- 3.40. The site is located within reasonable distance of Trowbridge Railway Station, which provides access to a wider range of services and employment opportunities located in nearby towns, as well as major conurbations such as Bristol and Bath. This provides the opportunity for sustainable travel.
- 3.41. It is concluded that the site is accessibly located providing a realistic choice of alternative sustainable transport options to single occupancy car travel.

4. Development Proposals

- 4.1. The development proposal is for up to 80 residential dwellings which will include a minimum of 30% affordable housing. An indicative layout is provided as part of the wider planning submission.
- 4.2. Full details of the development proposals are set out in the Transport Assessment which has been prepared and submitted to support the planning application. A summary of the proposals is provided below.

Proposed Access Arrangements

- 4.3. Principal access for all modes of transport is at a new fourth arm of the A361/Devizes Road roundabout. The connection at the new arm has been designed with a 7.3 metre wide carriageway and with three metre wide footway/cycleways. A pedestrian refuge island with tactile paving is also proposed for crossing the site access.
- 4.4. Shared footway/cycleways are proposed to be located on both sides of the principal carriageway at the access point. A pedestrian footpath connection is also provided to the northeast of the site that links it with PRow Byway HILP21 on Whaddon Lane.

Internal Layout

- 4.5. It is currently anticipated that the internal layout will be offered for adoption to the local highway authority.
- 4.6. The layout will ultimately be devised to prioritise pedestrian and cycle movement as appropriate, and this would be addressed through a reserved matters submission in due course.
- 4.7. At this stage, it is anticipated that the spine road forming the primary street corridor will measure 7.3 metres wide. A three metre wide footway/cycleway will be provided on one side of the carriageway and a two metre wide footway on one side. The footway/cycleways on each side of the road would be separated from the road by three metre wide grass verges. In total the primary street corridor will measure 18.3 metres wide. The design rationale of this is to facilitate any future development to the north coming forward as part of the wider emerging allocation.
- 4.8. The internal layout will be designed to accommodate an emergency vehicle and a local refuse vehicle entering, manoeuvring and egressing the various internal roads. This will also be addressed at the reserved matters stage.

Parking Provision

- 4.9. The proposed scheme is anticipated to provide car and cycle parking levels generally in accordance with prevailing Wiltshire Council guidance on parking ratios at the time of a reserved matters application. It is anticipated that cycle parking will be provided within the curtilage of each plot, either within garages or sheds at this stage.

Off Site Highway Improvements

- 4.10. The Applicant is willing in principle to agree to the provision of the same final contributions that were agreed with the highway authority for the previous similar scheme at £92,000 contribution towards cycling and walking measures and £20,000 for towards the delivery of a bus shelter and associated infrastructure on the north side of carriageway on the A361 near Paxcroft cottages/rugby club. The Applicant is also willing to provide reasonable footway widening between the site on the A31 and Trowbridge Rugby Club within the extent of Highway Maintainable at Public Expense. Whilst the highway authority sought pedestrian and cycle priority at the new roundabout arm in respect to the last planning application, it is considered that a more conventional vehicular junction is appropriate for this scheme given the larger scale of the development.

5. Measures and Initiatives

Travel Plan Period

- 5.1. The Travel Plan Period will be defined as five years following 80% occupation.

Travel Plan Coordinator

- 5.2. A Travel Plan Coordinator (TPC) will be appointed by the Developer to oversee implementation and management of the F RTP and act as a key contact for residents of the development. The TPC will be responsible for implementing the F RTP and reporting against the Travel Plan targets.
- 5.3. The TPC will be instructed a minimum of three months prior to first occupation up until five years following 80% occupation.
- 5.4. The role of the TPC will comprise:
- i. Overseeing the implementation of the site F RTP.
 - ii. Providing site specific marketing materials.
 - iii. Promoting the F RTP to residents.
 - iv. Producing, explaining and distributing residential Travel Information Leaflets.
 - v. Undertaking and monitoring residential questionnaire travel surveys; and
 - vi. Monitoring the progress of the F RTP.
- 5.5. At the end of the Travel Plan period, the roles and responsibilities of the Travel Plan will be handed to a local resident's group or travel plan officers at Wiltshire Council (WC), as considered appropriate at that time.

Measures and Initiatives

- 5.6. The currently anticipated measures and initiatives at **Table 5.1** below will be implemented at the outset before the new dwellings are occupied (where possible) in order to maximise the opportunity to influence new residents travel patterns before they have become established.
- 5.7. It is considered that measures identified are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets relating to the proposed reduction in single occupancy vehicle trips. It includes 'soft' measures such as the provision of Travel Information Leaflets to increase awareness of sustainable travel options available to future residents. It is anticipated that this would be more effective at encouraging non-motorised user travel than providing Travel Vouchers to future residents, for example.

