



Land North of Whychurch Farm and West of Crudwell
Road, Malmesbury

Framework Travel Plan

Client: Gleeson Land

i-Transport Ref: MS/SG/ITS200270-003E

Date: 18 February 2026

Land North of Whychurch Farm and West of Crudwell
Road, Malmesbury

Framework Travel Plan

Client: Gleeson Land

i-Transport Ref: MS/SG/ITS200270-003E

Date: 18 February 2026

i-Transport LLP

Building 1000
Lakeside North Harbour
Western Road
Portsmouth
PO6 3EZ

Tel: 0331 6300 366

www.i-transport.co.uk

COPYRIGHT

The contents of this document must not be copied or reproduced in whole or in part without the written consent of i-Transport LLP

If this report is to be placed on any approved website for planning purposes, this should comply with data protection principles, please seek our permission and you must ensure that all the private and personal information and data within this report is redacted.

Quality Management

Report No.	Comments	Date	Author	Authorised
ITS200270-003	Draft	13/02/25	SG	MS
ITS200270-003A	Issue	20/02/25	SG	MS
ITS200270-003B	Re-Issue	27/02/2025	SG	MS
ITS200270-003C	Re-Issue	26/01/2026	SG	MS
ITS200270-003D	Re-Issue	02/02/2026	SG	MS
ITS200270-003E	Re-Issue	18/02/2026	SG	MS

File Ref: "S:\Projects\200000 Series\200270ITS - Malmesbury Phase 4\Admin\Report and Tech Notes\ITS200270-003E Travel Plan.docx"

Contents

SECTION 1	Introduction	1
SECTION 2	Policy Context	4
SECTION 3	Principles, Objectives and Benefits	6
SECTION 4	Sustainable Travel Opportunities	8
SECTION 5	Development Proposal	16
SECTION 6	Targets	19
SECTION 7	Infrastructure and 'Soft' Measures	21
SECTION 8	Management and Implementation	26
SECTION 9	Monitoring and Review	30
SECTION 10	Conclusion	32

Figures

Figure 1	Site Location Plan
Figure 2	Local Facilities Plan

Drawings

ITS200270-GA-005A	Proposed Access Arrangement
--------------------------	------------------------------------

Appendices

APPENDIX A.	Illustrative Masterplan
--------------------	--------------------------------

SECTION 1 Introduction

1.1.1 Gleeson Land has appointed i-Transport LLP to provide transport and highways advice in relation to an outline planning application for a proposed residential development on land north of Whychurch Farm, Malmesbury.

1.1.2 The description of the development is as follows:

“Outline planning application (with all matters reserved except access) for residential development, including the construction of up to 149 dwellings, new vehicular access with footways and cycleways, public open space, landscape and associated infrastructure.”

1.1.3 The site illustrative masterplan is presented at **Appendix A**.

1.1.4 At this stage only outline planning consent is sought, with all matters except access reserved for subsequent consideration.

1.1.5 In line with national guidance, in particular the National Planning Policy Framework (NPPF) and the Planning Practice Guidance, this Framework Travel Plan (FTP) has been prepared to identify a comprehensive and robust strategy for managing down development travel demand through the encouragement and incentivisation of sustainable travel options. This FTP has also been developed in accordance with the Wiltshire Councils ‘Development Related Travel Plans’ online resource.

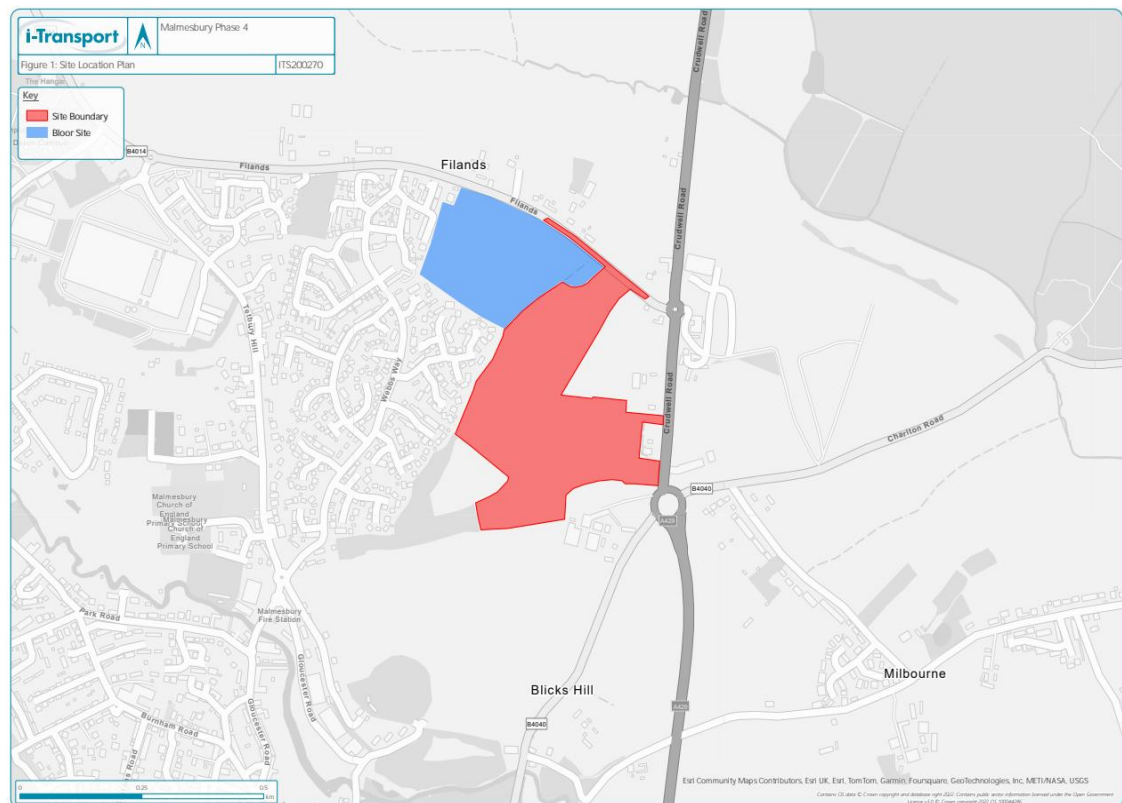
1.1.6 The FTP has been produced to accompany the Transport Assessment (*i-Transport report reference: ITS200270-002*) for the development proposal, which considers the wider transport implications of the proposed development and identifies a sustainable transport strategy on which this FTP is based.

1.2 Site Location

1.2.1 The northern part of the application site received outline planning permission in 2022 (*ref: PL/2021/08453*) for 71 homes. It is also the subject of a live reserved matters application (*ref: PL/2023/08687*) for 71 homes. This latest planning application is for up to 149 homes and therefore seeks permission for an additional 78 homes.

- 1.2.2 Both the permitted 71 home scheme and the revised proposal take access from a new junction onto another access road serving a residential estate for 130 homes plus a nursery (ref: PL/2023/00958), now being built out by Bloor. These in turn are accessed from a permitted ghost island priority junction on Filands, which has been built out.
- 1.2.3 A site location plan is provided at **Figure 1**, an excerpt of which is below.

Image 1.1: Site Location Plan



1.3 Scope of Travel Plan

- 1.3.1 This FTP is informed by the outcomes of the Transport Assessment and includes objectives, a monitoring and evaluation strategy and programme for developing the Travel Plan.
- 1.3.2 This FTP outlines the measures to encourage travel by modes other than single occupancy car use for residents of the proposed residential development and has been developed in accordance with Wiltshire Councils (WC's) Development Related Travel Plan Guidance document.

1.4 Structure of Travel Plan

- 1.4.1 The remainder of this FTP is structured as follows:

- Section 2 sets out the policy context for the FTP.
- Section 3 sets out the principles, aims and objectives of the FTP.
- Section 4 considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area.
- Section 5 provides an overview of the proposal and access strategy.
- Section 6 sets out the targets for the FTP.
- Section 7 describes both infrastructure and 'soft' measures to be included as part of the Travel Plan.
- Section 8 provides a strategy for the implementation and management of the FTP.
- Section 9 outlines how the FTP will be monitored to ensure that it is achieving the targets.
- Section 10 summarises the FTP.

