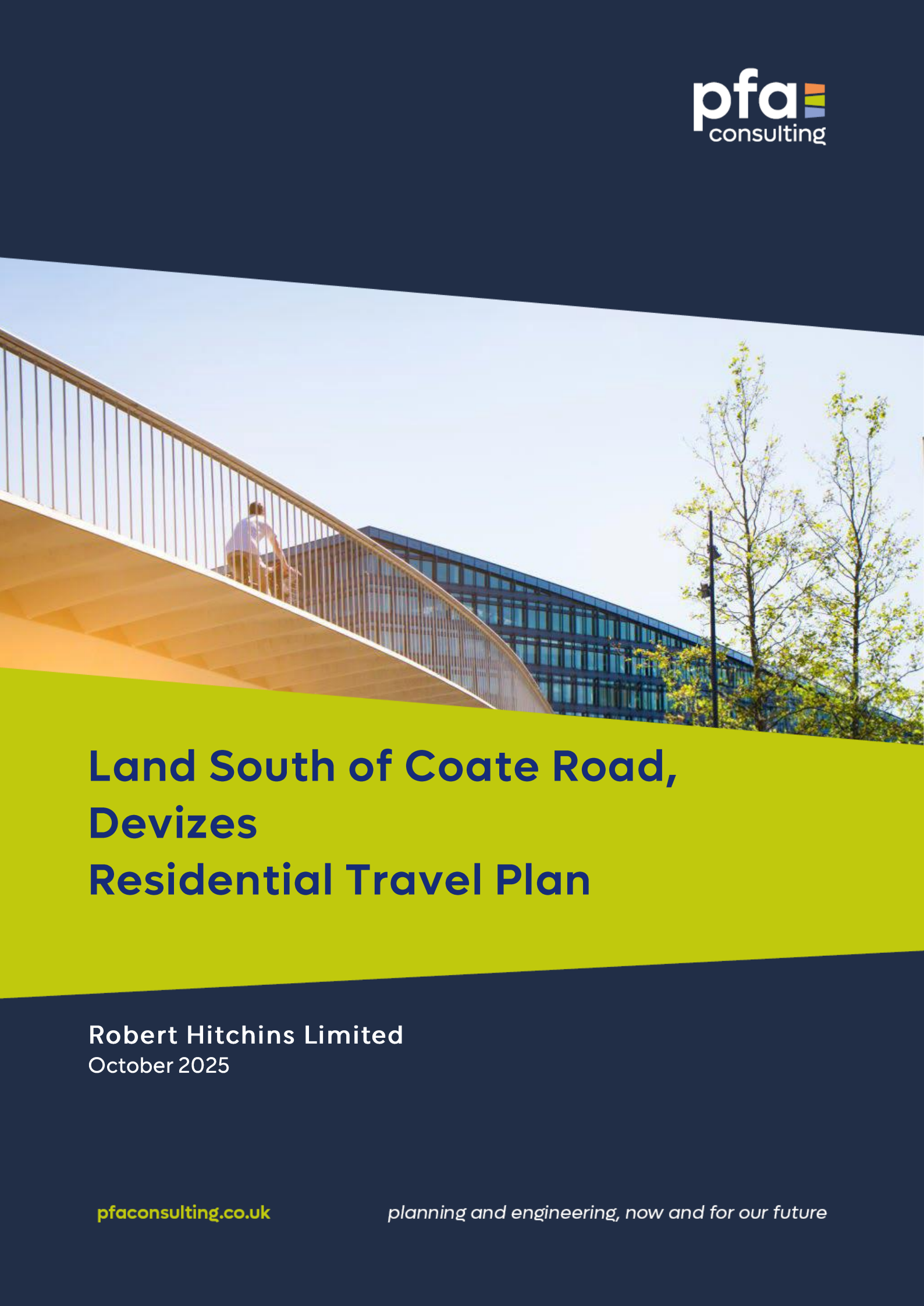


The background of the cover is a photograph of a modern building with a curved, glass-fronted facade. A person is walking on a curved walkway with a metal railing in the foreground. The sky is clear and blue. The bottom half of the cover is a solid yellow-green color.

Land South of Coate Road, Devizes Residential Travel Plan

Robert Hitchins Limited
October 2025

DOCUMENT CONTROL

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- Appendix A Indicative Masterplan
- Appendix B Pedestrian and Cycle Review of Routes
- Appendix C Example Household Travel Survey

1. INTRODUCTION

- 1.1. This Residential Travel Plan has been prepared by PFA Consulting on behalf of Robert Hitchins Limited (RHL) in support of a planning application for a residential development for up to 175 dwellings on land South of Coate Road, Devizes in Wiltshire.
- 1.2. The location of the application site and surrounding local highway network is shown **Figure 1.1**, with an Indicative Masterplan produced by RHL reproduced at **Appendix A**.

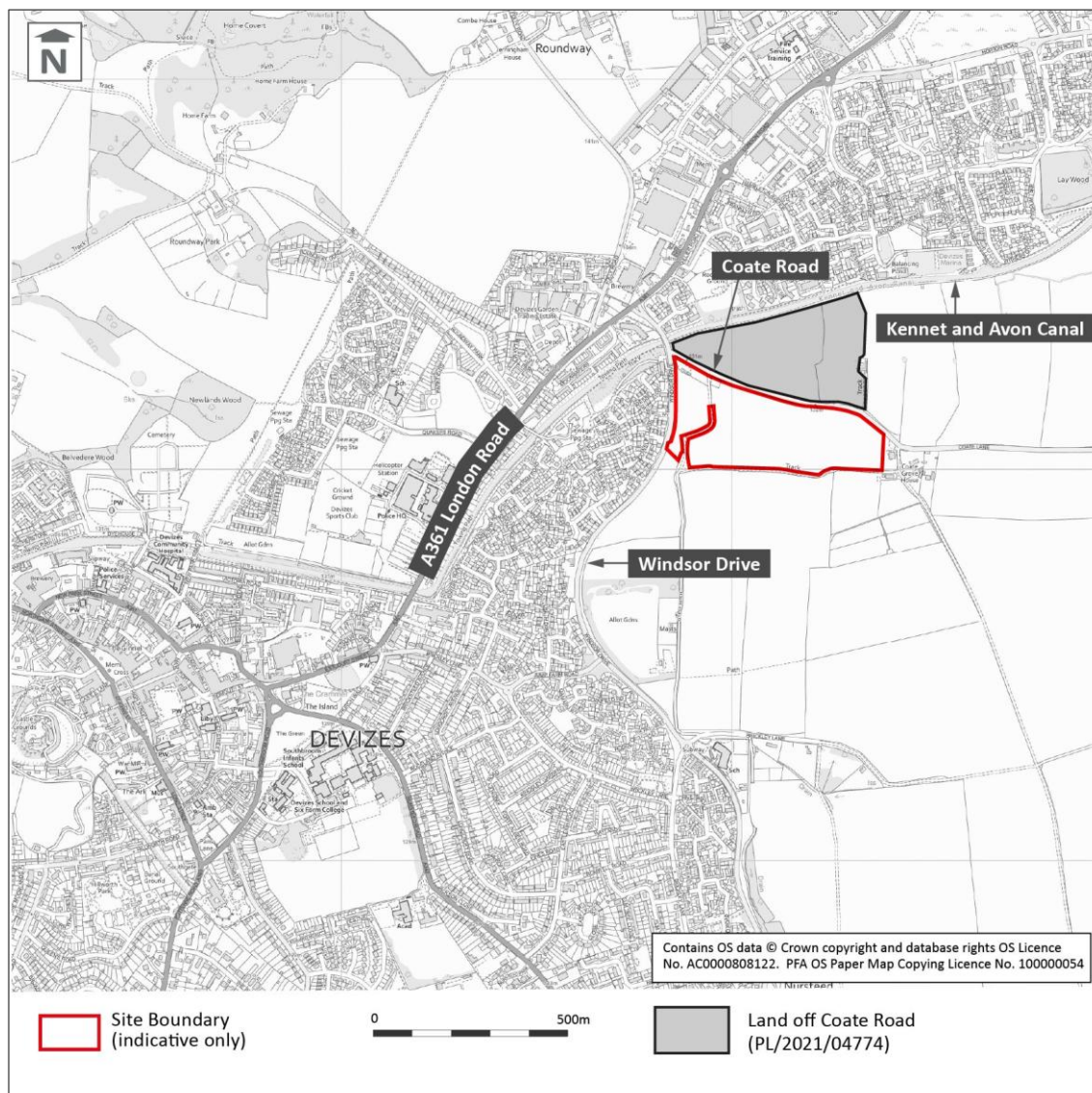


Figure 1.1: Site Location

- 1.3. The site is situated to the north east of Devizes to the south of Coate Road approximately 2km from Devizes town centre. To the west of the site is Windsor Drive and the A361 London Road, which is a radial route providing access to Devizes town centre. It is immediately to the south of a site known as Land off Coate Road that has planning permission for 200 dwellings and a local centre¹.