Green Travel Vouchers

- 5.8. It is proposed that Green Travel Vouchers to the value of up to £300 per dwelling (as per Wiltshire Council guidance) will be made available to residents of each dwelling for the first occupiers (and if not claimed, one subsequent occupier) for the lifetime of the Travel Plan. A form to claim these vouchers will be included within Travel Information Leaflets and will also be included as part of the annual travel surveys at the site, for those who have not previously claimed them. The TPC is responsible for issuing the vouchers.
- 5.9. The vouchers will be able to be claimed against the following items (subject to agreement with local suppliers):
- i. season ticket on bus or train.
 - ii. bicycles.
 - iii. cycling or walking equipment.
 - iv. car club membership; or
 - v. combination of the above.

Table 5.1 – Measures and Initiatives

Measures and Initiatives	
Promotional Measures and Initiatives	
1	The provision of a 'Travel Information Leaflet' for residents, which will contain details of how trips to local facilities and amenities can be achieved by other means to the private car. It will give information on bus routes and frequencies, local cycle routes and the benefits of sustainable travel.
2	Provision of Green Travel Vouchers to residents of each dwelling for the first occupiers (and if not claimed, one subsequent occupier) for the lifetime of the Travel Plan.
3	Promotion of National and Local Travel Awareness Events (e.g. walk to work week in May, and bike to work week in June).
4	The inclusion of sustainable travel information within the sales and marketing office.
5	Internet access to be provided in all homes giving residents easy access to local home delivery services and making it easier for residents to work from home.
6	Appointment of a Travel Plan Coordinator prior to commencement and implementation of the Travel Plan for its lifetime.
7	Newsletters and leaflets circulated annually with Travel Plan updates, information relating to sustainable travel events and measures and initiatives available to residents.
Walking and Cycling Measures	
8	The provision of local walking and cycling maps (contained within the Travel Information Leaflets).
9	The promotion of walking and cycling based websites within the Travel Information Leaflets.
10	Bicycle parking will be provided for all residents with consideration to Wiltshire Council guidance.
11	The site layout designed to prioritise pedestrian and cycle movements. This is shown on the proposed site layout and is included as part of the wider planning application submission.

Public Transport Measures	
12	The provision of up-to-date public transport information through leaflets and via promotion of public transport websites and available smart-phone applications.
13	Specific advertisement of rail connections will be supplied to residents, to support the sites proximity to Trowbridge Train Station.
Car Based Initiatives	
14	The promotion of car share databases website within Travel Information Leaflets.
15	Vehicle parking spaces will be provided with an Electric Vehicle Charging point.

Awareness and Marketing

- 5.10. The TPC will ensure that from the outset residents are aware that a Travel Plan is in operation for the site, and they will be informed of the initiatives and measures being implemented at the site.
- 5.11. Sales staff involved in the marketing of the residential properties will also be aware of the F RTP so they can explain the benefits to prospective buyers. Travel Information Leaflets will also be available within the sales office.
- 5.12. The following means of publicity may be used going forward:
- Newsletters circulated, as appropriate.
 - Postcards circulated, as appropriate (containing survey details).
 - Travel Information Leaflets containing information such as bus and rail timetables, walking and cycling route maps, and educational information on the health and environmental benefits of alternative modes to single occupancy car travel to local facilities and amenities. The leaflet will also contain the contact details of the TPC.
- 5.13. During ongoing monitoring, for example when travel surveys are taking place, the TPC will promote measures and initiatives to residents.
- 5.14. It will be for the TPC to decide the best methods to promote sustainable travel and implement the F RTP at the site. However, the measures and initiatives above will be reviewed as the Travel Plan progresses and as monitoring highlights which measures have been successful against those that have not. At this stage, measures and/or targets will be subject to change during the lifetime of the Travel Plan to ensure it continues to achieve its goal and target influential areas of travel behaviour change.

6. Travel Plan Targets

- 6.1. Targets are the measurable goals that must be set to assess whether or not the objectives of the plan are being achieved. The key objectives of this F RTP are included at **Chapter 2**.
- 6.2. Whilst it is the intention of this F RTP to encourage residents to travel sustainably for all journeys, it is considered that commuting trips are the key journeys for which the F RTP will target. It is considered that there is scope to target a reduction of 10 percentage points in single occupancy car travel and increase the percentage of commuters travelling by bus, bicycle, foot, rail and car sharing.
- 6.3. Information contained in the 2011 Census datasets 'QS701EW- Method of travel to work' for the E02006683: Wiltshire 030 Middle Super Output Areas (MSOA) – within which the site is located – has been used to provide a proxy for the baseline travel habits of future residents. This data provides an initial estimate of the existing modal split based on other commuters in the local area. However, the true baseline modal share will be confirmed further to site-specific baseline surveys. The Census data is included at **Appendix C** and the 'proxy baseline' and indicative targets are summarised at **Table 6.1**.