SECTION 2 Policy Context

2.1 National Policy

National Planning Policy Framework 2024

2.1.1 The National Planning Policy Framework (NPPF) (December 2024) sets the policy basis for the development of Travel Plans.

2.1.2 Paragraph 118 states that:

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

2.1.3 Therefore, this FTP has been produced to outline measures to encourage travel by modes of transport other than single occupancy car use for residents of the proposed development, by promoting walking, cycling and public transport use as alternative methods.

Planning Practice Guidance (PPG)

2.1.4 The web-based PPG brings together planning guidance for England across all disciplines in an accessible way as well as to provide a clear link between guidance and the aims and objectives of the NPPF.

2.1.5 The PPG discusses the role of travel plans and transport assessments / statements and how they relate to each other:

“Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements. (ID42 – 002);

Transport Assessments and Statements can be used to establish whether the residual transport impacts of a proposed development are likely to be “severe”, which may be a reason for refusal, in accordance with the National Planning Policy Framework. (ID42 – 005);

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets. (ID42 – 003)”.

2.1.6 The FTP sets out the long-term management strategy for integrating proposals for sustainable travel into the proposed development.

2.2 Local Policy

Wiltshire Core Strategy 2015

- 2.2.1 The Wiltshire Council Core Strategy was formally in January 2015 and provides an overarching planning policy framework for Wiltshire up to 2026. Core Policy 62 of the Wiltshire Council Core Strategy states:

“Developers will be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an additional planning guidance.”

Wiltshire Council ‘Development Related Travel Plan Guidance’ 2004

- 2.2.2 WC’s guidance on residential travel plans is set out in ‘Development Related Travel Plan Guidance’ and has been designed to assist a developer in producing a Residential Travel Plan. This FTP has also been developed in accordance with this guidance.

2.3 Summary

- 2.3.1 The implementation of this FTP will help facilitate the growth of active travel opportunities amongst residents of the development and will contribute towards the overall vision of Wiltshire’s core strategy.

SECTION 3 Principles, Objectives and Benefits

3.1 Principles and Objectives

3.1.1 This FTP sets out a sustainable transport strategy for the proposed development on the site. In line with national and local government guidance, the headline aims for the plan will be as follows:

- To reduce the number of single occupancy car journeys to the site.
- To improve accessibility to the site by non-car modes of transport.

3.1.2 The plan will have the following additional objectives:

- a To manage car parking demand across the development.
- b To support a range of sustainable transport alternatives to provide the future residents with options for travel to/from the site.
- c To develop an awareness of the options for sustainable travel to and from the site and local area amongst residents.
- d To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes.
- e To minimise the impact of car-based travel to the site on the local and strategic highway network and environment.

3.1.3 The FTP promotes measures which will help ensure that the objectives and outcomes are met. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to residents.

3.2 Benefits

3.2.1 The development of a FTP has a number of benefits for future residents and visitors to the site, as well as the existing local community and surrounding environment.

Residents

- Improved health and fitness through increased levels of walking and cycling.
- Increased travel flexibility is offered through wider travel choices.

- The social aspects of sharing transport with others.
- A better environment within the site and its immediate environs as vehicular movements are minimised and parking pressures are reduced.

Local Community and Environment

3.2.2 The potential benefits to the environment, compared to the 'without Travel Plan' scenario, are as follows:

- The Travel Plan will help to reduce the impact of traffic generated by the development on the local highway network.
- The Travel Plan will help to reduce the impact of the site on the environment by reducing emissions through fewer car journeys. This will help to contribute to both local air quality management and national climate change reduction targets.
- The measures contained within this plan will also help to reduce the impact of transport related noise from vehicular movements into and out of the site and to improve public connectivity in the area.

3.2.3 Overall, it is anticipated that the FTP, combined with the package of measures designed to promote sustainable transport, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 4 Sustainable Travel Opportunities

4.1 Introduction

- 4.1.1 This section of the FTP describes the existing opportunities to access the site by walking, cycling and public transport.

4.2 Walking and Cycling

Walking

- 4.2.1 The site is well located to the existing pedestrian network, providing opportunities to access a range of local services including in Malmesbury town centre.

Route to town Centre via Filands

- 4.2.2 There is a continuous footway on the southern side of the B4014 Filands extending west from the site access. The footway leads west to Tetbury Hill. From Tetbury Hill there is a footway located on the eastern side of the carriageway that is street lit.
- 4.2.3 The footway on Tetbury Hill continues south for circa 230m before meeting Beuttell Way where a signalised pedestrian crossing provides access to a further footway on the western side of the carriageway and Malmesbury Business Park.
- 4.2.4 The footway on the western side of Tetbury Hill continues for approximately 700m to the south to Poole Road. There are footways west to Malmesbury Primary School or south towards the Tetbury Hill / Gloucester Road mini roundabout.
- 4.2.5 A signal-controlled pedestrian crossing is provided on the Tetbury Hill arm of the Gloucester Road/ Tetbury Hill / Reeds Farm Road double mini roundabout junction, whilst the Webbs Way and Gloucester Road arms both have central pedestrian refuges with dropped kerbs to facilitate crossing and onward journeys towards the town centre.
- 4.2.6 From the Gloucester Road/ Tetbury Hill / Reeds Farm Road double mini roundabout junction there are footways through the Gloucester Road industrial estate along Old Station Mews and then into the town centre via the steps near Malmesbury Abbey. There are also footways along Gloucester Road and Abbey Row providing an alternative direct pedestrian link into the town centre avoiding the steps.

- 4.2.7 The Bloor Homes estate will provide a short cut between the application site and Tetbury Hill / the Reeds Farm estate, through new walking and cycling routes, described further below.

Route to Town Centre via MALM8 and Webbs Way

- 4.2.8 MALM8 runs from north to south, west of the northern end of the site, linking the B4014 Filands and Webbs Way via Lacemakers Road. This provides a further route south towards the town centre and ties in with a path along the eastern periphery of the Reeds Farm estate just west of the site and leading to Reeds Farm Road.
- 4.2.9 A previously unsurfaced section of MALM8 is being upgraded within the Bloor Homes site so that it provides a hard surface. It will also become a 3m cycle route. There will therefore be a year-round traffic free route from Filands to Reeds Farm Road when the Bloor homes are complete.
- 4.2.10 The construction site to the west includes a pedestrian / cycle route from MALM8 to Webbs Way, via Jenner Lane, allowing trips to be made to the town centre without using Filands / Tetbury Hill.