¹ Wiltshire Council Reference: PL/2021/04774 – Land off Coate Road, Devizes, Wiltshire: Outline planning consent - all matters reserved for 200 dwellings. Appeal Reference: APP/Y3940/W/22/3312268. Wiltshire Council Reference: PL/2024/09259 (Approval of Reserved Matters for access, appearance, landscaping, layout and scale) and PL/2024/09260 09259 (Approval of Reserved Matters for access)

Travel Plan Guidance

- 1.4. Travel Plans are a way of promoting sustainable travel behaviour through a range of mechanisms, initiatives and targets that when combined can help to reduce unnecessary travel and encourage travel in less environmentally damaging ways. For a new development it is important that sustainable travel habits, such as walking, cycling, public transport use and car sharing are established from the outset.
- 1.5. The 'National Planning Policy Framework' (NPPF) published in December 2024 promotes achieving sustainable development. Travel Plans are a key tool for facilitating the protection and exploitation of opportunities for use of sustainable transport. Paragraph 118 of the NPPF requires all development that generates significant amounts of movement to be required to provide a Travel Plan.
- 1.6. The Department for Communities and Local Government's Planning Practice Guidance sets out the requirements for Travel Plans. The guidance states that (Reference ID: 42-011-20140306):

"Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met."
- 1.7. This Travel Plan has been prepared in accordance with the Planning Practice Guidance and the latest local guidance, including Wiltshire Council's (WC's) 'Development related Travel Plan Guidance'.

2. BASELINE SUSTAINABILITY AUDIT

- 2.1. A baseline sustainability audit has been undertaken to assess the provision for and accessibility of travel by foot, cycle and public transport. The existing pedestrian and cycle facilities, public transport services, and local facilities are set out below.

Pedestrian and Cycling Facilities

- 2.2. The local highway network to the site comprises Coate Road, Windsor Drive and the A361 London Road as shown on **Figure 1.1**. Pedestrian and cycling facilities on these roads are described below.

Coate Road

- 2.3. Coate Road bounds the site to the north and routes west to east between Devizes and the village of Coate. Coate Road is a single carriageway road, which is rural in nature and is not street lit. It is subject to the national speed limit of 60mph and there are no pedestrian facilities along the road.
- 2.4. The western end of Coate Road is being altered to accommodate development on Land off Coate Road. The scheme comprises a new road leading into the Land off Coate Road site from Windsor Drive with the western end of Coate Road re-aligned to form the minor arm of a junction with the site access road. A simple priority junction will cater for all turning movements to/from Windsor Drive by way of upgrades to the existing Windsor Drive / Coate Road priority junction both in respect of the vertical and horizontal alignments. The 'redundant' section of Coate Road will be closed to vehicular traffic but retained as a cycle link along the line of NCN Route 4.
- 2.5. Pedestrian and cyclist access to Land off Coate Road will be provided by way of the construction of a 2m wide footway on the north side of the site access road and a 3m wide footway/cycleway on the south side. The proposed footway/cycleway will lead to Windsor Drive where an uncontrolled crossing incorporating dropped kerbs and tactile paving will be provided to cross the road. The new footway/cycleway will tie into the existing footway/cycleway on both the west and east sides of Windsor Drive and will also extend along the west side of the re-aligned section of Coate Road to provide a link to the Byway along Gypsy Patch that routes to Brickley Lane and Nursteed Community Primary School to the south.

Windsor Drive

- 2.6. Windsor Drive is to the west of the site and routes north to south between the A361 London Road and the A342 Nursteed Road providing a route around the eastern edge of Devizes that avoids the Town Centre. Windsor Drive is a single carriageway road that is street lit and has a footway to the west side to the south of Coate Road and footway/cycleways to both sides to the north. The speed limit on the road is 40mph reducing to 30mph to the north of the bridge over the Kennet and Avon Canal.
- 2.7. As set out above, a financial contribution towards an improved local walking and cycling route along Windsor Drive has been secured from the Land off Coate Road development.
- 2.8. At its northern end Windsor Drive connects to the A361 London Road in the form of a signal controlled junction. Signal controlled crossings are provided across Windsor Drive and the A361 London Road as part of the junction arrangements.

A361 London Road

- 2.9. The A361 London Road is a radial route providing access to Devizes town centre to the south and towards the M4 and Swindon to the north. It is a single carriageway road that is street lit and has footway/cycleways to both sides to the north of the A361 London Road/Windsor Drive Junction and footways and advisory cycle lanes to both sides to the south. The advisory cycle lanes terminate at the bridge over the canal to the south. The speed limit on the road is 30mph from approximately

80m to the south of the A361 London Road/Hopton Road Roundabout into the Town Centre. As set out above, following the adoption of the Devizes LCWIP, it is proposed by Wiltshire Council to create a shared use path to enhanced opportunities for active travel along this key corridor.

- 2.10. WC's cycle map of Devizes identifies cycling facilities in the vicinity of the application site. An extract from the cycle map, which has been annotated to show the site is shown in **Figure 2.1**. The cycle map shows NCN Route 4 that routes along Coate Road past the site and along the canal towpath, which has been the subject of a phased series of improvements by the Canal & River Trust. It identifies the canal towpath and the A361 London Road as cycle routes towards Devizes. There are multiple routes into Devizes for pedestrians and cyclists including along the canal towpath; sections of the A361 London Road in combination with sections of the towpath; along the A361 London Road, Quakers Road and Quakers Walk; via the quiet streets to the east of the canal and crossing the A342 Nursted Road at one of the Toucan crossings next to Church Walk or Roseland Avenue; or via Windsor Drive and Jump Farm Road.