Table 6.1 – Method of Travel to Work Modal Share and Targets

Mode of Travel	2011 Census Data	Year 1	Year 2	Year 3	Year 4	Year 5
Work From Home	5.7%	6.0%	6.4%	6.8%	7.1%	7.5%
Train	2.7%	2.9%	3.2%	3.5%	3.7%	4.0%
Bus	1.9%	2.5%	3.1%	3.8%	4.4%	5.0%
Motorcycle	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Car Driver	75.4%	73.4%	71.4%	69.4%	67.4%	65.4%
Car Passenger	4.8%	4.8%	4.9%	4.9%	5.0%	5.0%
Bicycle	2.5%	2.8%	3.1%	3.4%	3.7%	4.0%
On Foot	5.8%	6.2%	6.6%	7.0%	7.4%	7.8%
Other	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Total	100	100	100	100	100	100

Note: Minor inaccuracies due to rounding.

- 6.4. It is considered with reference to **Table 6.1** that currently there is scope to target a 10 percent reduction in single occupancy car travel and increase the percentage of people working from home, trips by train, bus, as a passenger, by cycle and on foot.
- 6.5. At this stage, it is anticipated that the 10 percent reduction will be achieved by the end of the five-year period of monitoring from 80% occupation that will be carried out by the Travel Plan Coordinator.
- 6.6. A survey will be carried out within three months of 80% occupation of the site to confirm the site-specific baseline travel habits. Long term targets for the monitoring of the development will be set following the survey.

- 6.7. The TPC will liaise with Travel Plan Officers at WC to draft appropriate baseline surveys detailing the modes of transport used by residents. The results will be closely analysed to determine site specific targets in agreement with WC.

7. Implementation, Dissemination and Monitoring

Monitoring

- 7.1. It will be important to monitor and review the F RTP to understand if the proposed targets and objectives are being met. Monitoring will be carried out on a biennial basis for a period of five years following baseline surveys carried out within three months of 80% occupation of the site using the following initiatives:
- i. Residents' questionnaire surveys will be carried out to obtain details of residents' travel habits; and
 - ii. Awareness of the Travel Plan would be monitored through a question within the questionnaire.

Resident Travel Surveys

- 7.2. Resident questionnaire travel surveys will be carried out within six months after 80% occupation and biennially thereafter for five years. These will confirm travel habits and will also quantify proportions of travel by the various modes of transport (the modal share). A question on what would influence residents to use alternatives to driving alone will also be included.
- 7.3. The surveys will collate information on changes in car travel, increases and/or decreases in walking and cycling, and provide feedback on the level of awareness of the TP in addition to providing data relating to journey types, distances and vehicle types.
- 7.4. The TPC will carry out monitoring the surveys. The content of the surveys will be established with the input of Travel Plan Officers at WC in advance and the results analysed and submitted to WC on completion. The TPC will be responsible for distributing the questionnaire surveys.
- 7.5. The surveys will include information that can focus the measures and initiatives contained in the TP, on the residents most likely to change from private car use to more sustainable travel. Useful information may include:
- i. Duration of travel.
 - ii. Travel patterns.
 - iii. Where residents work.
 - iv. Any barriers to particular types of travel.
 - v. Residents who are most willing to change their travel habits; and
 - vi. The popularity of the various incentives and measures that residents may consider changing their methods of transport.

Monitoring Report

- 7.6. Monitoring reports will be produced after the surveys have been carried out to determine whether the proposed objectives and targets have been met. The report structure may follow:
- i. Summary of the measures and targets.
 - ii. Monitoring methods used.
 - iii. Summary and analysis of results; and
 - iv. Future targets/actions to be taken.
- 7.7. The monitoring reports will be prepared by the TPC and will be issued to and agreed with WC.
- 7.8. An initial travel survey will be undertaken within six months after 80% occupation of the development and then biennially for five subsequent years. The surveys would gather baseline data from which performance against the targets can be reviewed.

Dissemination of Travel Plan Surveys

- 7.9. It is essential to maintain interest in the Travel Plan. Once operational, the scheme will need regular new publicity drives to attract interest from new residents. As a result, residents will be kept informed of the results of the surveys, as it will keep them actively involved and because it will act as a useful promotional material to retain interest in the objectives. Means of publicity are considered in detail in **Chapter 6**.

8. Action Plan

8.1. **Table 8.1** presents a draft timetable for implementing the F RTP's administrative actions and activities.