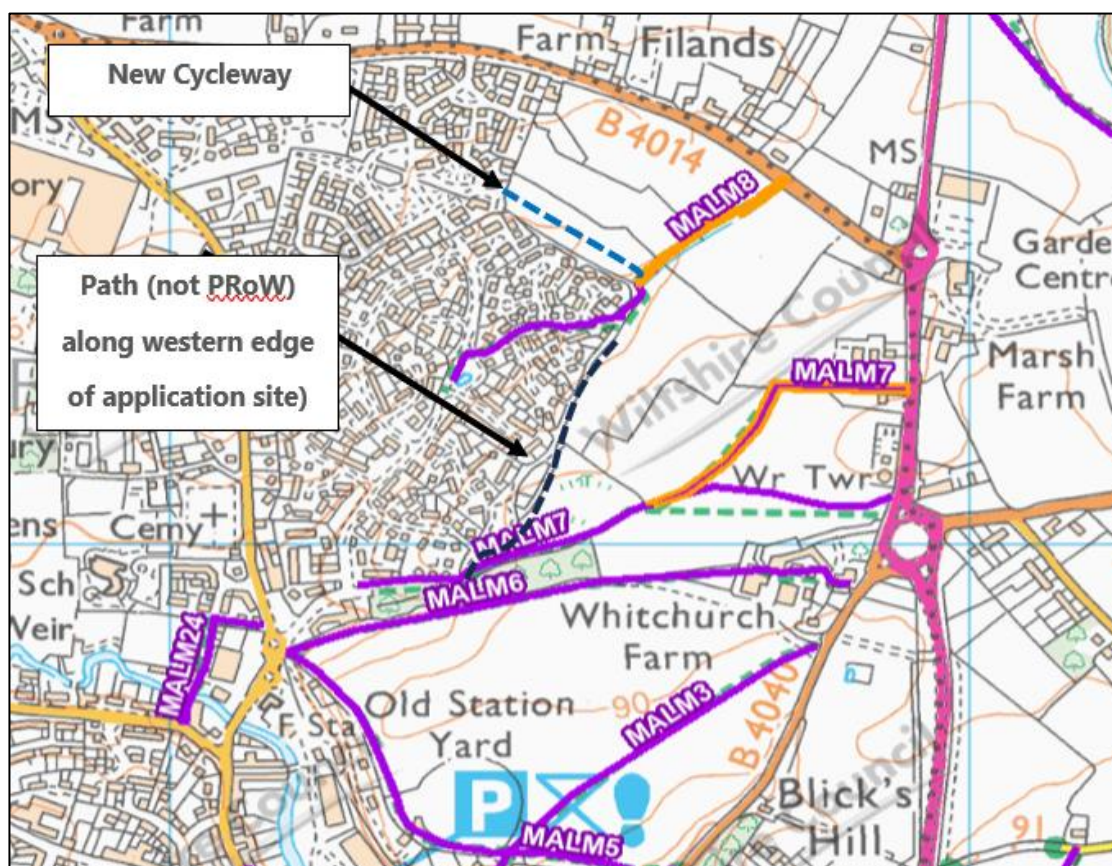
Route to Aldi supermarket

- 4.2.11 A cycleway on the southern side of Filands leads east between the new access to the Bloor site and the A429 Crudwell Road roundabout, where dropped kerb crossings to Aldi and Malmesbury Garden Centre are provided on the southern side of the carriageway.

Public Rights of Way

- 4.2.12 There are various public rights of way (PRoWs) within the vicinity of the site, including the Footpaths mentioned above, providing further active connectivity around Malmesbury. These are illustrated below in **Image 4.1**.

Image 4.1: Public Rights of Way



Source: Wiltshire Council Map

- MALM8 runs from north to southwest of the application site, providing a route from Filands to the Reeds Farm Estate. The northern section (highlighted orange) is being realigned and will be upgraded to a bridleway using Section 106 funding from the Bloor Homes scheme. Condition 15 of the planning permission also requires the design of an upgraded route (hard-surfaced and 3m wide) within the site to be agreed and built out prior to occupation.
- A separate path (see black dashed line above - not a PRoW) links MALM8 with Reeds Farm Road largely adjacent to the western application site boundary.
- A further cycle route within the Bloor Homes land will be provided to connect MALM8 with Jenner Lane to the west, shortening the walking / cycle route to the Reeds Farm Estate and Tetbury Hill.

- MALM7 links Reeds Farm Road to the west with the A429 in the east. The eastern part lies within the application site, where it splits into two separate parts, the northern one of which (highlighted orange) is subject of an ongoing order for extinguishment. The section of the footpath west of the site is overgrown and cannot be accessed. Within the application site it cannot be accessed from the A429 from the footpath's definitive locations. The path is thus disused.
- MALM6 routes east to west through the field south of the site. It connects the Reeds Farm Road roundabout to the B4040 south of its junction with the A429.
- MALM3 routes east to west and connects B4040 to Lovers Lane providing a further connection south to the town centre.
- MALM5 runs from the B4040 to Reeds Farm Road roundabout.

Cycling

- 4.2.13 The roads within the Reeds Farm residential estate on Webbs Way are lightly trafficked and are deemed suitable for cycling. The Wiltshire Cycleway, a 160-mile cycleway through Wiltshire, intersects through Malmesbury providing onwards cycling connectivity to Callow Hill (S13) in the east, and Yatton Keynell in the south (S14). Passing from Foxley Road through Malmesbury town centre to the south of the site, crossing the A429 via Blinks Hill, and provides an advisory on-road route through Malmesbury.
- 4.2.14 MALM8 west of the site is to be upgraded to allow cycling within the Bloor estate. A cycle access will be provided between the Bloor site and Jenner Lane, providing a cycle route westwards / southwards that avoids roads such as Filands and Tetbury Hill.

4.3 **Public Transport**

Bus

- 4.3.1 The closest bus stops to the site are located on A429 Crudwell Road to the east of the site and south of its junction with Filands and the Aldi access. They are located circa 450m away from the centre of the site. Both bus stops provide a bus shelter with timetable information.
- 4.3.2 A further pair of bus stops is located on the B4040 Charlton Road, east of the roundabout junction with the A429. This is around 630m from the centre of the site and may be helpful to those living in the south of the site.
- 4.3.3 A summary of the local bus services from the A429 is provided in **Table 4.1**.

Table 4.1: Bus Service Frequency

Service No.	Bus Stop	Route	Monday-Friday	Saturday	Sunday
99	Aldi Roundabout	Chippenham – Malmesbury – Wootton Bassett – Swindon	Hourly service, first service 06:47, last service 18:34	Hourly service, first service 07:29, last service 18:04	-
X99	Aldi Roundabout	Malmesbury – Chippenham	One service daily departing at 06:58	-	-
90	Aldi Roundabout	Malmesbury Town Service	Hourly service, first service at 08:59, last service at 17:29	1-2 services per hour, first service at 08:59, last service at 14:35	-

Source: Bustimes.org

4.3.4 A summary of services from the B4040 Charlton Road is provided below.

Table 4.2: Bus Service Frequency – Charlton Road

Service No.	Bus Stop	Route	Monday-Friday	Saturday	Sunday
99	Milbourne Lane	Chippenham – Malmesbury – Wootton Bassett – Swindon	A service every 2 hours between 06:48 and 18:34	A service every 2 hours between 08:56 and 18:04	-
X99	Aldi Roundabout	Malmesbury – Chippenham	One service daily departing at 06:58	-	-

Source: Bustime.org

4.3.5 The C62 service, a dedicated Cirencester College bus, stops at the Aldi Roundabout on the A429 from Monday to Friday at 08:17am and returns at 16:35pm. This provides students from 16 to 19 years old and attending the college with a daily connection there.

4.4 Accessibility to the Site

Walking and Cycling Distances

4.4.1 In line with the TA and the previous outline planning application at the site (*planning ref: PL/2021/08453*), the following walking distances have been used to identify the accessibility of the site on foot:

- 1,600m - a walking distance where most people (circa 80%) will walk and offers “the greatest potential to replace short car trips”.
- 3,200m – i.e. the distance within which a significant proportion (circa one-third) of journeys will be on foot.

4.4.2 The following cycling distances have been used:

- 5km cycling distance - desirable cycling distance.
- 8km – acceptable cycling distance.

4.5 Local Services and Facilities

4.5.1 By having regard to the main journey purposes of future residents and the walking and cycling distances mentioned above, a **Table 4.3** summaries the accessibility of the site. This includes facilities for education, leisure, retail, employment and healthcare.