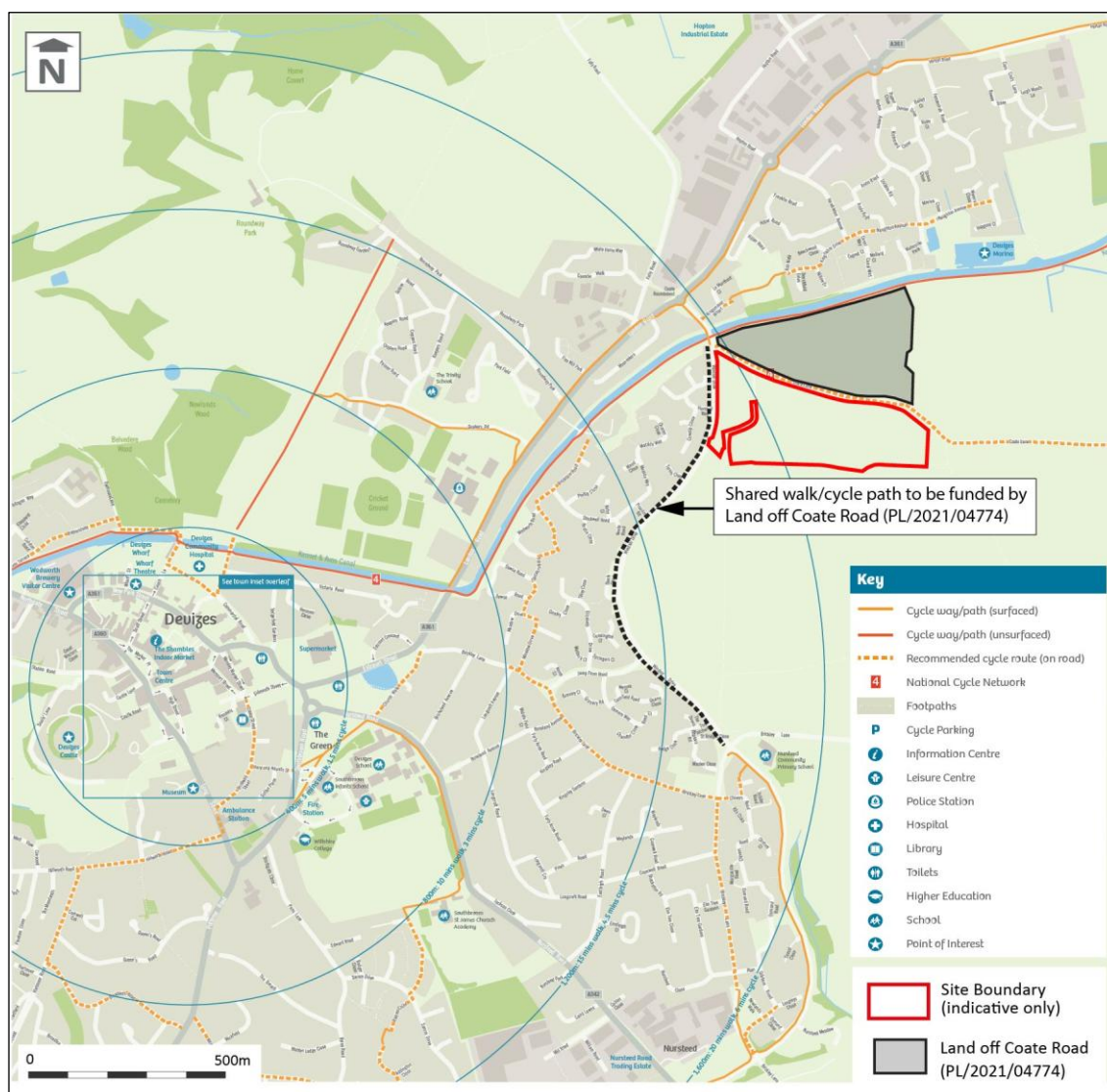


Figure 2.1: Extract from Wiltshire Council's Cycle Map of Devizes
Site Boundary and Shared Walk/Cycle path annotation added by PFA Consulting

- 2.11. Improvements for pedestrians and cyclists in the vicinity of the site are in the pipeline including: a financial contribution towards an improved local walking and cycling route along Windsor Drive secured from the Land off Coate Road development; Wiltshire Council proposes to create a shared

use path to enhanced opportunities for active travel along the London Road corridor in accordance with its LCWIP; and Pedestrian/cycle links onto the canal towpath to the north via the Land off Coate Road development.

Public Rights of Way

- 2.12. Public rights of way in the vicinity of the application site are shown in **Figure 2.2**, with reference to WC's Rights of Way Explorer.

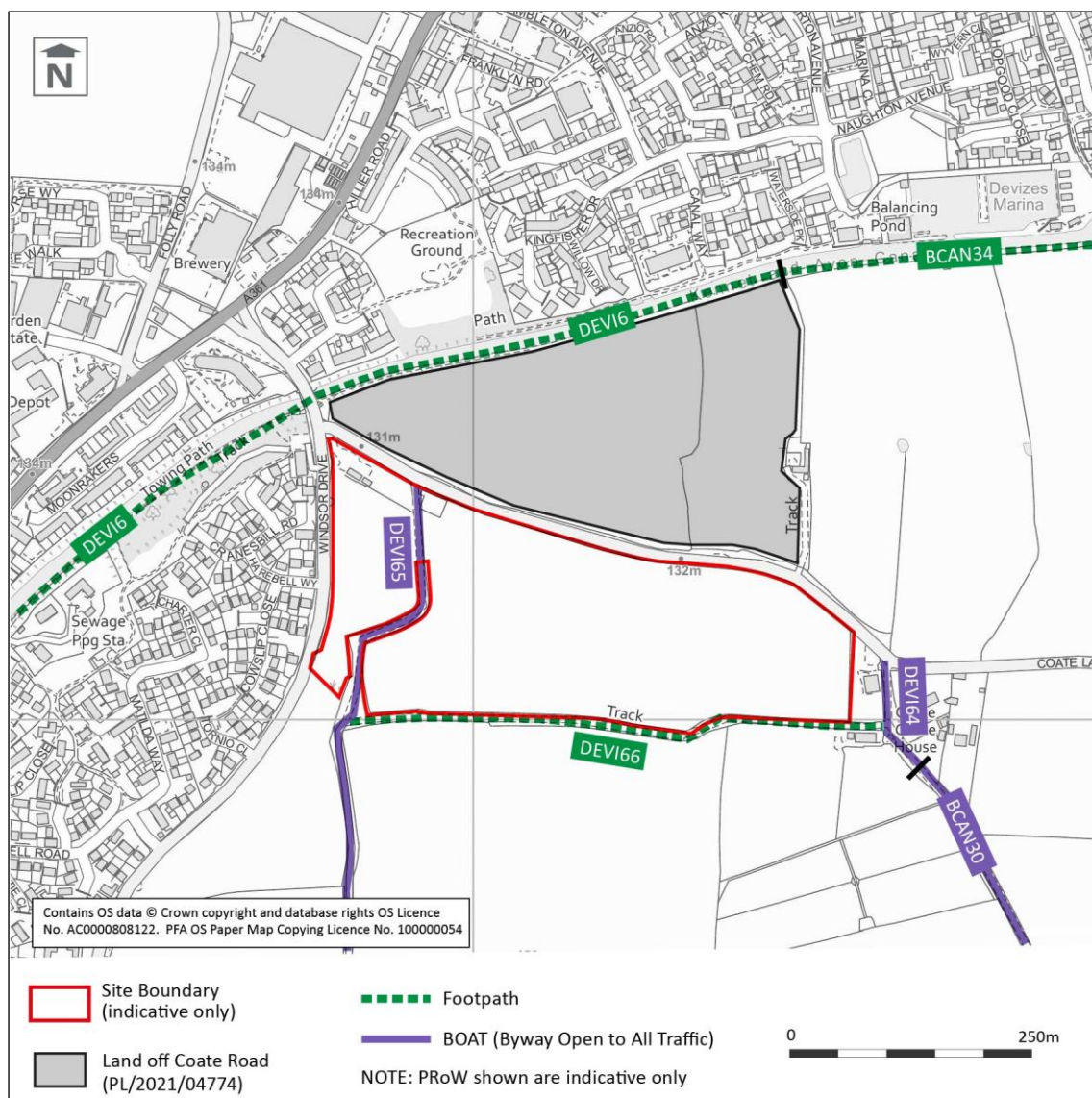


Figure 2.2: Public Rights of Way

Source: Wiltshire Council Rights of Way Explorer

- 2.13. A Footpath (DEVI6) routes along the canal towpath to the north of the site and a Byway Open to All Traffic (DEVI65) routes north/south through the site along Gypsy Patch between Coate Road and Brickley Lane to the south. There is also a footpath (DEVI66) that routes east/west immediately to the south of the site connecting Gypsy Byway DEVI65 to the west with Byway DEVI64 to the east. These public rights of way connect to further public rights of way in the surrounding area providing access to the surrounding countryside and other parts of the town. **Photograph 2.1** shows a view to the south from Coate Road along Gypsy Patch Byway DEVI65.



Photograph 2.1: View to the south along Gypsy Patch Byway DEVI65

National Cycle Network

- 2.14. As set out above, National cycle network route 4 (NCN Route 4), which is a long-distance cycling route from London to Fishguard in west Wales, routes along Coate Road, crosses Windsor Drive and heads south west towards Devizes along the canal towpath. An extract of the Sustrans digital map, which shows NCN Route 4, is shown in **Figure 2.3**.
- 2.15. With the proposed pedestrian/cyclist connection onto the canal towpath being delivered as part of the Land off Coate Road development, the opportunity exists to re-route NCN Route 4 from Coate Road to the canal via the development. This would be beneficial as cyclists would not have to cross Windsor Drive and access the canal via the path on the west side of Windsor Driver which is fairly steep. As previously discussed, some £500,000 has been secured from the Land off Coate Road development toward upgrading the canal towpath along the site frontage which would facilitate its use by both pedestrians and cyclists.