Table 8.1 – Action Plan

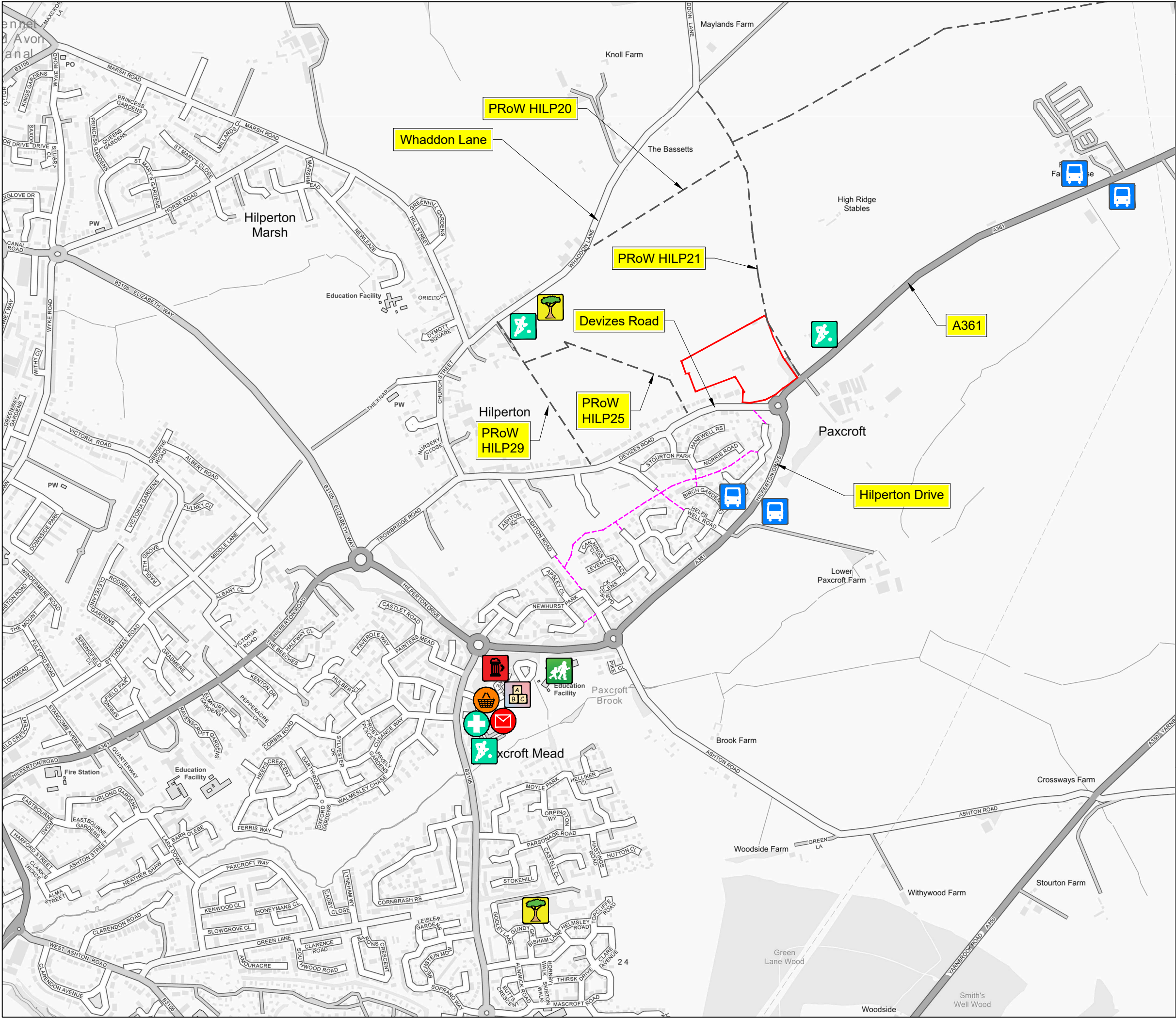
Action	By Whom	By When	Intended Outcome/Output
Travel Plan Co-Ordinator			
Appoint a TPC to manage and oversee the implementation of the FTP	Developer	Prior to first occupation	Raise awareness and monitor progress over the lifespan of the TP
Improve Travel Information			
Include travel information in the Travel Information Leaflet	TPC	Prior to first occupation	All new residents made aware of Travel Plan and alternative modes of travel
Promote Public Transport			
Ensure service information is provided within the Travel Information Leaflet	TPC	Prior to first occupation	Enhance awareness and encourage sustainable travel
Provide route maps and details of local bus and railway services	TPC	From first occupation	Enhance awareness of journeys and encourage sustainable travel
Promote Walking			
Provide plans of safe pedestrian routes to local facilities and amenities	TPC	Prior to first occupation and ongoing	Enhance resident's knowledge and awareness
Promote Cycling			
Cycle parking spaces provided in line with WC parking standards for dwellings	Developer	Prior to first occupation	Improve facilities for cyclists to encourage travel via this mode
Provide plans of local cycle routes in the area and details of local cycle shops	TPC	Prior to first occupation and ongoing	Enhance knowledge and increase awareness, encouraging cycling
Car Based Measures			
Promote car sharing	TPC	First occupation	Raise awareness of the opportunity to car share and the impact on reduction to traffic levels and positive effects on environment