Table 4.3: Local Facilities and Services

Purpose	Destination	Distance (m)	Walking (minutes)	Cycling (minutes)
Education	Malmesbury C of E Primary School	980	12	4
	St Joseph’s Catholic Primary School	1580	19	6
	YMCA King’s Nursery Malmesbury	1780	21	7
	Malmesbury Secondary School	1980	24	7
Retail	Aldi Store	690	8	3
	Malmesbury Garden Centre	740	9	3
	Co-op supermarket	830	10	3
	Malmesbury Town centre (various shops)	1180	14	4
	Waitrose & Partners	2180	26	8
Employment	Gloucester Road Industrial Estate	1080	13	4

Purpose	Destination	Distance (m)	Walking (minutes)	Cycling (minutes)
	Malmesbury Business Park	1180	14	4
	Dyson	1280	15	5
	Buildbase	1300	18	6
	Malmesbury Town centre	1180	14	4
Leisure	Malmesbury Victoria Football Club	930	11	3
	Riverside Community Centre	880	10	3
	Malmesbury Tennis Club	1280	15	5
	Abbey House Gardens	1380	16	5
	The Activity Zone Leisure Centre	1780	21	7
	Malmesbury Bowls Club	1880	22	7
	Malmesbury Cricket Club	1100	15	5
	PD Fitness	800	12	4
Health	Barley Mow Dental Surgery	1180	14	4
	Boots Pharmacy	1680	20	6
	Malmesbury Primary Care Centre	2380	28	9
	mydentist	2380	28	9

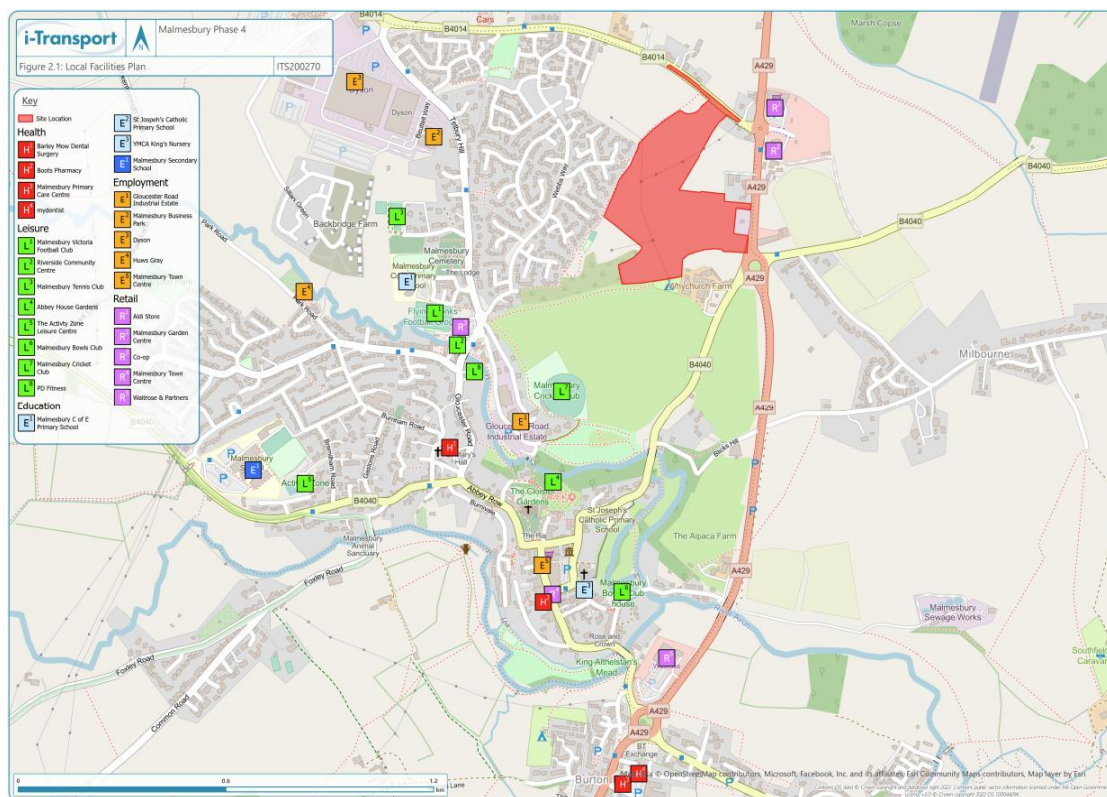
Key:

	Within a 'comfortable' walking (1.6km) / cycling (5km) distance
	Within an 'acceptable' walking (3.2km) / cycling (8km) distance

4.5.2 Table 4.3 demonstrates that there are a range of services and facilities located within a 'comfortable' walking and cycling distance of the site including opportunities for retail, employment, education and leisure. Therefore, residents of the development will have the opportunity to travel to these facilities via a sustainable mode of travel.

4.5.3 The location of facilities in the context of the site are illustrated on **Figure 2**, extracted in **Image 4.2**.

Image 4.2: Local Facilities Plan



4.6 Summary

4.6.1 The site is located to the north of Malmesbury, approximately 2.5km from the town centre.

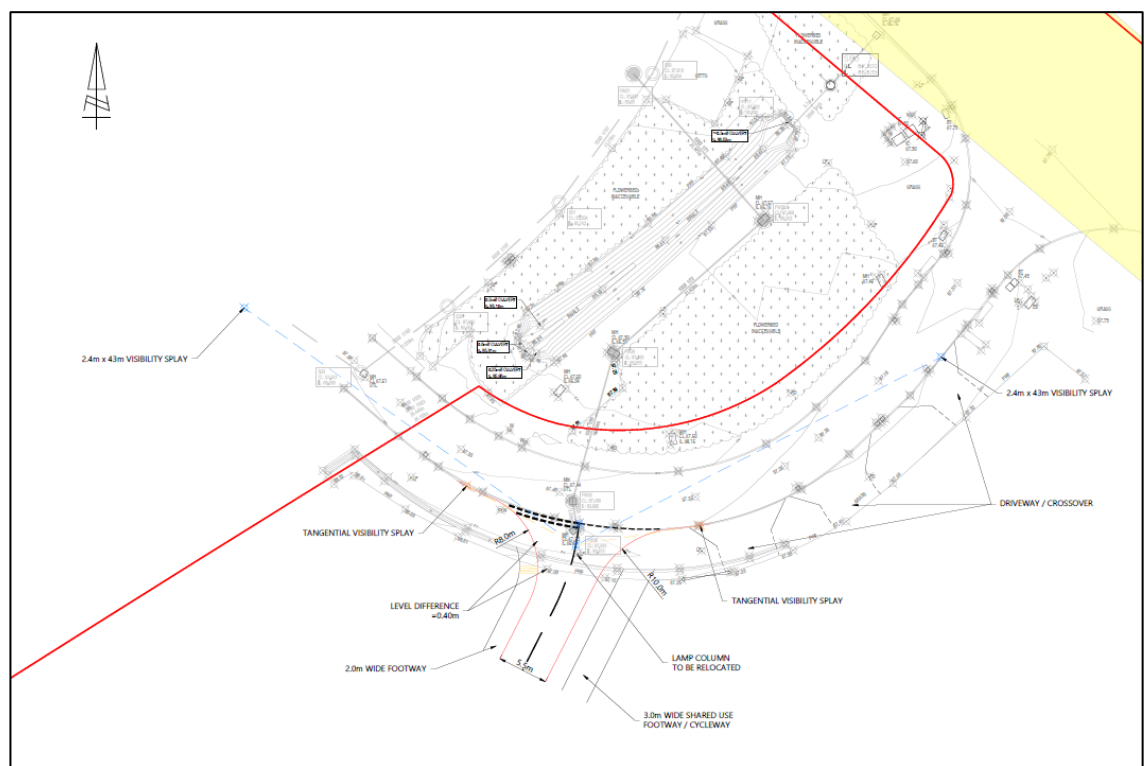
4.6.2 The pedestrian routes in the vicinity of the site are of a good standard and provide direct connections to the surrounding residential area, the town centre, and the surrounding employment areas. There is a public right of way (MALM8) which runs from north to south, providing a shorter route from Filands to the Reeds Farm Estate and a path around the eastern edge of the estate, along the western application site boundary. MALM8 is being hard surfaced and upgraded to allow cycling within the Bloor site.

4.6.3 There are bus stops on the A429, Crudwell Road, circa 550m from the site and on the B4040 Charlton Road. The services provide a connection to Chippenham, Swindon and Malmesbury town centre.

SECTION 5 Development Proposal

- 5.1 As set out in Section 1, the proposal is an outline planning application for up to 149 homes, at the site of a previously permitted outline application for 71 homes (*ref: PL/2021/08453*).
- 5.2 Access will be from the new Bloor Homes access. This is in line with the access agreed to serve the previous outline application at the site. The proposed access arrangement is provided at drawing **ITS200270-GA-005A**, excerpt below.

