

Full Residential Travel Plan.

Reserved Matters application for 58 dwellings.

**Land at former Beaumont Business Park, Woodlands Road,
Mere.**

On behalf of Redcliffe Homes Ltd.

Date: July 2025 | Pegasus Ref: P25-0512 TR01



Document Management.

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1. Introduction

- 1.1. This Full Residential Travel Plan (RTP) has been prepared by Pegasus Group on behalf of Redcliffe Homes Limited pursuant to discharge condition 14 of planning permission 20/07469/OUT for up to 70 dwellings on land at the former Beaumont Business Park, Woodlands Road, Mere. It is submitted as part of a Reserved Matters planning submission for a smaller number of 58 dwellings.
- 1.2. Condition 14 of the permission is set out below:

'14. No development shall commence (no further than damp proof course on any dwelling) until a Residential Travel Plan has been submitted to and approved in writing by the Local Planning Authority. No part of the development shall be occupied prior to the implementation of the Travel Plan.'
- 1.3. The Travel Plan will form a recorded agreement between Wiltshire Council and the developer, providing a commitment to deliver the travel planning measures.
- 1.4. This RTP has been prepared with consideration to the following documents, as appropriate:
 - i. Good Practice Guidelines, Delivering Travel Plans through Planning Process, published by DfT (2009).
 - ii. The Essential Guide to Travel Planning, published by DfT (2008).
 - iii. National Planning Policy Framework (NPPF) (2021); and
 - iv. Wiltshire Council Development Related Travel Plan Guidance (2018).
- 1.5. The key objectives which underpin this RTP are set out in consideration of Condition 14 and are also to:
 - set an Action Plan for the implementation of this RTP.
 - encourage residents and visitors travelling to and from the development to use public transport, cycle or walk in a safe and secure manner.
 - reduce the number of Single Occupancy Vehicle (SOV) trips made to and from the site.
 - minimising the need to travel overall
 - set out the requirements and dates for monitoring and reviewing the effectiveness of the measures and initiatives proposed; and

- 1.6. The objectives are anticipated to reduce traffic generated by the development to a lower level than would normally be predicted for a development in this location without the implementation of a Travel Plan. This will minimise the traffic impact on the local highway network.
- 1.7. Measures and initiatives will be provided from first occupation in order to maximise the opportunity to influence new residents travel patterns before they have become established.

2. Site Context and Development Proposals

2.1. The site comprises the former Beaumont Business Park, located approximately 1.1 kilometres to the southeast of the centre of Mere. It is bound by residential development to the north and east, open land to the south and Woodlands Road to the west. A site location plan including local facilities and amenities is shown on **Figure 2.1**.

2.2. No Public Rights of Way (PRoW) cross or abut the site.

Development Proposals

2.3. The development proposes the construction of 58 dwellings, including for 17 affordable dwellings.

2.4. Two-metre-wide footways will be provided on both sides of the development's internal spine road, while the side roads will be designed as shared spaces. Additionally, internal footpaths will link to the existing pedestrian infrastructure within the adjacent residential area to the immediate north, up to the site boundary within the Redcliffe Homes Limited's ownership.

2.5. Space for cycle parking will be provided within the curtilage of each plot, either within a garage or shed.

2.6. Each dwelling will be provided with infrastructure to provide the opportunity for householders to adopt broadband and landline connections into their properties, providing the opportunity for home deliveries and working from home.

Accessibility

Existing Pedestrian and Cycling Facilities

2.7. Mere is like any established market town settlement, in that there are some parts of the existing highway network with geometries that accord with modern guidelines and some that do not because they are more historic, yet still function well.

2.8. Footways, where provided, are generally one to two metres wide, with dropped kerbs at crossing points. Sections of Clement's Lane and Pettridge Lane to the north of the site which provide a connection into the centre of Mere have no footway provision and operate as a shared surface.

2.9. There are a number of PRoW routes to the north of the site which provide off-road connections towards the centre of Mere, providing an alternative to Clement's Lane and Pettridge Lane. PRoW footpath Mere 66 northwest from the Woodlands Lane/Clement's Lane junction which connects to PRoW footpath Mere 50, which in turn connects to Angel Lane which continues north into the town centre. Footpath Mere 71 which routes from the northern end of Lordsmead Road can also be used to access footpath Mere 66.