Action	By Whom	By When	Intended Outcome/Output
Car and motorcycle parking in line with WC parking standards	Developer	Prior to first occupation	Provide adequate car and motorcycle parking
Monitoring			
Baseline residents survey	TPC	Six months after 80% occupation of dwellings	To identify how the FTP is progressing towards the agreed targets
Biennial monitoring survey	TPC	Biennially for five years from six months after 80% occupation of dwellings	Review how the FTP is progressing/assess any further measures
Monitoring Report to be submitted to Wiltshire Council	TPC	Annually for five years	Inform the Council of survey results in relation to targets set
Targets			
Provision of current travel information to all residents	TPC	From first occupation and ongoing for five years	To ensure residents have travel information to inform their travel decisions
Full FTP availability to all residents	TPC	From first occupation and ongoing for five years	To keep residents informed of the measures and targets set out within the FTP
Increase proportion of residents travelling by sustainable modes	TPC	From first occupation and ongoing for five years	To ensure residents have a choice of sustainable transport modes



Figure

All Intellectual Property Rights (including but not limited to copyright) subsisting in or arising out of this drawing and the building works depicted are owned by Pegasus Planning Group Ltd (Pegasus Group) and may not be copied, adapted, disseminated, redistributed, reproduced and/or otherwise used without a written licence. Pegasus Group accepts no liability for any use of this drawing other than for its original purpose and by the original client except in circumstances where approval for use has been provided by Pegasus Group in writing. Use only written dimensions. Drawing prepared for planning application purposes only. Do not scale (or use) for construction, sales or any other purpose. Any queries to be reported to Pegasus Planning Group Limited [2025]. Use of this drawing is subject to the Terms & Conditions available @ pegasusgroup.co.uk



Key:

- Approximate Site Boundary
- Nearest Bus Stops
- Post Office
- Recreation/Leisure
- Primary School
- Busy Bees Nursery
- Public House
- Convenience Store
- Pharmacy
- Playground
- Local Walking Routes

REV	DATE	DESCRIPTION	REVISED BY	APPROVED BY

SITE LOCATION, FACILITIES & AMENITIES PLAN

LAND NORTH OF DEVIZES ROAD, HILPERTONS

CLIENT:
REDCLIFFE HOMES LTD

DATE: 16/01/2026	SCALE: NTS	DRAWING STATUS SK	REVISION PO
---------------------	---------------	----------------------	----------------