Image 5.1: Proposed Access Arrangement



- 5.3 In addition, multiple points of pedestrian and / or cycle access are proposed.
- 1 Footways adjacent to the vehicular access on both sides.
 - 2 A pedestrian / cycle connection onto MALM8 Footpath¹.
 - 3 A pedestrian path opposite Lacemakers Road to the west (as far as the site boundary, in line with feedback from the previous reserved matters application at the site).

¹ Land has been safeguarded to enable a connection onto MALM8 in the Bloor site to the west, through agreement reached with Bloor.

- 4 A pedestrian path towards the southwest (in line with earlier reserved matters application feedback).
- 5 A pedestrian path to the land to the south, enabling access onto the MALM6 footpath, which is under the same ownership as the application site.
- 6 A pedestrian access onto the eastern frontage of the site on the A429, following the alignment of the MALM7 footpath.
- 7 A further connection between the A429 and MALM7 immediately to the north.

Image 5.2: Pedestrian and Cycle Access Points



- 5.4 The proposal will retain the two 'forks' of footpath MALM8. Access from the west and access to the northern path on the eastern side remains dependent on third party land which has not maintained the path. However, the path will remain available for use within the site. The southern path on the eastern side will be broad back into use and serve as a connection to the A429 at the Whychurch roundabout.
- 5.5 The proposal will therefore make good use of, and be well connected to, existing pedestrian routes.

SECTION 6 **Targets**

6.1 **Overview**

6.1.1 The key aims of the FTP are:

- To reduce the number of single occupancy car journeys to the site.
- To improve accessibility to the site by non-car modes of transport and thereby encourage the use of other travel modes.

6.1.2 The inclusion of targets within the FTP will enable monitoring of progress against the objectives to be carried out and will ensure that the FTP seeks to actively meet its objectives.

6.2 **Targets**

6.2.1 The key target of the FTP has been set as follows:

- To reduce the number of single occupancy vehicle trips to and from the site during weekday morning and evening peak hours by 10% from the baseline position by year five.

6.2.2 This target follows the SMART principle (specific, measurable, achievable, realistic, time-based) and focuses on reducing the trip generation of the site as well as single car occupancy travel to the site.

6.3 **Baseline Position and Targets**

6.3.1 For the purpose of this Travel Plan, the baseline modal split is based on the method of travel to work data from the 2011 Census Data for MSOA Wiltshire 002.

6.3.2 **Table 6.1** below sets out the interim targets for travel to the site, so as to provide a more detailed breakdown of how the targets will be achieved.

Table 6.1: Travel to Work Targets

Mode	Baseline	3 rd Year	5 th Year
Car driver	72.5%	67.5%	65.6%
On Foot	15.4%	16.9%	17.5%
Car passenger	4.3%	5.3%	5.9%
Bicycle	2.5%	3.2%	3.4%
Train	1.9%	3.4%	3.7%
Bus	1.5%	1.8%	2.0%
Other (incl. Motorcycle)	1.9%	1.9%	1.9%
Total	100.0%	100.0%	100.0%

Source: 2011 Census and Consultant's Calculations

6.3.3 The targeted increases in public transport use, walking, cycling and car sharing are considered reasonable given:

- Promotion of walking, cycling and public transport use within the proposed Travel Website and Resident's Travel Information Packs.
- Potential for the TPC to engage with local cycle shops and public transport providers to negotiate possible discounts and trial incentives for residents.
- Promotion of car sharing initiatives.

6.3.4 Once the first monitoring surveys at the development have been undertaken and analysed (see Section 9 of the FTP) this will update the baseline position and the interim mode shift targets will be reviewed.

6.3.5 These mode share targets correspond to the monitoring process set out in Section 9.

SECTION 7 Infrastructure and 'Soft' Measures

7.1 Introduction

7.1.1 This section of the FTP describes the on-site infrastructure and 'soft' measures that will be developed and promoted for the residents of the new development and the on-site and off-site measures which will encourage residents to use sustainable modes of travel. The section will cover:

- The objectives of the sustainable transport strategy.
- Measures to encourage residents to walk and cycle.
- Measures to encourage residents to use public transport.
- Measures to encourage residents to car share.
- Residents Travel Website and Information Travel Packs.
- On-site infrastructure measures.

7.1.2 The FTP has been prepared in order to accompany an outline planning application. Therefore, at this stage, the site layout is illustrative only.

7.2 Sustainable Transport Strategy

7.2.1 The sustainable transport strategy will seek to take a 'Reduce, Contain and Facilitate Alternatives' approach to travel demands – in line with emerging Government policy. It is only after these steps have been taken that the strategy should allow for the mitigation of vehicular traffic impacts.

7.2.2 A strategy for promoting sustainable transport has been developed for the site to:

- Minimise the need for residents to travel.
- Provide destinations on site or close by and containing trips.
- Promote opportunities for sustainable travel through.
- Providing a highly permeable site that connects with surrounding walking / cycling infrastructure.
- Design the site in a manner that encourages low vehicle speeds so that residents feel safe travelling by active modes.

- Implementing a Framework Travel Plan, supported by a package of measures (including financial incentives) to travel by sustainable modes.

7.3 Promotion of Walking and Cycling

7.3.1 As noted in Section 5, the proposal is for a highly permeable site with multiple points of access for users of active travel, in all directions. The site will also bring back into use the existing public rights of way on site.

7.3.2 To support the delivery of physical infrastructure, all new residents will be issued with a residents' 'Travel Pack' which will include details of journey planning websites, walking and cycle maps, and local public rights of ways.

7.3.3 Other measures that would be implemented through the FTP to promote walking and cycling means include:

- All dwellings will be provided with secure and convenient cycle parking in line with current local parking standards.
- A Bicycle User Group (BUG) will be set up for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact experienced cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.
- The Travel Plan Co-ordinator (see Section 8) will assist with the dissemination of information regarding the user group and will help residents get in contact with one another. Negotiations with local cycle shops will be undertaken in advance of site occupation in order to negotiate discounts or promotions for residents. This information and any discounts would then be passed over to residents of the site.
- The Travel Plan Coordinator will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.

7.4 Promotion of Public Transport

7.4.1 Information on the public transport routes and facilities serving the new development will be made available to new residents through the Travel Website and Travel Pack.

- 7.4.2 The TPC will liaise with local public transport providers, and where possible, obtain 'taster tickets' to be distributed to residents of the development.

7.5 Car Sharing Scheme

- 7.5.1 The use of car sharing will be promoted amongst residents of the development, with particular emphasis on journeys to work. Car sharing not only cuts the costs of travelling to work for the individual, but also reduces the number of residents making similar journeys at the same time, thereby reducing the impact of the development at peak hours on routes between the site and local destinations. This, in turn, contributes to reducing congestion, as well as vehicular emissions.

- 7.5.2 Car shares will be promoted by providing regular information found on WC's website about their car sharing scheme (<https://liftshare.com/uk/community/wiltshire>) This provides an accessible and safe way for potential car sharers to identify people undertaking similar journeys and for matched trips to be established.

7.6 Travel Website and Residents' Travel Packs

- 7.6.1 A Travel Website will be set up and live prior to the first occupation and the first occupier of each household will be provided with a Travel Pack. The pack will pull together information on the above listed measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport.

- 7.6.2 It is proposed that the following items will be included in the residents' Travel Pack:

- Clear and available contact details for the Travel Plan Co-ordinator, with whom residents will be able to liaise with directly with any queries.
- Promotion and information on how to access the Travel Plan website.
- Details regarding the local provision of high-speed broadband access to enable easy access to local home delivery services and home working.

- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling journey times to these, locations of public cycle parking within the development, and public transport routes and the location of bus stops.
- Details of any negotiated discounts at local cycle stores etc.
- Links / web address details for Wiltshire cycle route maps.
- Bus and rail maps and timetable information.
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesw.com
- Information about car sharing through the Wiltshire car share website (<https://liftshare.com/uk/community/wiltshire>).
- Information about the home delivery services offered by supermarkets in the local area.
- The offer of personalised journey planning for residents.