2.10. The Wiltshire Cycleway Section 4 map, included at **Appendix A**, shows that Woodlands Road forms part of the regional Wiltshire Cycleway. The Wiltshire Cycleway has been devised by Wiltshire Council with routes that have been identified as lightly trafficked where possible. All routes are signed where appropriate, with connections across the County.

- 2.11. In addition, Route 25 of the National Cycle Network (NCN 25) extends between Frome and NCN 24 in the vicinity of Longleat, and can be accessed around 2.9 kilometres to the southwest of the site at Slodbrook Lane near Wolverton. It provides a connection locally to Gillingham, to the south of Mere.

Public Transport Opportunities

Bus Services

- 2.12. The closest bus stops are on Boar Street within the town centre, located approximately one kilometre walking distance north of the site when using Clement's Lane and Pettridge Lane. Alternatively, the stops can be accessed with the PRoW routes outlined at **Paragraph 2.9** with a journey by foot of approximately 1.14 kilometres. The stops are providing with seating, timetables and boarder kerbs. A summary of the routes which serve the stops, which provide access to local destinations including Salisbury, Gillingham, Warminster and Frome, are summarised in **Table 2.1**.

Table 2.1 – Bus Services Summary

Service	Route	First / Last Bus	Frequency	
			Mon-Fri	Sat
25	Salisbury – Wilton – Dinton – Chilmark – Tisbury / Zeals – Gillingham	14:39 / 18:45	Three times per day	Twice per day
57	Warminster – Deverills – Warminster	10:37 / 13:50	Twice per day	-
58	Gillingham – Zeals – Mere – Gillingham	07:10 / 17:53	Hourly	Hourly
80	Mere – Frome (Wednesdays only)	09:30	Daily	-
	Frome – Mere (Wednesdays only)	13:13	Daily	-
82	Mere – Kilminster – Horningsham – Warminster	09:07	Daily	-

- 2.16. The first 25 bus service to depart towards Gillingham is at 14:39, arriving at Zeals Bus Shelter at 14:44 and Gillingham Railway Station at 14:55. The last 25 service bus to depart from the stop is at 18:45 and terminates at Zeals Bus Shelter at 18:51.
- 2.17. The first 57 bus to depart towards Warminster departs at 10:37 and arrives at Warminster Market Place at 11:12. The first bus to depart from Warminster Market Place to Mere is at 10:10 and arrives at 10:37. The last bus to depart towards Warminster is at 13:50 and arrives at 14:26. The last bus to depart from Warminster is at 13:20 and arrives at Mere at 13:50.
- 2.18. The first 58 bus to depart towards Gillingham is at 07:10, arriving at Gillingham Railway Station at 07:25. The first bus to depart from Gillingham towards Mere is at 09:00, arriving at 09:18. The last 58 bus to depart towards Gillingham is at 16:53, arriving at Gillingham Railway Station at 17:08. The last bus to depart from Gillingham towards Mere is at 17:35, arriving at 17:53.
- 2.19. The 80 bus to Frome is at 9:30 and arrives in Frome at 10:25. The 80 bus from Frome to Mere departs at 12:25 and arrives at 13:13.

- 2.20. The 82 bus to Warminster departs at 09:07 and arrives in Warminster at 10:05.

Rail Services

- 2.21. Gillingham Railway Station is the closest rail service provider, located approximately seven kilometres to the south of the site. The station is provided with 126 car parking spaces, of which six are accessible, and 34 covered and CCTV monitored cycle parking spaces.
- 2.22. The station is located on the West of England Main Line between Exeter St Davids and London Waterloo via Basingstoke. Services depart at a frequency of around once per hour for Exeter-bound trains and between once and twice per hour towards London. The journey time to Sherbourne is around 15 minutes, to Salisbury the journey time is around 30 minutes, and to Basingstoke the journey time is around 60 minutes.

Community Transport Services

- 2.23. The site is covered by the Mere & District Link community transport scheme, which is a volunteer led Dial-a-Ride service which provides individuals such as the elderly, disabled or the isolated who are unable to use or access public transport with the opportunity to access destinations in the local area with a door to door service.