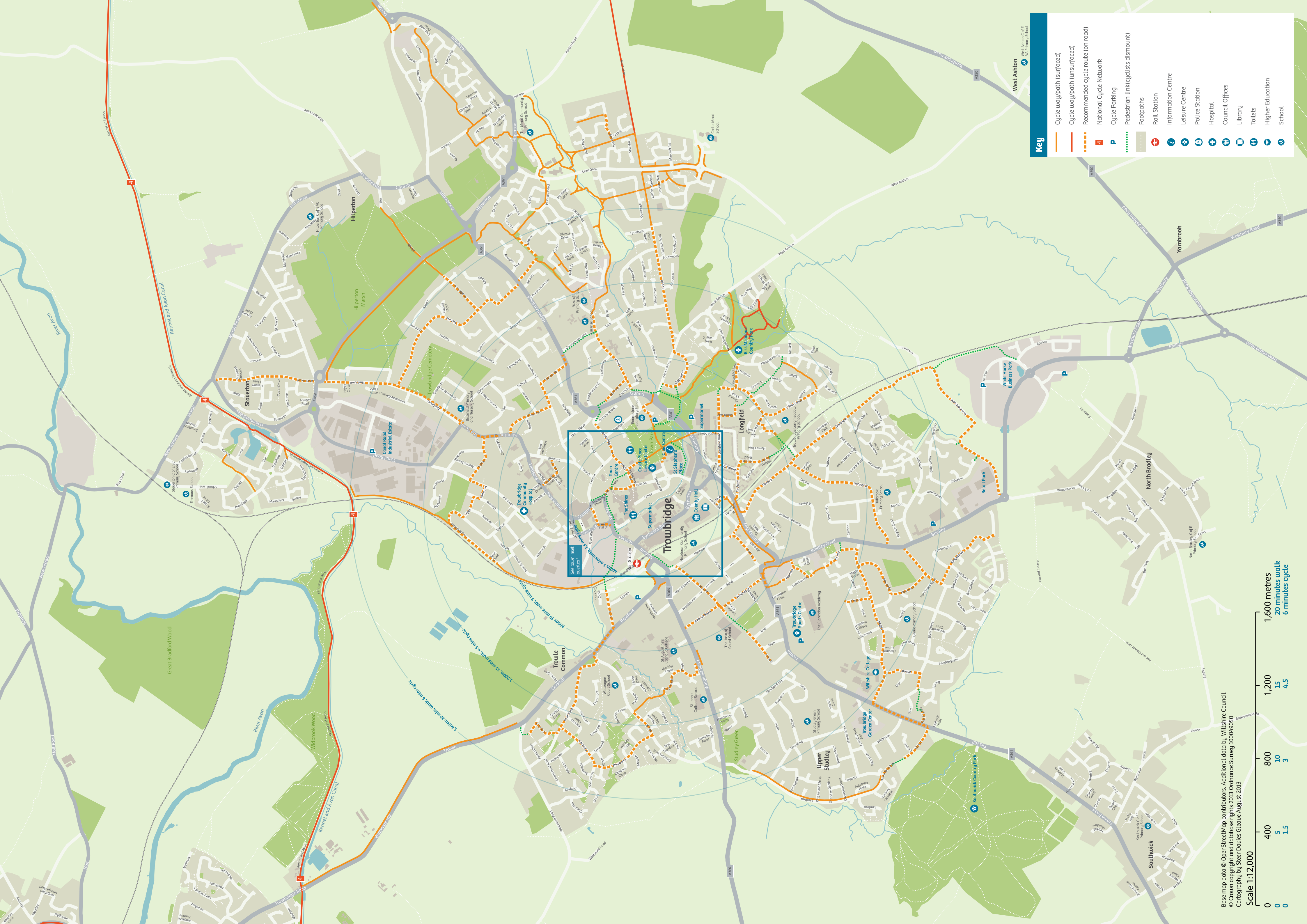
DRAWING NUMBER:
P22-0991_FIGURE 3.1

DRAWN BY: AS	APPROVED BY: CMR	OFFICE: BRS
-----------------	---------------------	----------------

PEGASUS GROUP

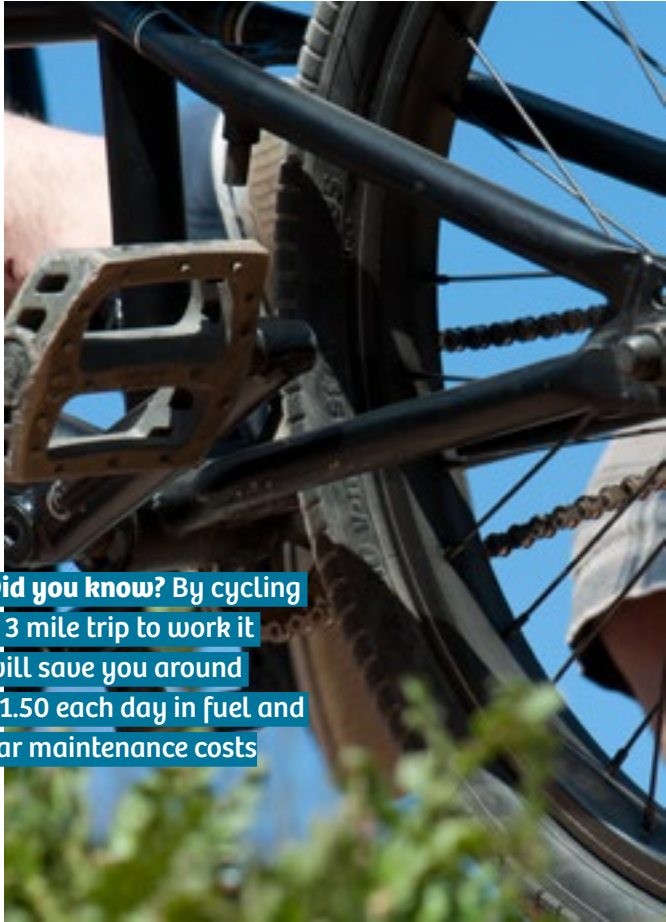


Appendix A



Why cycle?

Connecting Wiltshire is trying to encourage more people to cycle, whether it be to work, school, shopping or just for leisure. Not only can it improve your health and fitness, help the environment and beat congestion, but it can also save you money.



Did you know? By cycling a 3 mile trip to work it will save you around £1.50 each day in fuel and car maintenance costs

Cycling is a great way to introduce some exercise into your daily routine. It can also help reduce stress and is a great way to clear your head at the end of the day.