7.7 Infrastructure Measures

Pedestrian and Cycle Facilities

- 7.7.1 The site layout will be designed in accordance with contemporary design guidance, namely Manual for Streets (MfS), which encourages low speeds where residents will feel safe to walk or cycle.
- 7.7.2 As noted in Section 5, the proposal includes seven points of access for pedestrians or cyclists in all directions from the application site.

Car and Cycle Parking

- 7.7.3 This FTP supports an outline planning application, and it is only at the future reserved matters stage that the detail and mix of the development will be known. As such the quantum and nature of car parking cannot be identified at this stage. However, the following principles are identified:
- Car parking is to be provided in accordance with WC's Local Transport Plan 2011-2026 'Car Parking Strategy' document, or any other document in use at the time of a reserved matters application.

- Cycle parking standards will be provided in accordance with WC's Local Transport Plan 2011-2026 'Cycling Strategy' document or any other document in use at the time of a reserved matters application.
- Cycle parking for the proposed houses will be provided in garages, or in sheds in back gardens.

7.7.4 The applicant will provide electric vehicle charging on site in accordance with any standards in operation at the time of the reserved matters planning application.

7.8 Summary

7.8.1 The proposed 'hard' infrastructure and 'soft' measures described throughout this section aim to ensure that the objectives set out in Section 3 are met and single occupancy car use, when travelling to and from the site, is minimised. A range of information and marketing initiatives are also planned in order to encourage awareness and participation in the Travel Plan amongst new residents of the development.

SECTION 8 Management and Implementation

8.1 Introduction

- 8.1.1 This section of the FTP describes the framework through which the measures contained herein will be implemented and managed.

8.2 Travel Plan Management

- 8.2.1 An individual or company will be nominated by the developer to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to WC prior to first occupation of the development proposal.
- 8.2.2 The TPC will be supported by a steering group, with membership to consist of a representative of the housing association(s), the highway authority (WC), the local authority sustainable travel co-ordinator, other local authority officers as needed (e.g. cycling, public transport), and voluntary residents' representatives. Invitations to participate will be provided to each of these parties.
- 8.2.3 The steering group will meet annually and will oversee the delivery and implementation of the Travel Plan for 5 years

8.3 Role of Travel Plan Co-ordinator

- 8.3.1 The TPC will be appointed three months before the first occupation of the new development, to commence development of the initial Travel Plan measures in time for the first occupations. The role of the TPC will be as follows:
- To manage the day-to-day delivery of the measures contained in Section 7 of the TP.
 - Maintain the Travel Plan Website.
 - To market the Travel Plan to encourage interest and involvement of residents.
 - To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes.
 - To aim to negotiate discounts with local cycle shops for residents and promote the bicycle user group.

- To liaise with local public transport operators and local authorities on appropriate measures, such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks.
- To organise monitoring of the Travel Plan in line with the strategy outlined in Section 9 of the FTP.
- To set up and act as chairperson to the steering group, through which the progress of the Travel Plan will be monitored and key decisions taken as necessary.
- To provide monitoring and feedback to residents and to liaise with the local authority as necessary.

8.4 Involvement of Residents

8.4.1 Involvement of residents will be essential to the success of the sustainable transport measures. The first owner of each dwelling will be provided with Travel Plan information by the sales office and provided with a Residents' 'Travel Pack' on completion of their purchase. The Travel Pack and Website will be kept up to date for the duration of the Travel Plan.

8.4.2 Copies of the Travel Plan will be made widely available to all users of the site to ensure that people are fully aware of the objectives of the Plan and of the full range of measures proposed.

8.4.3 The TPC will also aim to maintain interest amongst residents through the occasional leaflet drops providing information about the Travel Plan, advertising the Website and reporting the results of the monitoring.

8.5 Framework for Implementation

8.5.1 An Action Plan is presented in **Table 8.1** which provides a programme for delivering the measures set out in Section 7, along with their timescales.

Table 8.1: Framework for Implementation / Action Plan

Objective	Measure	Timescale
Overall cross-objective	Appoint a Travel Plan Coordinator	Prior to Occupation
	Develop Travel Plan Website	Prior to Occupation
	Distribute Travel Packs	At first occupation

Objective	Measure	Timescale
Reduce the Need to Travel	Deliver connections to broadband network	Prior to Occupation
Promotion of Walking and Cycling	Walking maps and health information	Prior to Occupation
	Provision of footways adjacent to access roads	Prior to Occupation
	Delivery of MfS layout – interconnecting streets, shared streets and home zones	Phased with Development
	Information Provision – cycling route maps as well as health information	Prior to Occupation
	Provision of cycle storage within each unit	Phased with Development
	Set up a Bicycle User Group (BUG) (if enough interest)	6 months after occupation
Promotion of Public Transport	Information provision – timetables etc	Prior to Occupation
	Negotiate and promote discount fares with local operators	Ongoing
Encourage Car Sharing	Promotion of car sharing schemes through (https://wiltshire.liftshare.com)	Prior to Occupation and Ongoing

8.6 Funding

8.6.1 The developer will fund the following items:

- The transport infrastructure outlined in Section 6 of this FTP.
- The initial implementation of the ‘soft’ Travel Plan measures outlined in Section 7.
- The TPC role for a period of five years.
- The monitoring surveys outlined in Section 9.

8.7 Delivery and Enforcement

8.7.1 The Travel Plan will be secured within a Section 106 agreement or planning condition tied to any planning consent for the proposed development. This will provide an enforcement mechanism for the Local Planning Authority and Local Highway Authority to ensure the successful delivery of the agreed measures and actions in the Travel Plan.

8.8 Framework for Handover at end of the Developer Involvement

- 8.8.1 At the end of the monitoring the TPC will not be responsible for the management of the TP. However, the TPC will offer residents the opportunity to set up a Travel Plan Working Group. The TPC will seek to hand-over the coordination role to this group.

SECTION 9 Monitoring and Review

9.1 Monitoring

- 9.1.1 The total monitoring programme of the development will last for five years. Formal monitoring will be undertaken through the distribution of a travel questionnaire survey, co-ordinated by the TPC.
- 9.1.2 The first questionnaire survey will be undertaken by the TPC 12 months after the first occupation of the first unit and then in years 3 and 5 following the first occupation.

9.2 Reviews

- 9.2.1 Review meetings will be held 12 months following the first occupation of the site and then in years 3 and 5. The review meetings will be organised by the TPC who will invite attendance from representatives of public transport operators, WC and community representatives.

Residents' Travel Surveys

- 9.2.2 Approximately 12 months after 1st occupation, a residents' travel survey will be distributed amongst residents of the site. The surveys will determine a number of important statistics such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport.
- 9.2.3 These surveys will be used to determine travel patterns to assist with setting targets for the Final Travel Plan which may be implemented in the future and to monitor travel patterns at the site over set periods of time to quantify modal shift.
- 9.2.4 These surveys will be undertaken approximately 12 months after 1st occupation, and in years 3 and 5.

9.3 Reporting

- 9.3.1 Following each travel survey a monitoring report will be prepared and submitted to WC. The monitoring report will set out the results of the travel survey against the targets and objectives identified within the Travel Plan, the current modal split of the site and the status of current initiatives and progress against targets. Residents will also be informed of the survey results via

newsletters and the community Travel Website. The following information is likely to be provided:

- Recap of the site's Travel Plan objectives and agreed targets.
- Monitoring methodology.
- Summary of monitoring results, presented in relation to agreed targets.
- Progress against agreed measures.
- Corrective measures to get the plan back on track if targets are not being met.
- Proposals to further develop the Travel Plan for the future.

9.3.2 The TPC will make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The use of newsletters distributed to all users will assist in informing users of any new measures and provide an understanding of how the Travel Plan is operating.

9.4 Remedial Measures

9.4.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, the developer will use reasonable endeavours to work with WC to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.

9.4.2 The proposed sustainable transport strategy and all of the associated measures will provide a genuine opportunity for the 10% reduction in single occupancy traffic flows associated with the development to be achieved. However, in the event that some of the measures implemented do not prove successful, alternative measures can be considered within the Travel Plan period in liaison with WC.