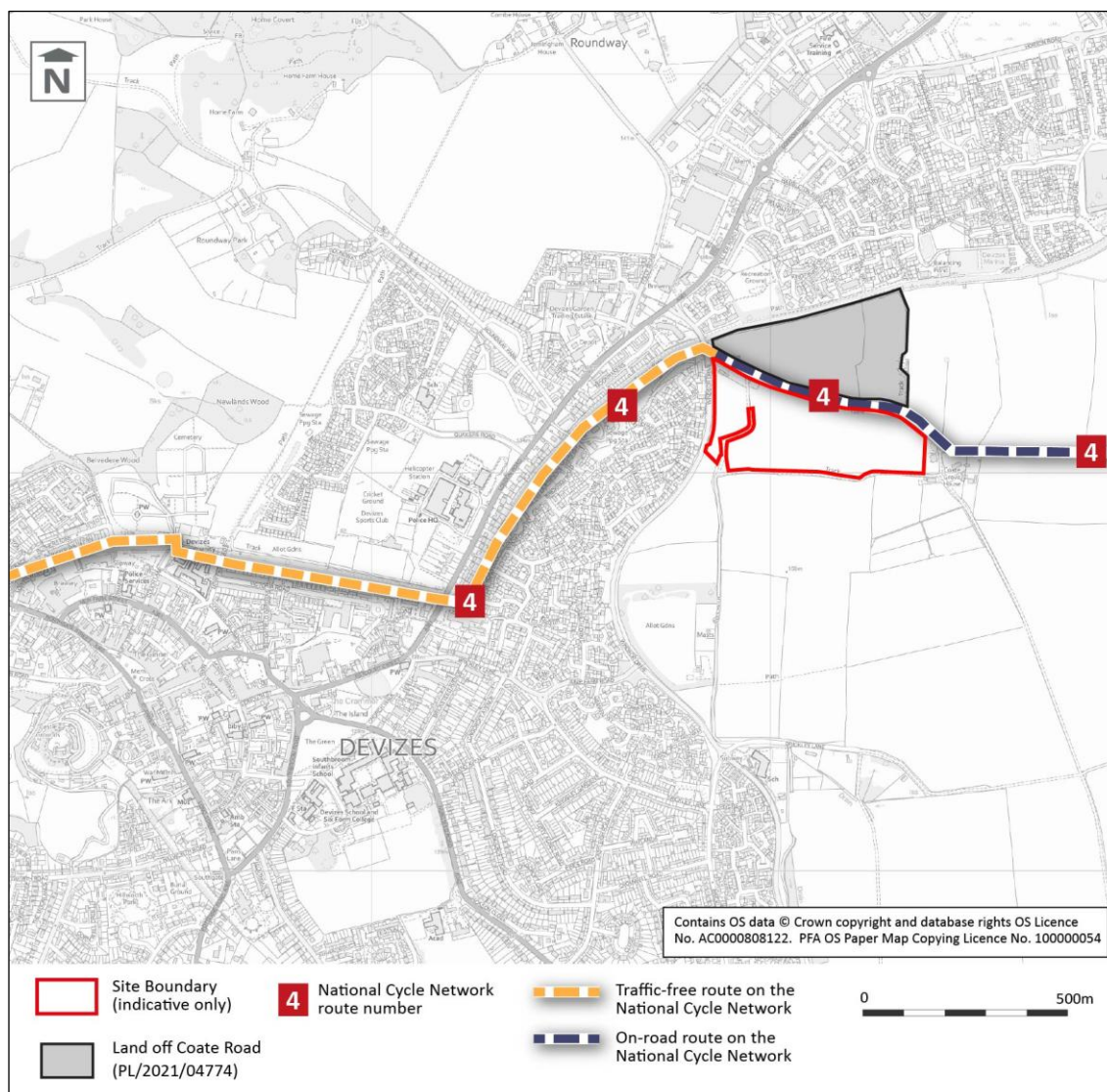


Figure 2.3 Extract from Sustrans digital map showing National Cycle Network Route 4
Site Boundary and Land off Coate Road added by PFA Consulting

Review of Routes

2.16. A review of routes to key facilities has been carried out with the aim of identifying locations within the transport network where improvements would be desirable for pedestrians and cyclists. The routes to the following facilities have been reviewed:

- Local Shops and Supermarkets
- Primary Schools
- Secondary School
- Town Centre

2.17. The routes and locations on the routes where improvements would be desirable are shown in a plan reproduced at **Appendix B**. The potential improvements are summarised below:

- Widening and re-surfacing of the canal towpath adjacent to the site subject to agreement with the relevant body(ies) (funding secured from Land off Coate Road);
- Widening of the existing footway on the west side of Windsor Drive to create a footway/cycleway (part funding secured from Land off Coate Road);

- Refreshing of the advisory cycle lanes on the A361 London Road; this should be carried out by the highway authority as part of routine maintenance. Wiltshire Council proposes to create a shared use path along London Road; and
- Potential Toucan Crossing across Windsor Drive.

2.18. In addition to the above, it was noted as part of the review of routes that the provision of tactile paving and dropped kerbs at crossing points is not comprehensive. A consistent approach to the installation of tactile paving is required. It is therefore proposed to discuss Wiltshire Council's approach to dealing with tactile paving provision on key routes identified in the review of routes.

2.19. The review of routes will assist discussions with WC to reach agreement over any enhancements to the routes to provide safe and suitable walking and cycling options and the means of funding these having regard to the scale of development in accordance with paragraph 58 of the NPPF.

Local Facilities

2.20. The use of sustainable means of transport is more attractive and convenient when local facilities and services are within walking or cycling distance. **Figure 2.4** shows the existing local facilities in the vicinity of the application site that residents are likely to use.