Other Services

- 2.24. The Mere TaxiBuzz service is a bookable bus service which provides connections between towns and villages in Wiltshire, between Mondays and Fridays 09:00 to 15:00, for a fee. A TaxiBuzz stop is located on Shaftesbury Road, marked with a flag and pole arrangement and timetabling information, around 450 metres from the site via Woodlands Road.

Local Facilities and Amenities

- 2.25. The Department for Transport (DfT) document Manual for Streets (MfS) published in 2007 states at paragraph 4.4.1 that walking offers the greatest potential to replace short car trips, particularly those under two kilometres.
- 2.26. The July 2020 DfT Local Transport Note 1/20 Cycle Infrastructure states that '*two out of every three personal trips are less than five miles (8 kilometres) in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking*'.
- 2.27. The services, facilities and amenities within the vicinity of the site are illustrated at **Figure 2.1** and are typically within a 15 minute walk or 8 minute cycle based upon the average walking speed of 80 metres per minute¹ and an average cycling speed of 270 metres a minute². It is accepted that the time it takes people to walk or cycle this distance will depend on the individual's level of health and fitness and will therefore vary from person to person. A summary of the local services and facilities, including distances, walking and cycling times from the approximate centre of the site is shown in **Table 2.2**.

¹ 'Providing for Journeys on Foot' IHT (2000)

² Local Transport Note 1/20 'Cycle Infrastructure Design' (July 2020).

Table 2.2 – Summary of Local Facilities and Amenities

Facility / Amenity	Location	Distance (km)	Journey Time on Foot (mins)	Journey Time by Cycle (mins)
Education				
Mere Pre-School and Nursery	Springfield Road, Mere	1.2	15	5
Mere School	Springfield Road, Mere	1.2	15	5
Gillingham School	Hardling's Lane, Gillingham	7.5	–	28
Grocery				
The Co-operative Food	The Square, Mere	1.1	14	4
Lidl	Newbury, Gillingham	6.8	–	25
Cafés / Restaurants / Public Houses / Hot Food Takeaway				
The Walnut Tree Inn	Shaftesbury Road, Mere	0.4	5	2
Angel Corner Café	Angel Lane, Mere	1.1	14	4
Mere Fish and Chips	Church Street, Mere	1.2	15	5
Health				
Mere Pharmacy	The Square, Mere	1.0	13	4
Mere Dentistry	Springfield Road, Mere	1.1	14	4
Mere Surgery	Dark Lane, Mere	1.2	15	5
Employment				
Quarryfields Industrial Estate	–	2.1	–	8
Leisure, Community, and Recreation				
Mere Cricket Club	Springfield Road, Mere	1.1	14	4
Mere Skate Park	–	1.2	15	5
Mere Social Club	Hazzard's Hill, Mere	1.4	18	5

- 2.28. In addition to the above, further high order facilities, services and amenities that are typically associated with larger town settlements are provided within Gillingham and Warminster, including employment opportunities, comparison retail, etc. These can be accessed by cycle or by public transport as appropriate.

Home Delivery Services

- 2.29. The development is in a location served by a number of supermarket home delivery services which can be used to reduce the need to travel.

Conclusions on Accessibility

- 2.30. The nearby services, facilities and amenities are considered to be accessibly located, providing the opportunity for sustainable travel to and from the site in the form of walking, cycling, public and community transport. Trips to the destinations can also be combined, allowing for linked trips to be made which can help to the number of vehicle movements on the local highway network.

3. Aims and Objectives

Aim

- 3.1. The aim of this RTP is to accommodate a range of travel options for future residents, thereby reducing their reliance on forms of travel that have the highest environmental impact (for example, Single Occupancy Vehicular (SOV) travel).

Objectives

- 3.2. The key objectives of the RTP, set with consideration to the objectives set out within the approved FTP, are set out below:
- i. Reduce reliance on SOV trips for the development site through encouraging more sustainable travel modes, with a target reduction at this stage of 10% of SOV trips across the five-year lifespan of the RTP.
 - ii. Increase residents' awareness of the Travel Plan and its advantages and potential for travel by sustainable modes of transport.
 - iii. Set in place the foundations and culture for a sustainable transport policy for the development, which will develop and grow with time to help reduce transport impact on the environment; and
 - iv. Promote a healthier lifestyle for future residents.
- 3.3. This RTP contains a number of preliminary measures and initiatives to ensure that the targets can be achieved, and the objectives listed above can be met.