9.4.3 Whilst the developer, through this FTP, has demonstrated full commitment to the Plan and the delivery of its measures to encourage sustainable travel, there is no guarantee that residents will change their future travel behaviour. The Transport Assessment therefore assesses a scenario where no reductions are achieved. The success of the travel plan will therefore provide benefits above the impacts assessed in the Transport Assessment.

SECTION 10 Conclusion

- 10.1 Gleeson Land has commissioned i-Transport LLP to prepare a Framework Travel Plan, for the residential development of 148 dwellings on land north of Wychurch Farm, Malmesbury.
- 10.2 The FTP aims to promote sustainable lifestyles amongst new residents, by reducing the need for travel by private car and, in particular, reducing single occupancy car journeys; providing non-car mode travel options for local journeys; and influencing modal choice.
- 10.3 There is a good range of everyday services and facilities accessible to residents of the development within a reasonable walking or cycling distance. They are well connected to the site by local walking routes, which are being improved in association with new local development.
- 10.4 The Framework Travel Plan proposes a range of infrastructure measures and 'soft' measures aimed at influencing modal choice for travel to and from the site, as outlined in Section 7.
- 10.5 A framework for the management and implementation of the Travel Plan is proposed. A dedicated TPC and will oversee the development of the proposed measures and ensure the implementation of the Travel Plan ahead of occupation. Their contact details will be shared with WC prior to the first occupation. A suggested timetable for the implementation of these proposed measures has been put forward.
- 10.6 The total monitoring programme of the development will be for five years with interim monitoring taking place. A monitoring report one year after the first occupation with further year 3 and year 5 surveys submitted to WC setting out the results of further travel surveys against the targets and objectives identified within the Travel Plan.

FIGURES

Key

Site Boundary

Bloor Site

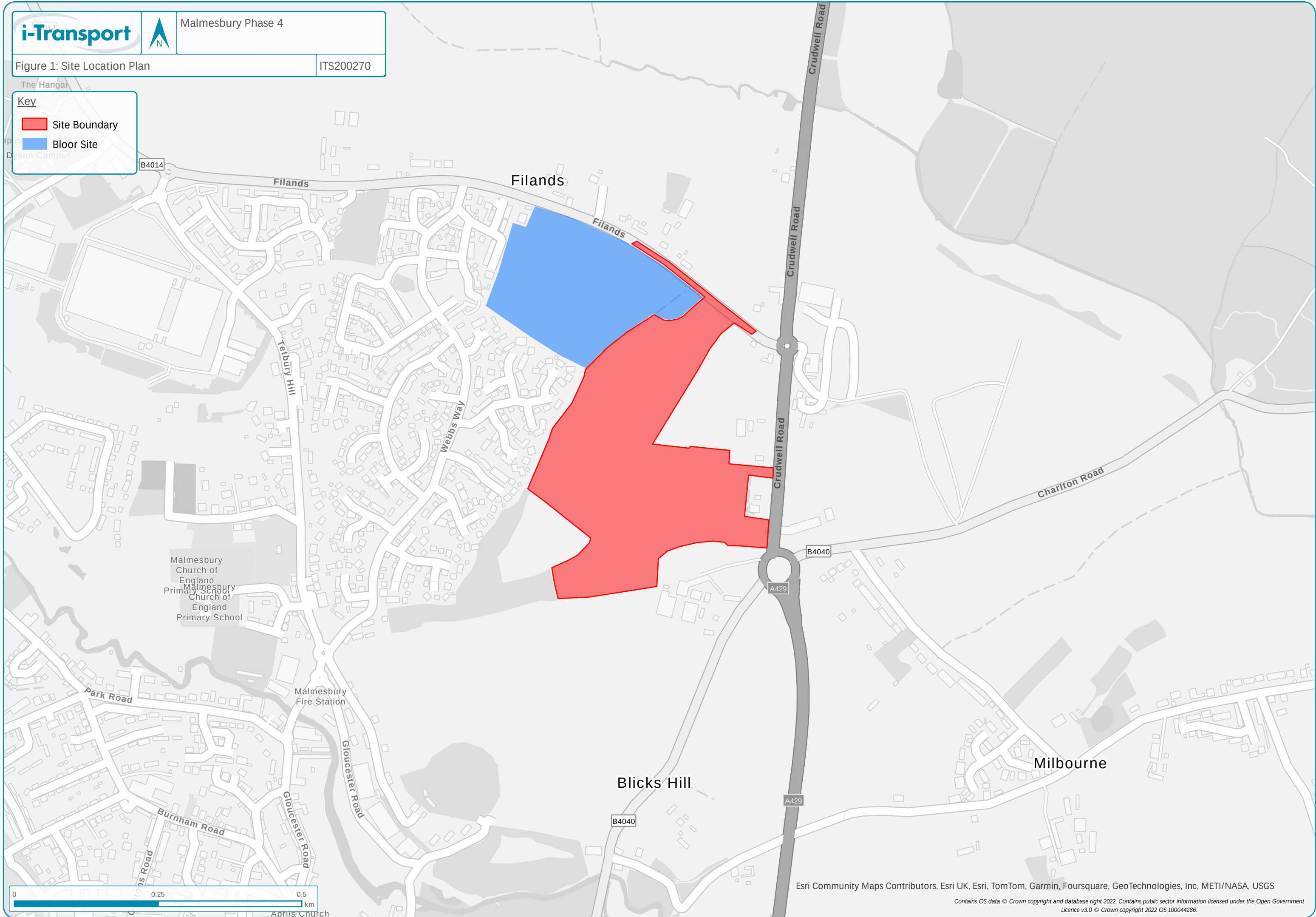




Figure 2: Local Facilities Plan

ITS200270

Key

Site Location

Health

- H¹ Barley Mow Dental Surgery
- H² Boots Pharmacy
- H³ Malmesbury Primary Care Centre
- H⁴ mydentist

Leisure

- L¹ Malmesbury Victoria Football Club
- L² Riverside Community Centre
- L³ Malmesbury Tennis Club
- L⁴ Abbey House Gardens
- L⁵ The Activity Zone Leisure Centre
- L⁶ Malmesbury Bowls Club
- L⁷ Malmesbury Cricket Club
- L⁸ PD Fitness