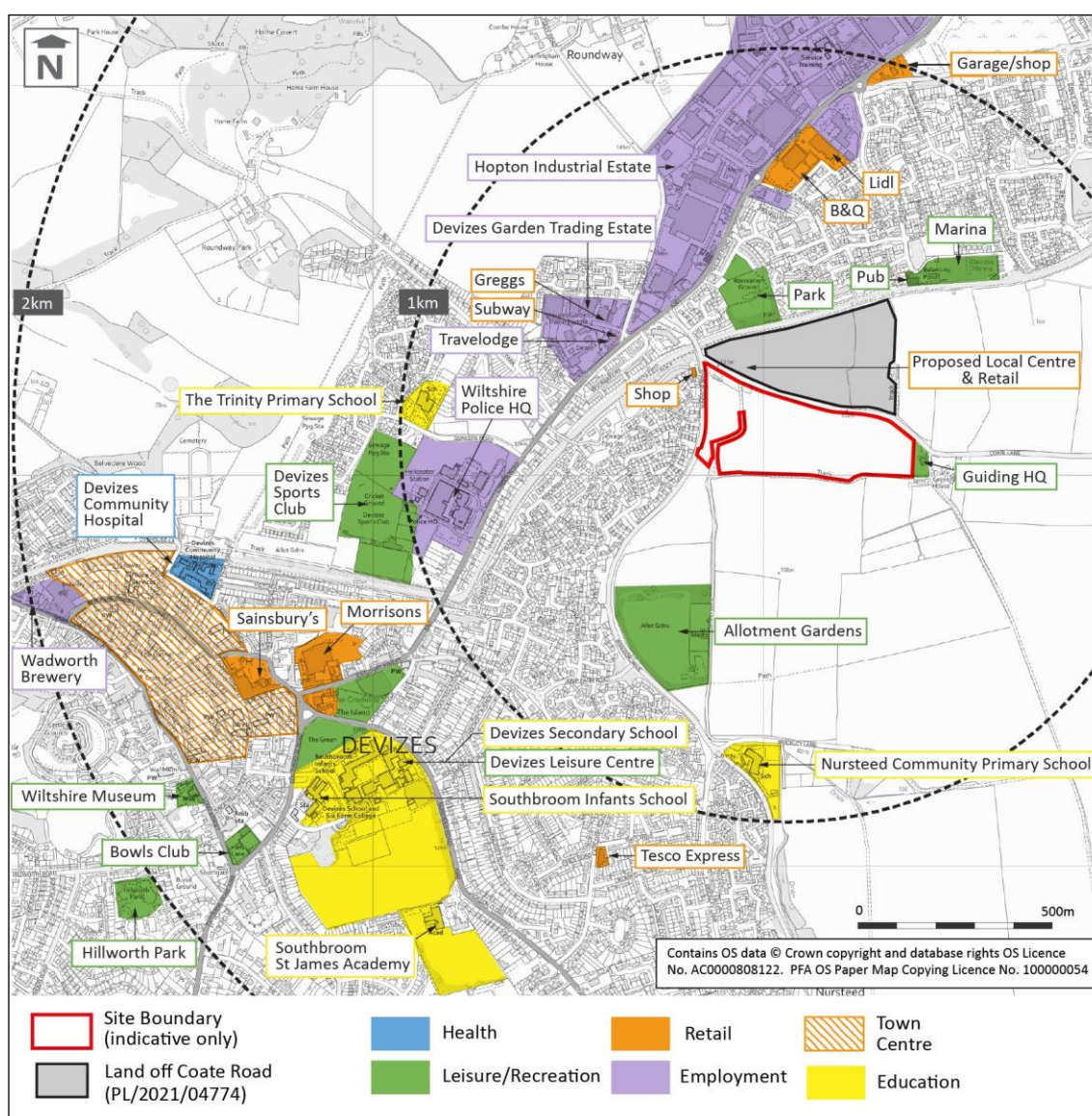


Figure 2.4: Local Facilities

2.21. The walking distance from the site centroid to local facilities are set out in **Table 2.1**.

Table 2.1: Local Facilities and Distances

Local Facilities	Name	Approximate Distance from Site Centroid	Accessible via
Bus Stops	London Road Stops	450m	
	Windsor Drive Stop	350m	
Supermarket	Lidl, North Arakan Road	1km	
	Morrisons, A361 London Road	1.7km	
	Sainsbury's, A361 London Road	1.9km	
Primary School	The Trinity Primary School	1.2km	
	Nursted Community Primary School	1.4km	
	Southbroom St James Academy	2.1km	
Secondary School	Devizes School	1.6km	
Leisure	Guiding HQ	400m	
	Devizes Sports Club	1.3km	
	Devizes Leisure Centre	1.6km	
	Allotments	1.2km	
	Devizes Football Club	2.4km	
Dentist	Ferndale Dental and Implant Clinic	1.5km	
	The Market Place Dental Practice	2km	
	High Street Dental Clinic	2km	
Pharmacy	Boots	2.1km	
	Morrisons Pharmacy	1.7km	
Doctor	St James Surgery	1.9km	
	The Southbroom Surgery	1.7km	
Post Office	Royal Mail Delivery Office, Sheep Street	1.8km	
Hospital	Devizes Community Hospital	1.8km	
Town Centre	Devizes Town Centre	2km	
Employment	Garden Trading Estate	550m	
	Hopton Industrial Estate	1km	
	Banda Industrial Estate	2.7km	

Note: Distances are by foot or cycle on the most direct routes; incorporating footways and PRow. Thresholds <2km for walking and <5km for cycling.

2.22. **Table 2.1** shows that there is a range of local facilities within walking and cycling distance of the application site. In addition to the above a local centre is to be constructed on Land off Coate Road which will reduce the need to travel for some day-to-day facilities and encourage walking and cycling given the short distances involved.

Bus Services

- 2.23. Key bus services in Devizes are operated by Faresaver and Stagecoach. The nearest bus stops to the site are located on Windsor Drive and London Road approximately 350m and 450m from the centre of the site respectively. The bus stops located on London Road are served by Services 1/1C (Faresaver) and 49 (Stagecoach). The bus stops located on Windsor Drive are served by Service 1/1C. The routes of these services are shown on **Figure 2.5** and summary of bus service information is set out in **Table 2.2**.

Table 2.2: Summary Bus Service Information

Service	Route	Days	First Service	Frequency (approx)	Last Service
Service 1/1C	Devizes Market Place Marina Meadows Windsor Road Devizes Market Place	Monday – Friday	07:26	30 mins	17:29
		Saturday	08:06	30 mins	16:56
		Sunday	No service		
Service 49	Swindon Devizes Trowbridge	Monday – Friday	05:47	30 mins	18:20 (to Trowbridge) 22:22 (to Devizes)
		Saturday	06:27	30 mins	17:57 (to Trowbridge) 22:22 (to Devizes)
		Sunday (Devizes only service)	08:57	120 mins	19:07
	Trowbridge Devizes Swindon	Monday – Friday	05:56	30 mins	22:42
		Saturday	07:08	30 mins	22:42
		Sunday	08:58	60 mins	18:38

Note: Information obtained from <https://www.traveline.info/>.

- 2.24. Buses 1/1C and 49 provide a regular service to and from Devizes town centre as well as providing access to key destinations further afield such as Swindon and Trowbridge. In addition, a pre-bookable community bus service (No.101/102) operated by Salisbury Reds is accessible from the nearby bus stops, this provides access to Pewsey and surrounding villages.

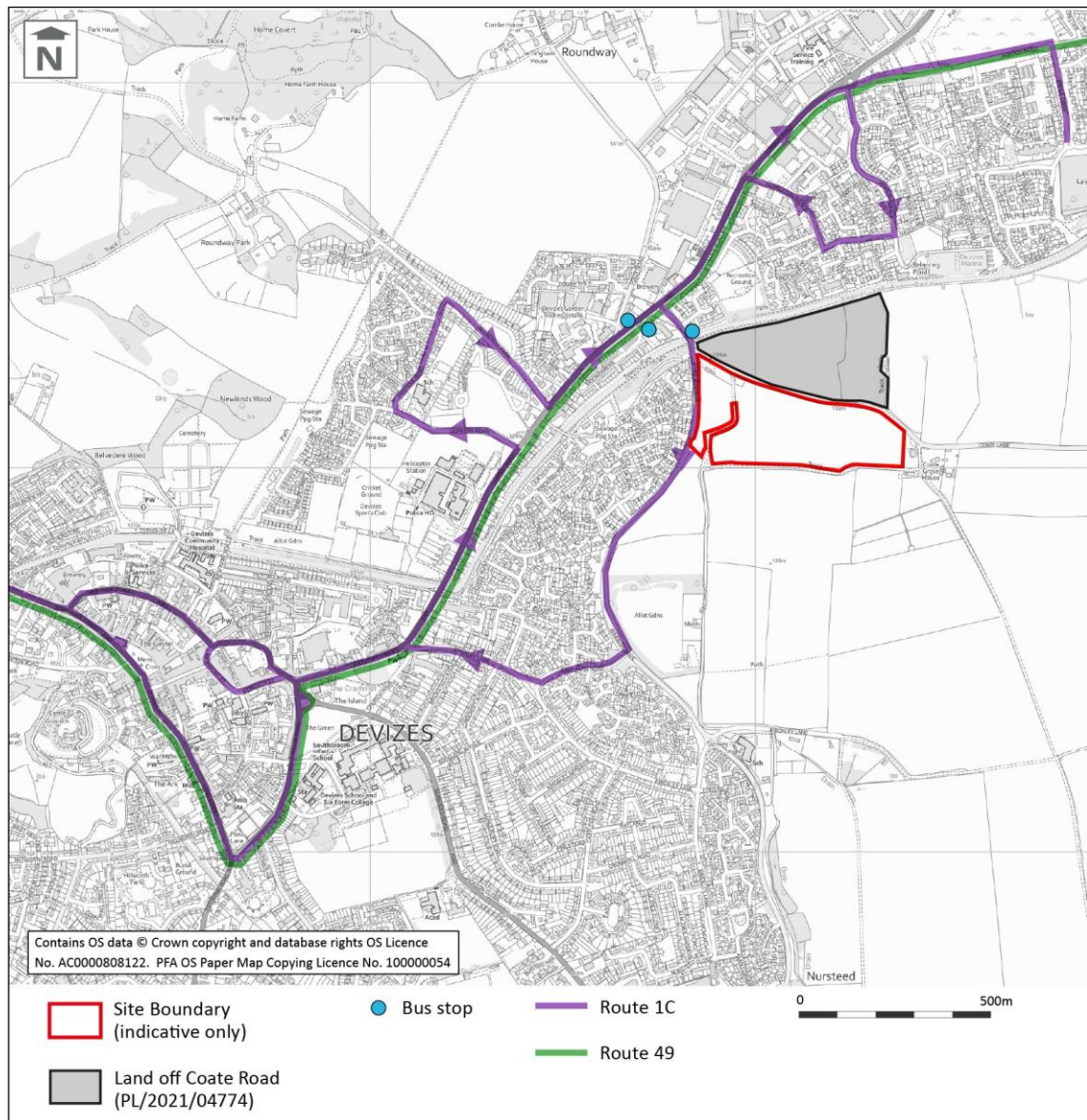


Figure 2.5: Bus Services

3. OBJECTIVES AND TARGETS

Objectives

- 3.1. This Travel Plan combines an 'outcomes' approach, where specific outcomes are linked to specific targets, together with the establishment of site-specific measures to encourage sustainable travel. The focus is on securing the performance of the Travel Plan through ensuring that travel mode share targets for single occupancy vehicles are met when the development is complete.
- 3.2. The objectives and outcomes of this Travel Plan are:
- To minimise the volume of car traffic generated by the development, particularly single occupancy vehicles;
 - To minimise the need to travel to/from the development by private vehicle;
 - To influence travel choice and promote the increased use of cycling, walking and public transport as alternative modes of travel; and
 - To detail the delivery of long-term targets against which the success of this Travel Plan will be measured.