Code of conduct for shared use paths

When you are cycling, please:

- Give way to walkers and wheelchair users and leave them plenty of room.
- Take care around horse riders especially when approaching from behind.
- Be prepared to slow down or stop.
- Don't cycle at excessive speed.
- Be careful at junctions, bends, entrances or any other places where people could appear without warning.
- Don't assume that everyone can see or hear you.
- Use your bell or call out. Don't surprise people. Acknowledge those who give way to you.
- Keep to your side of any dividing line.
- Use lights when it gets dark or in dull weather. Carry a spare set of lights or batteries with you.

When you are walking, please:

- Listen for bells. Bells are not an order for you to get out of the way. They are to make you aware that cyclists are looking for a safe opportunity to pass.
- Allow cyclists to pass when it's safe. Remember cyclists need time to brake and stop.
- Keep your dog under control.
- Keep to your side of any dividing line. Please be tolerant where space is limited.

Keep your bike safe

- Buy a good lock and make sure you always lock the frame of the bike to the parking stand.
- Take removable lights with you.
- A good rule of thumb is that your lock should cost around 10% of the value of your bike, or to look out for 'Sold Secure' ratings.
- You can insure your bike on your home insurance policy or buy specialist cycle cover.
- Make sure you record your cycle frame number which will help you recover it if it's stolen.

Bike Maintenance

There are many friendly bike shops in Wiltshire who can help you keep your bike running smoothly.

Learning some basic bike maintenance is useful for keeping your bike in good condition:

Every time you use your bike

- Check the air pressure in your tyres and pump up if needed.
- Make sure your brakes are working

Weekly (for frequent cyclists)

- Oil your chain

Less frequently

- Oil any moving parts of the bike. Take care not to get oil on your brake pads or wheel rims.
- Check your brake pads for wear. They should contact squarely with the wheel rim not the tyre.
- Check the frame for damage and make sure any bolts are securely tightened.

It is worth making sure you carry some basic equipment with you on any rides such as repair patches, tyre levers and a pump and valve.



Why not try walking?

Walking is a great alternative to many forms of motorised transport. It is a terrific way to explore Wiltshire's many urban centres and take in the sights and sounds on foot. It can leave you feeling refreshed and energised before starting work and it also offers you valuable time to relax and unwind after a hard day in the office.

There are other benefits associated with walking; some of these might encourage you to start walking:

- Guaranteed arrival time
- No parking problems
- Time for you to relax and unwind
- Reduces congestion, good for the environment and your local area
- It is free

How can I make walking more fun?

- Find someone to walk with so you can chat as you walk
- Use an MP3 player so you can listen to your favourite music or podcasts as you go
- Use a pedometer to measure your average daily steps then steadily try to increase the amount

How can I fit walking into my day?

Walking is a great way of taking more exercise each day without having to greatly alter your daily routine. Have you considered....

- Walking to the shops
- Taking a regular walk with a friend
- Leaving the car behind for short journeys
- Walking the kids to school
- Getting off the bus a stop early and walking the rest of the journey
- Using the stairs instead of the lift
- Going for a stroll with family or friends after dinner

Do you only live a couple of miles from work?

Not sure how far it really is? Why not visit www.connectingwiltshire.co.uk to help plan your route, provide a journey time and distance and tell you how many calories you can burn on the way.



Trowbridge Cycle map

Leisure routes

Several of Sustrans' National Cycle Network (NCN) routes pass through Wiltshire:

NCN 4 is a long distance route between London and Fishguard via Reading, Bath, Bristol, Newport, Swansea, Carmarthen, Tenby, Haverfordwest and St. Davids.

NCN 24 will run from Bath through Radstock and Frome in Somerset, then Warminster and Salisbury to join with NCN 23 at Eastleigh in Hampshire

NCN 45 will connect Salisbury in Wiltshire with Chester in Cheshire, via Swindon, Cirencester, Gloucester, Worcester and Whitchurch

There are also many local routes. The Wiltshire Cycleway is a circular route passing through many of Wiltshire's towns.

Look for the blue route signs or visit www.connectingwiltshire.co.uk

Time/Distance/Calorie Counter

The times and distances to the right are based on following the recommended cycle routes where possible and with a cycling speed of 10mph (this is an unhurried speed on the flat). If you cycle quicker, your journey time can be even shorter and you can burn more calories.