Benefits

- 3.4. The potential benefits associated with the implementation of the RTP in due course are as follows:
- i. A reduction in traffic, congestion and collisions.
 - ii. Reduced air and noise pollution.
 - iii. Improved environment through a reduction in CO2 emissions.
 - iv. Reduced time spent travelling.
 - v. Potential cost savings for residents; and
 - vi. Improved personal and community health and fitness levels.

4. Measures, Initiatives and Marketing

Travel Plan Period

- 4.1. The Travel Plan Period will be defined as five years following six months from occupation of the first unit, or following 75% occupation, whichever comes first.

Sustainable Travel Measures

Car and Cycle Parking

- 4.2. The parking layout for the site is included at **Appendix B**. The number of car parking spaces in summarised below:
- i. 125 allocated car parking spaces including: 13 garage; 90 on plot; 20 courtyard and two wheelchair accessible parking spaces;
 - ii. Two on street parking spaces; and
 - iii. One parking space for substation maintenance.
- 4.3. Cycle parking will be provided within the curtilage of each plot.

Soft Measures

- 4.4. The measures and initiatives proposed at **Table 4.1** will be implemented prior to first occupation in order to maximise the opportunity to influence residents' travel patterns before they have become established. These initiatives and measures may be subject to change as the RTP evolves.

Table 4.1 – Soft Measures and Initiatives

Promotional Measures	
1	A 'Travel Information Leaflet' will be provided for residents, which will contain details of how trips to local leisure and employment facilities can be achieved by other means to the private car. It will give information on: • Details of the RTP objectives, measures, initiatives, benefits and targets. • Details of nearby services, facilities and amenities, supplemented by approximate walking and cycling times to each. • Site specific public transport information identifying the location of nearby bus stops and which services are available from them. This information will be further supplemented by detailing the frequency and hours of operation of each service. • Appropriate contact details for, public transport enquiries, development/ developer social media accounts and car share websites.

	- Information explaining the health and financial benefits associated with reducing car use; and - A Green Travel Voucher or appropriate mechanism up to the value of £150 towards the purchase of, for example, walking and cycling equipment, waterproof apparel, bus vouchers, pedal cycles.
2	Sustainable travel promotional events will be held to promote the travel plan, using sustainable transport and its benefits. These will coincide with events such as Walk to Work Week (April); Bike Week (June); and Car Free Day (September).
Walking and Cycling Measures	
3	Covered cycle parking will be provided within the curtilage of each plot development providing secure storage for bicycles in accordance with parking standards within garages and sheds.
4	All garages will be provided with sockets which will allow for charging of e-Bikes.
Public Transport Measures	
5	The provision of web links to access up to date public transport information via public transport website and available smart-phone applications. Websites will include https://travelwest.info/westlink/ and www.travelinesw.org.uk , and these will be included in the Travel Information Leaflets.
Car Based Initiatives	
6	Car share database websites such as Liftshare.com and others will be promoted within the Travel Information Leaflet.
7	Each dwelling will be provided with an EVC point for Electric Vehicles within the scheme.

Home Delivery Services

- 4.5. The development is in a location served by a number of supermarket home delivery services which can be used to reduce the need to travel. Details of the superstores that provide a delivery service to the development will be provided within the Travel Information Leaflet.

Home Working

- 4.6. Broadband speeds of up to 100Mb are available within the area, as derived from service comparison websites at the time of writing. This provides the opportunity for residents to work from home, which will help to contribute to the reduction of car usage as it eliminates the need to travel to work.

Sustainable Travel Voucher

- 4.7. A Sustainable Travel Voucher or a mechanism that will allow for reimbursement (providing evidence of a suitable purchase and receipt is provide) up to the value of £150 per dwelling will be made available to residents of each dwelling for the first occupiers. Details of how to claim these vouchers will be included within the Travel Information Leaflet issued at the time of occupation and will also be referenced as part of the biennial travel surveys at the site to notify those who have not previously claimed them.
- 4.8. This initiative will enable residents to be reimbursed up to the stated amount of the cost of purchase of walking, cycling and working from home items, for example walking boots, waterproof trousers, a bicycle, cycle clothing and accessories or home office desk/accessories.