Targets

- 3.3. For new developments outcome targets are best expressed in terms of maximum end levels of car use by setting a target maximum mode share of car use when the development is complete.
- 3.4. Prior to completion of the development the actual travel patterns of the residents of the proposed development are not known. A baseline travel survey is proposed between 3-6 months following a level of occupation to be agreed with WC. This will establish the baseline travel patterns of the development in order to set maximum mode share targets. The baseline travel survey will ask how residents generally travel and will also seek their views about what improvements could be made to encourage them to use more sustainable modes of travel. A minimum response rate of 40% to the travel survey will be required to ensure that the data is representative of the site occupiers, with further reasonable endeavours being required if this is not achieved. An incentive could be offered to encourage responses.
- 3.5. Smarter Choices' report 'Changing the way we travel' (2004) states that basic Travel Plans can expect to achieve a 6-10% reduction in car use. Once the results of the resident travel survey are available, targets for reductions in the proportion of residents driving on their own will be determined in consultation with WC.
- 3.6. As has already been identified, the exact mode share for users will not be known until the baseline survey is carried out. WC's local guidance states that in the interim, TRICS mode share data or Census journey to work data should be used to gauge the likely mode share.
- 3.7. As part of the Transport Assessment, the trip generation of the proposed development has been predicted based on TRICS data. The resulting mode share is shown in **Tables 3.1 & 3.2** below.

Table 3.1: Two-Way Trips by Mode and Mode Share – AM Peak Hour

	Walk	Cycle	Public Transport	Vehicle Passenger	Vehicle Driver	Total
Two-Way Trips	25	4	4	48	91	172
Mode Share	15%	2%	2%	28%	53%	100%

Table 3.2: Two-Way Trips by Mode and Mode Share – PM Peak Hour

	Walk	Cycle	Public Transport	Vehicle Passenger	Vehicle Driver	Total
Two-Way Trips	13	3	2	37	86	142
Mode Share	9%	2%	1%	26%	61%	100%

- 3.8. To minimise the proportion of vehicular trips, in particular single occupancy car trips, is a key objective of this Travel Plan. **Tables 3.3 & 3.4** provide a breakdown of the SMART target for the reduction of car trips, based on vehicle driver trips.

Table 3.3: Target Mode Share of the Proposed Development for Car Trips (Vehicle Driver Trips) AM Peak Hour (08:00 – 09:00)

	Car Trips (Vehicle Driver Trips) - Target Modal Share %			
	Baseline	Year 1	Year 3	Year 5
AM Peak Hour (08:00-09:00)	53%	52%	50%	48%

Table 3.4: Target Mode Share of the Proposed Development for Car Trips (Vehicle Driver Trips) PM Peak Hour (17:00 – 18:00)

	Car Trips (Vehicle Driver Trips) - Target Modal Share %			
	Baseline	Year 1	Year 3	Year 5
PM Peak Hour (17:00-18:00)	61%	60%	58%	56%

- 3.9. The Travel Plan aims for a 5% reduction in the proportion of total trips made by car (vehicle driver trips) over 5 years from the baseline travel survey with interim targets at one, three and five years based on 1% reduction every year. Following each of the travel surveys, this target can be confirmed or adjusted as appropriate, following discussions with WC and the Travel Plan Co-ordinator.

4. TRAVEL PLAN MANAGEMENT

Travel Plan Co-ordinator

- 4.1. The Travel Plan will be implemented and managed by a Travel Plan Co-ordinator who will be appointed by the developer prior to occupation of the development.
- 4.2. The Travel Plan Co-ordinator has a critical role in ensuring that the Travel Plan is implemented, managed, monitored and reviewed over time. The Travel Plan Co-ordinator will co-ordinate the on-going development and management of the Travel Plan, including further measures, raising awareness, monitoring and review.
- 4.3. It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the Travel Plan Co-ordinator.
- 4.4. The role of the Travel Plan Co-ordinator will include:
- Acting as a point of contact;
 - Marketing and promoting the Travel Plan;
 - Providing sustainable travel information to residents;
 - Monitoring and reviewing the Travel Plan;
 - Liaison with WC, transport operators, local schools to support travel plan initiatives and specialist groups;
 - Arranging for travel surveys to be undertaken by residents on the site; and
 - Arranging Personal Travel Plans, where required.

Marketing and Promotion

- 4.5. Marketing and promotion of the Travel Plan and sustainable travel opportunities and benefits, will establish communication between those who are responsible for delivery (Travel Plan Co-ordinator) and those who benefit from the implementation of the Travel Plan (residents).
- 4.6. Details of the Travel Plan will be provided in the Developer's marketing brochure. Therefore, residents will be informed of alternative modes of travel to the site, other than by private car, prior to moving in.
- 4.7. The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the Travel Plan package. Specific items of information and promotional activities that will be delivered by the Travel Plan Co-ordinator are set out in this Travel Plan.

Partnership Working

- 4.8. The Travel Plan Co-ordinator will endeavour to work in partnership with other TPCs in the area and make contact with local resident groups and councillors to help promote the measures and incentives included in the Travel Plan.
- 4.9. After the Travel Plan period has ended the Travel Plan Co-ordinator will encourage a local residents' group to be ambassadors of sustainable travel on the site and continue the legacy of the Travel Plan. This could be as simple as displaying sustainable travel information on a site noticeboard or linking to the availability of cycle maps, bus timetables and resources on the resident's group website.

5. TRAVEL PLAN MEASURES

- 5.1. Measures included within the Travel Plan will largely focus on promoting and raising awareness of how to access local facilities by sustainable means and reducing the need to travel by private car.

Travel Information Pack

- 5.2. A Travel Information Pack will be distributed to all new residents of the development. Travel Information Packs will include travel information, with the intention of encouraging new residents to travel in more sustainable ways, such as by foot, cycle and public transport. The Travel Information Pack would include for example:

- Information about electric vehicles;
- Maps and information on local walking and cycling routes;
- Details of the most recent bus and rail timetables;
- Details of public transport discounted fares/season tickets;
- Information on local taxi and hire car companies;
- Delivery services by local retailers;
- Details of Wiltshire Council's 'Connecting Wiltshire' website;
- Information on car sharing initiatives, including 'Liftshare'; and
- Information on marketing and promotional events at a national and local level.

- 5.3. The Travel Plan Co-ordinator will keep the Travel Information Pack up to date to reflect changes, for example when revised bus timetables are issued, and maintain records of distribution.

Walking and Cycling

- 5.4. The internal site layout will be designed in a manner which facilitates walking and cycling, providing linkages to existing routes, including the existing public rights of way, to allow good access for sustainable modes of transport.

- 5.5. Pedestrian and cyclist access into the site would be provided by way of a 2m wide footway on the south side of the proposed site access on Windsor Drive, with a 3m wide footway/cycleway on the north side that would connect with the footway/cycleway to be constructed as part of the Land off Coate Road works. There are level differences between Windsor Drive and the land to the east and localised narrowing of the footway/cycleway may therefore be required between the site access and Coate Road to facilitate retaining options at the detailed design stage. From Coate Road, access would be provided by way of a 2m wide footway on the east side of the site access, with a 3m wide footway/cycleway on the west side which would connect with the footway/cycleway to be constructed on the south side of Coate Road as part of the Land off Coate Road works.