For time, distance, calorie information and gradient profiles for other cycle journeys, use our journey planner at www.connectingwiltshire.co.uk

	Town Centre	Rail station	Wiltshire Council Office (County Hall/Library)	White Horse Business Park	Canal Road Industrial Estate	Castle Place Leisure Centre/Civic Centre/Tourist Information	Clarendon Academy/Sports Centre	The John of Gaunt School/St Augustine's Catholic College	Wiltshire College
Town Centre									
Rail station	3 mins 0.5 miles 14 cals								
Wiltshire Council Office (County Hall/Library)	3 mins 0.5 miles 14 cals	3 mins 0.5 miles 14 cals							
White Horse Business Park	10.5 mins 1.75 miles 49 cals	10.5 mins 1.75 miles 49 cals	9 mins 1.5 miles 42 cals						
Canal Road Industrial Estate	9 mins 1.5 miles 42 cals	6 mins 1 miles 28 cals	10.5 mins 1.75 miles 49 cals	18 mins 3 miles 84 cals					
Castle Place Leisure Centre/Civic Centre/Tourist Information	1.5 mins 0.25 miles 7 cals	3 mins 0.5 miles 14 cals	1.5 mins 0.25 miles 7 cals	10.5 mins 1.75 miles 49 cals	9 mins 1.5 miles 42 cals				
Clarendon Academy/Sports Centre	7.5 mins 1.25 miles 35 cals	4.5 mins 0.75 miles 21 cals	6 mins 1 miles 28 cals	10.5 mins 1.75 miles 49 cals	10.5 mins 1.75 miles 49 cals	7.5 mins 1.25 miles 35 cals			
The John of Gaunt School/St Augustine's Catholic College	9 mins 1.5 miles 42 cals	3 mins 0.5 miles 14 cals	6 mins 1 miles 28 cals	10.5 mins 1.75 miles 49 cals	9 mins 1.5 miles 42 cals	7.5 mins 1.25 miles 35 cals	3 mins 0.5 miles 14 cals		
Wiltshire College	10.5 mins 1.75 miles 49 cals	9 mins 1.5 miles 42 cals	9 mins 1.5 miles 42 cals	12 mins 2 miles 56 cals	15 mins 2.5 miles 70 cals	10.5 mins 1.75 miles 49 cals	3 mins 0.5 miles 14 cals	7.5 mins 1.25 miles 35 cals	

Plan your journey and find information for all travel into and around Wiltshire at www.connectingwiltshire.co.uk. You can look up leisure cycling routes, find local cycling groups and cycle training, report problems on the roads, or find out about taking your bike on trains.

www.connectingwiltshire.co.uk
connectingwiltshire@wiltshire.gov.uk



Stay in the Loop

@connectingwilts
 www.facebook.com/connectingwiltshire



Appendix B

QS701EW - Method of travel to work

ONS Crown Copyright Reserved [from Nomis on 16 January 2026]

population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006683 : Wiltshire 030
rural urban	Total

Method of Travel to Work	2011	%	Method of Travel to Work	2011	Year 1	Year 2	Year 3	Year 4	Year 5	
All categories: Method of travel to work	5,573									
Work mainly at or from home	229	5.7%	Work mainly at or from home	5.7%	6.0%	6.4%	6.8%	7.1%	7.5%	1.8%
Underground, metro, light rail	2	0.0%	Train (including underground etc)	2.7%	2.9%	3.2%	3.5%	3.7%	4.0%	1.3%
Train	106	2.6%	Bus, minibus or coach (and taxi)	1.9%	2.5%	3.1%	3.8%	4.4%	5.0%	3.1%
Bus, minibus or coach	67	1.7%	Motorcycle, scooter or moped	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.0%
Taxi	9	0.2%	Driving a car or van	75.4%	73.4%	71.4%	69.4%	67.4%	65.4%	-10.0%
Motorcycle, scooter or moped	35	0.9%	Passenger in a car or van	4.8%	4.8%	4.9%	4.9%	5.0%	5.0%	0.2%
Driving a car or van	3,042	75.4%	Bicycle	2.5%	2.8%	3.1%	3.4%	3.7%	4.0%	1.5%
Passenger in a car or van	192	4.8%	On foot	5.8%	6.2%	6.6%	7.0%	7.4%	7.8%	2.0%
Bicycle	101	2.5%	Other method of travel to work	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.0%
On foot	232	5.8%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Other method of travel to work	17	0.4%								
Not in employment	1,541									
Those in employment	4,032									

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.

Bristol

First Floor, South Wing, Equinox North,
Great Park Road, Almondsbury, Bristol, BS32 4QL
T 01454 625945
E Bristol@pegasusgroup.co.uk
Offices throughout the UK & Ireland

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE



All paper sources from sustainably managed forests

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales.

Registered office: 33 Sheep Street, Cirencester, Gloucestershire, GL7 1RQ

We are ISO certified 9001, 14001, 45001



[Pegasus_Group](#)



[pegasusgroup](#)



[Pegasus_Group](#)

PEGASUSGROUP.CO.UK