Summary

- 4.9. All the measures and initiatives above will be reviewed as the RTP progresses and monitoring will highlight which measures have been successful against those that have not. At this stage, measures will be subject to change to ensure the RTP continues to achieve its goal and target influential area of travel behaviour change.

Connecting Wiltshire

- 4.10. The Travel Plan Coordinator will actively promote the Connecting Wiltshire website, advising residents of the many benefits it provides. These include the following:
- i. Journey planning facility;
 - ii. Travel shift calculator;
 - iii. Cycle maps, routes, parking, groups and hire;
 - iv. Walking routes, groups and events;
 - v. Rail fares, locations and updates;
 - vi. Bus timetables, maps, fares and park & rides; and
 - vii. Local news and events.
- 4.11. Connecting Wiltshire provides a centralised hub for all travel information, routes and news, therefore making it easy for residents to plan journeys in advance by sustainable transport.

Awareness and Marketing

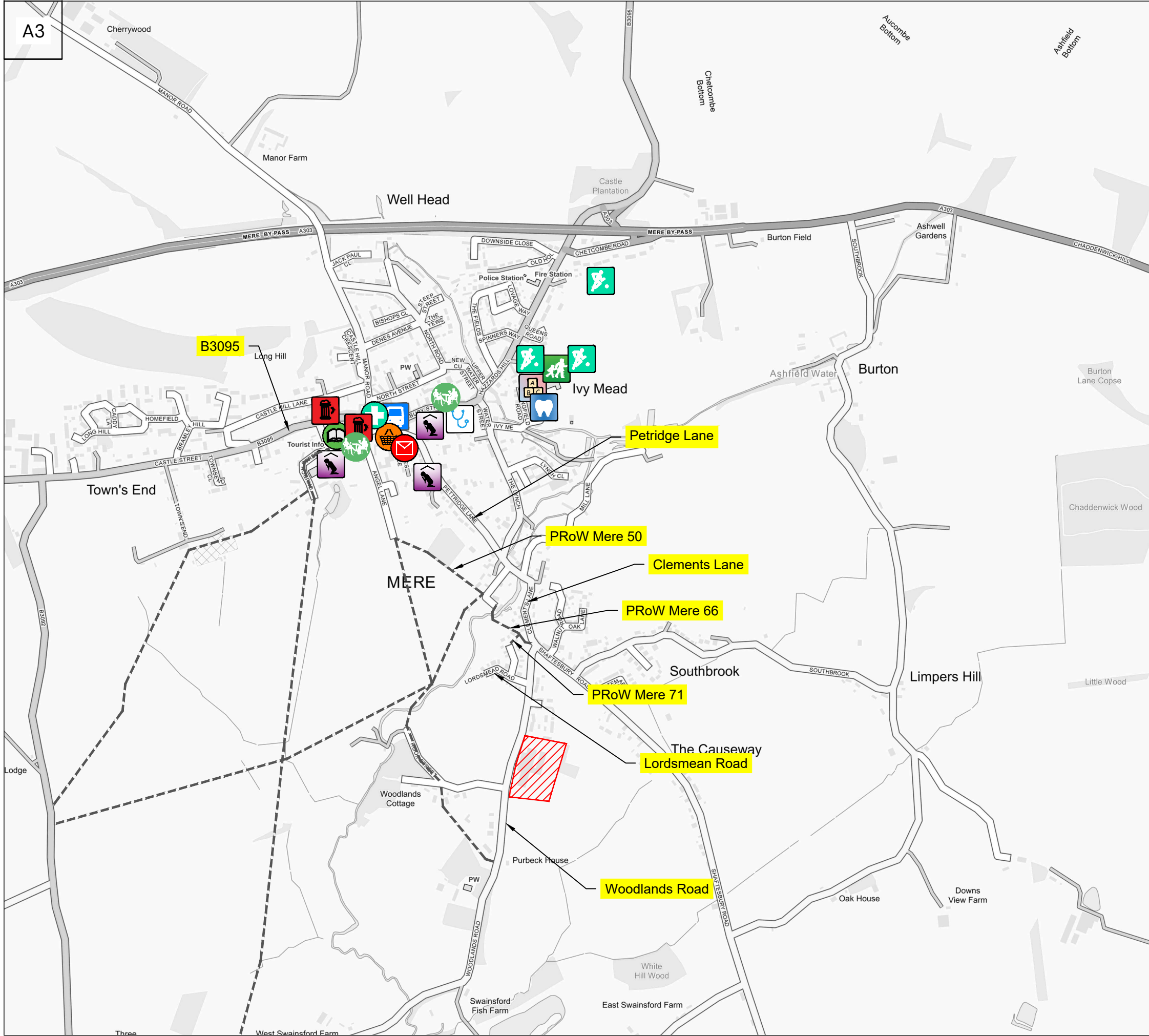
- 4.12. The Travel Information Leaflets will contain the following information relating to what is contained in **Table 4.1**:
- i. Site specific Travel Information Leaflet indicating links to employment, education, shops and services.
 - ii. Benefits of sustainable transport use.