- 5.6. It is proposed to investigate the potential upgrade of the informal crossing across Windsor Drive to the south of Coate Road, to be constructed as part of the site access arrangements of Land off Coate Road, to a Toucan crossing subject to discussion with Wiltshire Council.

- 5.7. A new informal pedestrian/cyclist crossing across Coate Road would be constructed approximately 190m to the east of the proposed vehicular access from Coate Road to connect into Land off Coate Road. This would provide a connection into the east/west pedestrian/cyclist route on Land off Coate Road utilising rights retained by Robert Hitchins Ltd. Direct links into the Byway along Gypsy Patch that routes to Brickley Lane and Nursteed Community Primary School to the south would be provided from within the proposed development.

- 5.8. Each residential property will include secure, covered cycle parking provided in accordance with the relevant local authority's adopted standards at the time of the reserved matters planning

application/s, understood to currently be one space per bedroom. This is likely to be provided within garages, sheds or other secure storage areas.

- 5.9. Details of existing and proposed walking and cycling routes will be included as part of the Travel Information Pack for new residents. As would details of any local cycling clubs.
- 5.10. The Travel Plan Co-ordinator would be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to consider leaving their cars at home. The Travel Plan Co-ordinator would also liaise with local cycle shops to negotiate discount vouchers for bicycle purchases.

Public Transport

- 5.11. Good public transport provision is important to achieving sustainable transport targets. By encouraging new residents to use existing bus services, additional revenue will be generated and the quality of services should improve.
- 5.12. Public transport use would be encouraged by the introduction / promotion of the following measures by the Travel Plan Co-ordinator:
- Provision of current information on bus routes, bus and rail times and location of bus stops to residents; and
 - Current promotions and potential discounted tickets from local bus and rail operators.
- 5.13. A sustainable travel voucher scheme will be offered for first occupation of each dwelling that would provide each household with a contribution towards utilising non-car travel modes. This might for example help towards the purchase of a bus pass to help establish more sustainable travel patterns from the outset.

Car Sharing

- 5.14. Car use will be the only viable means of transport for some journeys. Car sharing reduces parking problems, reduces single occupancy private car use, reduces the costs of travelling by car, undercuts the cost of nearly all other forms of transport and reduces congestion and pollution.
- 5.15. WC has set up a free internet-based car share system, in partnership with 'Liftshare', at <https://liftshare.com/uk/community/wiltshire>. The system is designed with safety in mind and there is absolutely no obligation to proceed with any car share arrangement. All contact occurs by e-mail and users are warned neither to reveal any personal details nor too many details too early.
- 5.16. The database searches for any near matches once details, including journey information, are registered. Those that sign up will receive an e-mail outlining potential suitable matches. It is entirely up to the individual whether they e-mail any car sharers suggested to them. Similarly, should an individual receive an e-mail from someone else (if the database has suggested that individual as a potential suitable match), it is up to them whether they choose to make contact by replying.
- 5.17. There are simple safety steps to take when proceeding with a potential match, including arranging to meet in a public place, preferably accompanied by a friend.
- 5.18. Once individuals are satisfied that the person they met is who they say they are and that they have a license and appropriate tax and insurance, the individual decides where to meet (e.g. at or near home) in case the other party cannot make it. The individual should always make sure that someone knows their arrangement, who they are travelling with, when, and to where.

- 5.19. The system will be promoted by the TPC. Encouraging residents to register on this scheme, upon moving to the development, will be an effective way of communicating the potential benefits of car sharing for commuting and non-commuting trips.
- 5.20. The TIP will include details of how to access 'Liftshare' and the potential financial savings of car sharing.

Working Practices

- 5.21. Measures to encourage home working, and thus reduce commuter journeys by car, will be incorporated within the design of homes. Reasonable endeavours would be made to ensure the provision of broadband internet connections, home networking facilities and flexible layouts to accommodate a home/office culture.

Green Travel Voucher

- 5.22. Green Travel Vouchers will be provided to each new resident by the developer. The intention of the Green Travel Voucher is to encourage smarter travel choices by providing a direct financial incentive to householders to reduce their car use.
- 5.23. A Green Travel Voucher of £300 per residential unit will be offered to occupiers to use on sustainable travel solutions which may be used towards the purchase of bicycles or equipment from a local cycle shop or use on public transport. Details of the voucher scheme will be provided in the Travel Information Packs.

Newsletter

- 5.24. An annual newsletter will be produced by the Travel Plan Co-ordinator and distributed to each household. The newsletter will contain information about any new infrastructure and services available locally. It will also serve to advertise any relevant promotional events.

6. MONITORING & REVIEW

- 6.1. In order to establish the effectiveness of the Travel Plan a monitoring regime will be established. Monitoring will take place at years one, three and five following a baseline travel survey which will be distributed to all households with an incentive to complete the survey such as the chance to win shopping vouchers. The survey will aim to receive a minimum response rate of 40% to ensure that the results can be representative of site-wide travel habits.
- 6.2. An example household travel survey is provided in **Appendix C**. The precise format of the baseline and monitoring surveys will be agreed between the Travel Plan Co-ordinator and WC. The travel survey will be used to establish reasons why people drive and to identify barriers to sustainable travel that could be addressed. In addition to the household surveys, counts will be undertaken at each access to the site to pick up trips by all modes of travel.
- 6.3. The Travel Plan Co-ordinator will consolidate results of the travel survey and compile a survey report summarising the results and any actions which have taken place regarding the Travel Plan. The report will also review whether the Travel Plan is meeting the targets and whether incentives are working, with any proposed changes to the Travel Plan being outlined. The survey report will be submitted to WC within 3 months of receiving the travel survey results.
- 6.4. It is proposed that monitoring would extend for a minimum of 5 years from the initial baseline travel survey.
- 6.5. The results of the travel surveys will be analysed and the factors influencing travel behaviour will be investigated. If the target mode share of car use is not met then it will be necessary to review what remedial measures need to be implemented to mitigate the impact of any under achievement. The Travel Plan Co-ordinator, in conjunction with WC, will decide what, if any, amendments are required to the Travel Plan.

7. REMEDIAL MEASURES

- 7.1. In the event that the Travel Plan is shown to be underachieving a remedial strategy needs to be outlined, which considers measures to help get the Travel Plan 'back on track'. Remedial measures are intended to achieve modal shift and mitigate the impact of any under achievement in meeting targets.
- 7.2. A set of potential remedial measures, to be triggered in the event that measures mentioned above fail to meet the required Travel Plan targets, could include the following:
- Extend appointment of Travel Plan Co-ordinator and monitoring for up to a further 2 years;
 - More active marketing and promotion of sustainable travel information – such as further promotional events;
 - Offer door-to-door Individualised Travel Marketing to provide personalised travel planning advice to residents
- 7.3. The remedial measures are different to the Travel Plan measures, and the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with WC. At this stage, remedial measures such as: continued monitoring, Personal Travel Planning and additional publicity and marketing could be considered.

8. FUNDING

- 8.1. A planning condition / S106 agreement will be completed that secures the funding of the Travel Plan including the appointment of the Travel Plan Co-ordinator.

9. ACTION PLAN

- 9.1. An action plan is set out in **Table 9.1** below for the purposes of summarising the actions to be taken to implement the Travel Plan, identifying the person responsible for doing so and when this should be achieved by.