Education

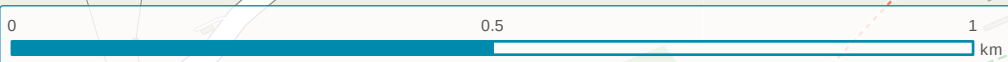
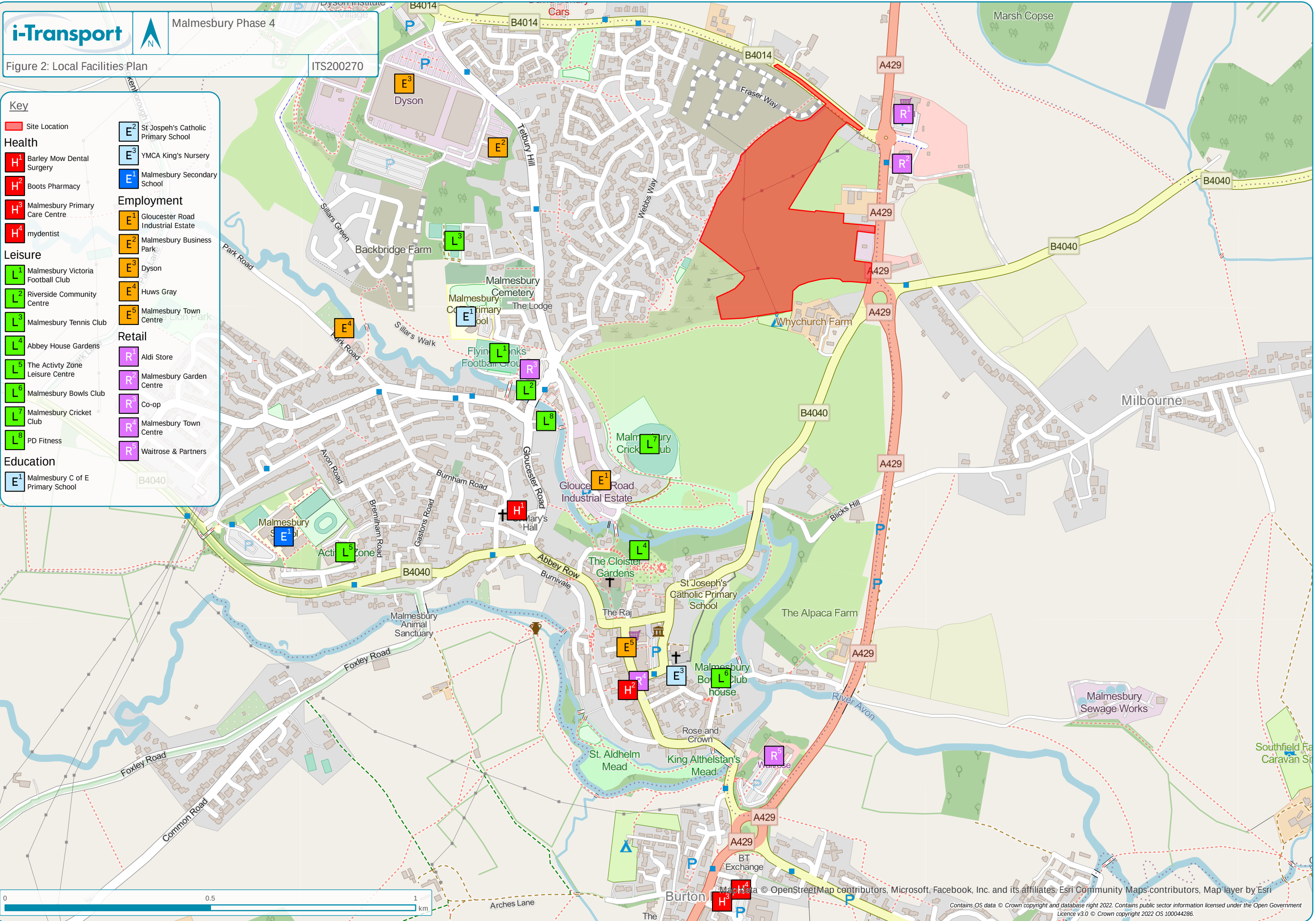
- E¹ Malmesbury C of E Primary School

Employment

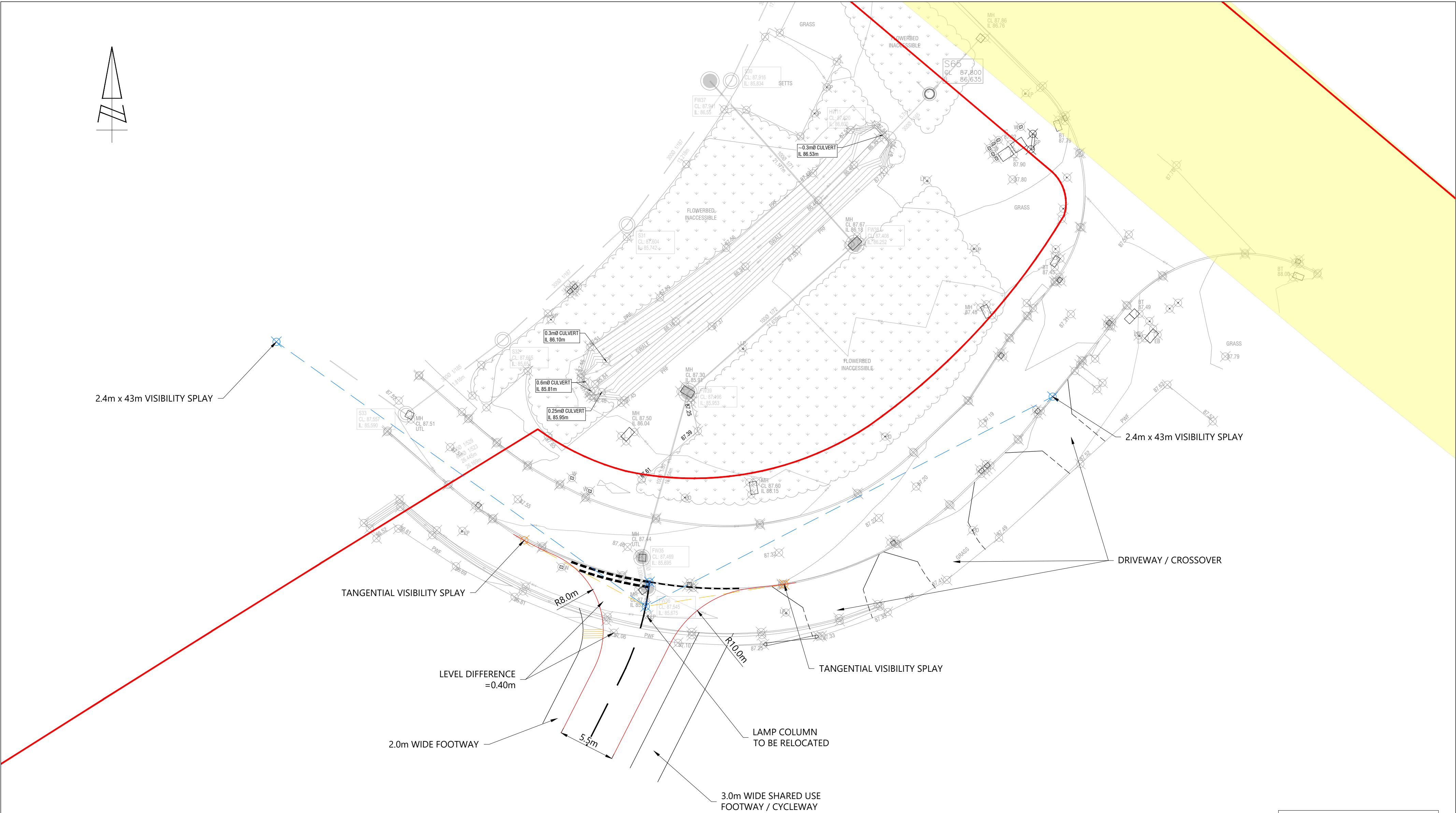
- E¹ Gloucester Road Industrial Estate
- E² Malmesbury Business Park
- E³ Dyson
- E⁴ Huws Gray
- E⁵ Malmesbury Town Centre

Retail

- R¹ Aldi Store
- R² Malmesbury Garden Centre
- R³ Co-op
- R⁴ Malmesbury Town Centre
- R⁵ Waitrose & Partners



DRAWINGS



Lakeside North Harbour, Building 1000, Lakeside
North Harbour Western Road, Portsmouth,
Hampshire, PO6 3EZ
www.i-transport.co.uk

Tel: 03316 300366

REV	DATE	BY	DESCRIPTION	CHK	APD
A	16.02.26	MS	TOPO SURVEY UPDATED	SGe	MS

STATUS: FOR INFORMATION

TITLE: PROPOSED ACCESS ARRANGEMENT

PROJECT: LAND NORTH OF WHYTCHURCH FARM

CLIENT: GLEESON LAND

DRAWN: TA	CHECKED: SGe	APPROVED: MS
PROJECT No: ITS200270	SCALE @ A2: 1:250	DATE: 28.11.25
DRAWING No: ITS200270-GA-005		REV: A

S:\Project\200270 Series\20027015 - Main\Drawings\Working\Drawings\GA1\200270 GA 005.dwg
 16/02/2026 10:15:00
 i-Transport
 Drawing issued for feasibility consideration and planning purposes only. Drawing not to be used for construction. i-Transport LLP accept no responsibility for errors made by others in scaling from this drawing. Measurements should be taken from figured dimensions only. CDM requirements considered at feasibility stage only. Further consideration required by detailed design team.
 © Crown Copyright 2024 OS Licence No. AC0000813921

APPENDIX A. Illustrative Masterplan