- iii. Relevant links to sustainable travel information.
- iv. Local bus service details including relevant maps and timetables.
- v. Local train service details and timetables.
- vi. Local car share scheme details; and
- vii. Information on how to obtain bus and cycle vouchers.



Figure

X:\Bristol Projects\Bristol - Live Projects\IP25-0501-0600\IP25-0512 - REDCLIFFE HOMES - WOODLANDS RD, MERE\09 PG DWGs\06 TRIO3 Figures\IP25-0512_Figure 21.dwg



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KEY

SITE LOCATION

BUS STOP

POST OFFICE

PLACE OF WORSHIP

LIBRARY

DOCTORS SURGERY

DENTIST

PHARMACY

LEISURE

PRE SCHOOL

PRIMARY SCHOOL

PUBLIC HOUSE

CONVENIENCE STORE

PUBLIC RIGHT OF WAY (PRoW)

DD.MM.YY

REV	DATE	DESCRIPTION	REVISED BY	APPROVED BY
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SITE LOCATION, FACILITIES AND AMENITIES PLAN

LAND AT WOODLANDS ROAD

MERE

CLIENT:

REDCLIFFE HOMES LTD

STATUS:

SKETCH

DATE:

19/06/2025

SCALE:

1:10,000

DRAWN/CHECKED BY:

AS

APPROVED BY:

AS

JOB NUMBER:

P25-0512

DRAWING NUMBER:

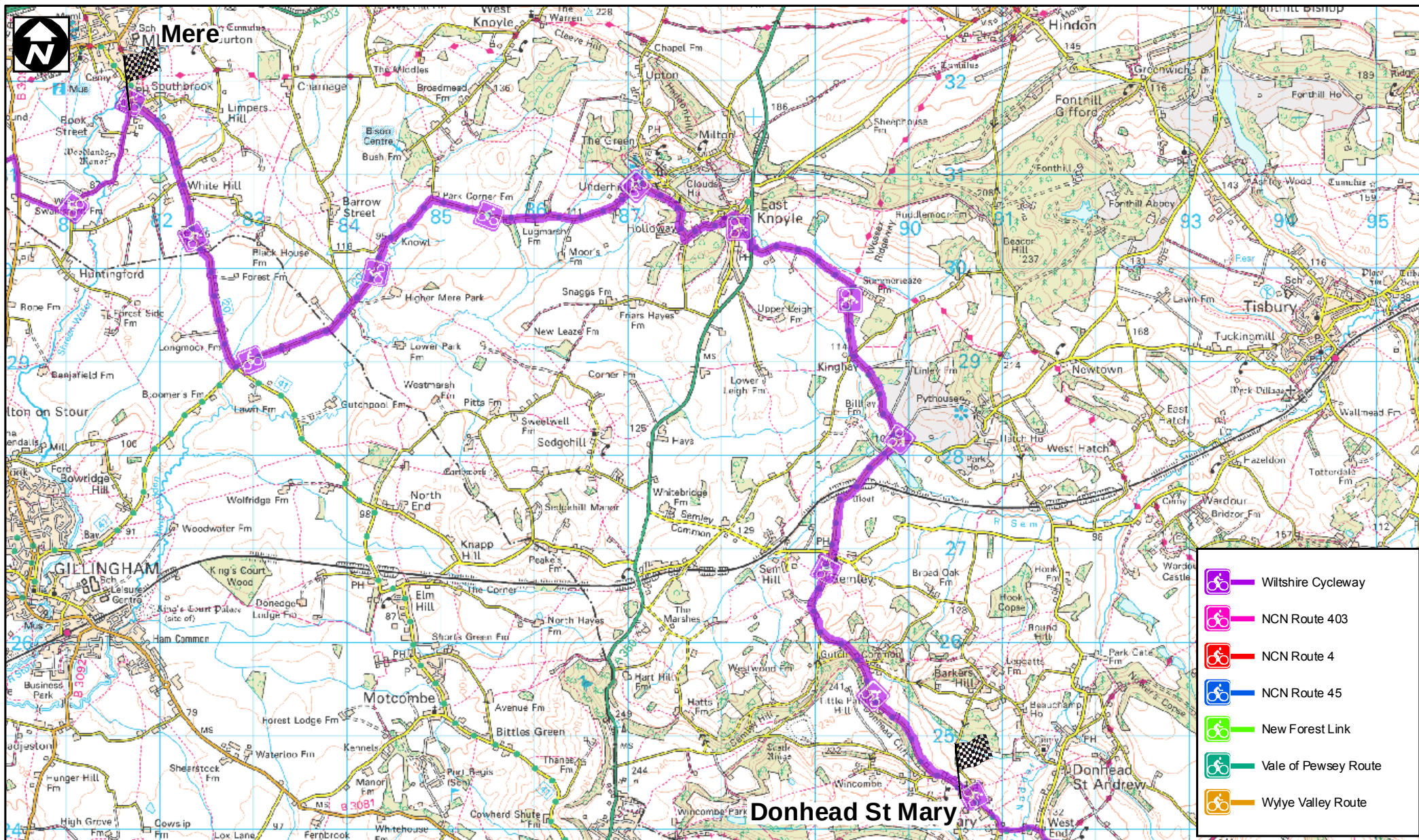
FIGURE 2.1

REVISION No:

PEGASUS GROUP



Appendix A



WILTSHIRE CYCLEWAY

Section 4 - 11.4m (18.3km)

Mere to Donhead St Mary

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Appendix B



Application boundary

Other land under the Applicants control

Affordable Units

Parking provision:

129 spaces [2.22 spaces/dwelling]

13 x Garage parking

90 x On plot parking

20 x Courtyard parking

2 x On Street Parking

2 x Wheelchair Accessible Parking

2 x Substation maintenance parking

REV

NOTES

AU/CH

DATE

Land at Woodlands Road, Mere

Parking Layout

250215 L 02 04

1:500 @ A2

April 2025

CliftonEmerydesign

Bristol • Exeter • London • Plymouth

www.cliftonemerydesign.co.uk mail@cliftonemerydesign.co.uk

Drawing Status PLANNING

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Appendix C

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006665 : Wiltshire 050
rural urban	Total

Method of Travel to Work	2011	%
All categories: Method of travel to work	4,642	
Work mainly at or from home	394	13.1%
Underground, metro, light rail, tram	16	0.5%
Train	71	2.4%
Bus, minibus or coach	27	0.9%
Taxi	4	0.1%
Motorcycle, scooter or moped	25	0.8%
Driving a car or van	1,961	65.2%
Passenger in a car or van	100	3.3%
Bicycle	54	1.8%
On foot	337	11.2%
Other method of travel to work	19	0.6%
Not in employment	1,634	
Within employment	3,008	

Mode	%
Work mainly at or from home	13.1%
On foot	11.2%
Bicycle	1.8%
Train (including underground etc).	2.9%
Bus, minibus or coach	0.9%
Taxi	0.1%
Motorcycle, scooter or moped	0.8%
Driving a car or van	65.2%
Passenger in a car or van	3.3%
Other method of travel to work	0.6%

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

Bristol

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

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Registered office: 33 Sheep Street, Cirencester, GL7 1RQ
We are ISO certified 9001, 14001, 45001



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