Table 9.1: Action Plan

Action / Objective	Measure	Indicator	Responsibility	Timescale
Manage Travel Plan	Appoint a Travel Plan Co-ordinator (TPC)	Co-ordinator appointed	Developer	At least 3 months before occupation for period of at least 5 years
Support walking, cycling and public transport trips	Provide pedestrian and cycle links within development	Planning Condition/S106 Agreement	Developer	Before occupation
	Works / contribution towards enhancements to pedestrian/cycle routes surrounding site	Planning Condition/S106 Agreement	Developer	Before occupation
	Provision of cycle parking within dwellings	Planning Condition/S106 Agreement	Developer	Before occupation
Marketing and promotion of sustainable travel to residents	Travel Information Pack created for all new residents	Travel Information Pack created and agreed with WC	TPC	Prior to first residents moving in, updated annually
	Produce annual newsletter	Newsletter distributed to residents	TPC	On an annual basis from occupation
	Green Travel Voucher	Green Travel Voucher scheme agreed with WC	TPC	Before occupation
	Promotional event	Event organised and undertaken	TPC	To be agreed with WC
Monitoring and Review	Monitor travel patterns through surveys	Resident Travel Surveys undertaken	TPC	Years one, three and five following a baseline travel survey
	Monitoring report	Report submitted to WC	TPC	Within 3 months of receiving the travel survey results
Remedial measures	To be agreed with WC	TBC	TPC	According with monitoring results



KEY



PROPOSED VEHICULAR ACCESS INTO THE SITE



PROPOSED RESIDENTIAL



MAIN ROAD WITH GREEN VERGE AND STREET TREE PLANTING



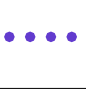
SECONDARY ROAD/ TERTIARY ROAD



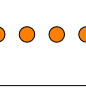
PRIVATE DIRVEWAY



PROPOSED WOODLAND PLANTING



PROPOSED CYCLE/FOOTWAY ROUTE



EXISTING PROW



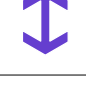
PROPOSED PLAY AREA



PROPOSED ATTENUATION



KEY BUILDING



POTENTIAL PEDESTRIAN/ CYCLE LINK



RIISING MAIN WITH 3M EASEMENT



PUMPING STATION WITH HEDGEROW SCREEN

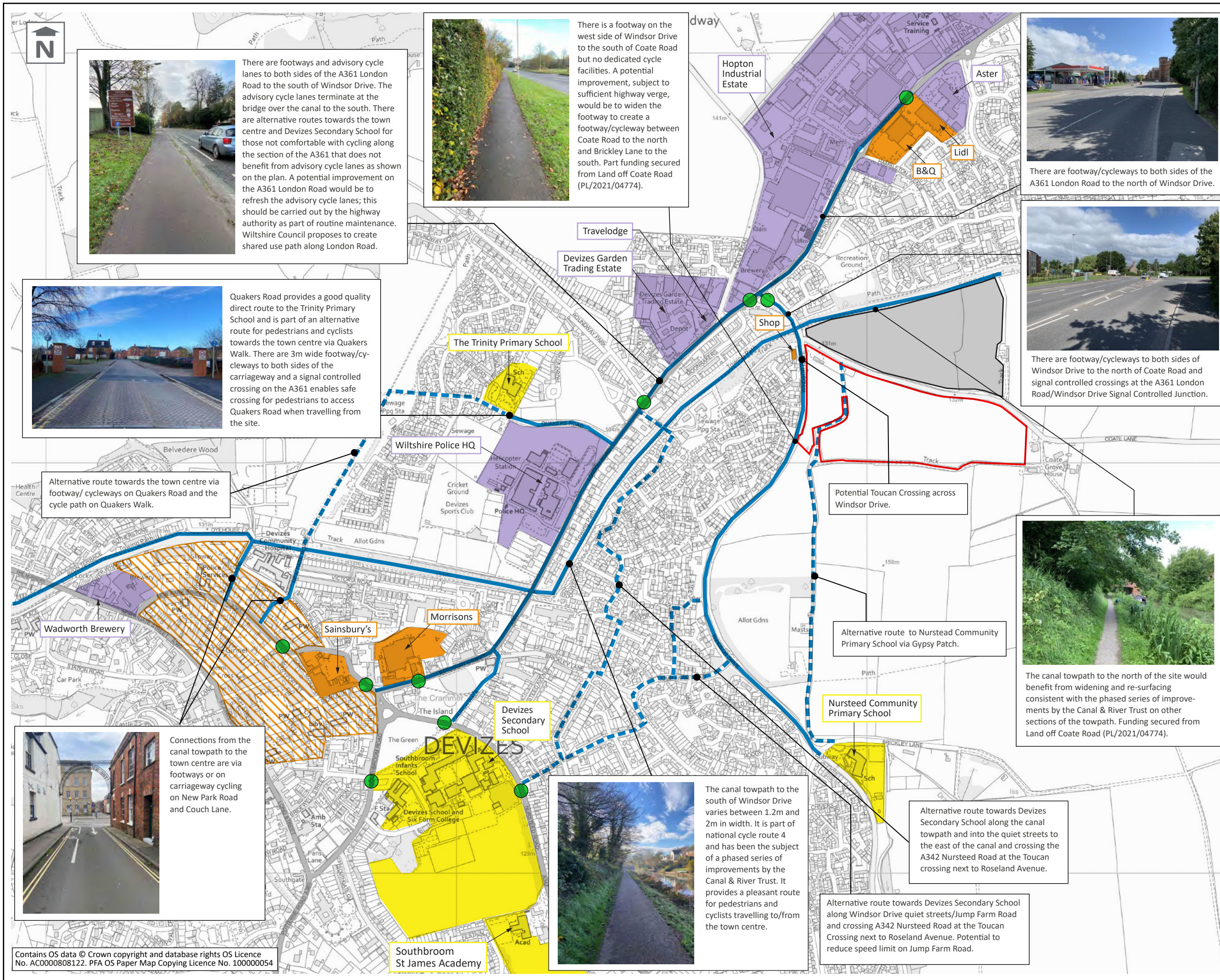


PROPOSED SWALE

0 20 50 100m



Site Name:	LAND SOUTH OF COATE LANE, DEVIZES	Drawing Number:	382.UD.11	Revision:	K
Drawing Title:	INDICATIVE MASTERPLAN	Drawn By:	LD	Checked By:	GRJ
		Date:	05/09/2025	Scale:	1:1250 @ A2
 Robert Hitchins The Complete Development Solution The Manor, Boddington, Cheltenham, Gloucestershire, GL51 0TJ Tel: 01242 480914 www.robert-hitchins.co.uk					



Scale Bar

0 250m

Site Boundary (indicative only)

Land off Coate Road (PL/2021/04774)

Retail

Town Centre

Employment

Education

Routes

Alternative routes

Signal controlled crossing

Date: 12/08/25 File Reference: H728/TA/Figures/Review Routes.ai Drawn: HP Check: JA

pfa consulting
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www.pfaconsulting.co.uk
Stratton Park House, Wanborough Road, Swindon, SN3 4HG

Client: Robert Hitchens
The Complete Development Solution

Project: Land South of Coate Road, Devises

Figure Title: Pedestrian and Cycle Review of Routes

Email: hpearce@pfaconsulting.co.uk

Household Travel Survey

This survey has been designed to help us understand how you travel to and give you a chance to feedback on what could be done to help encourage you to travel in greener and healthier ways.

1. How do you normally travel to work (for the longest part of your journey)?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By train
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

2. How do you normally travel for the purposes of taking children to school?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

3. How do you normally travel when you visit Devizes Town Centre?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)

☐ Not Applicable

4. How do you normally travel for the purposes of shopping (weekly shop)?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

5. For what reasons do you travel this way?

- ☐ Cost
- ☐ Convenience
- ☐ Safety
- ☐ Environment
- ☐ Health
- ☐ Need to make additional journeys before/after work
- ☐ Other, please specify

6. Would you like to travel in any other way for some/all of the above journey purposes?
(please tick all appropriate)

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By train
- ☐ By scooter/motorcycle
- ☐ By car share (sharing the journey with a colleague)

- ☐ None of the above
- ☐ Other, please specify.....

7. What would encourage you to reduce your car use and travel in greener/healthier ways?

- ☐ Personalised journey planning advice
- ☐ Secure cycle parking at my destination
- ☐ Discounts on bikes and cycle equipment
- ☐ Safer routes for walking
- ☐ On-road cycle training confidence courses
- ☐ Off-road routes for cycling
- ☐ Safer on-road routes for cycling
- ☐ Improved signage of walking and cycling routes
- ☐ Organised local cycle rides
- ☐ Information on cycling/cycle map
- ☐ Improved bus services
- ☐ Improved facilities at bus stop
- ☐ Improved access from train station
- ☐ Information on bus services/ timetables
- ☐ Information on car sharing
- ☐ Discounts on purchasing electric vehicles
- ☐ More e-vehicle charging points
- ☐ Other, please specify

8. What is your home address?

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Thanks for taking part in this survey! We will use this information to help improve your travel to options. If you'd like to provide any feedback or ask any further questions please get in touch with the Travel Plan Coordinator:(TBC).....