

A photograph of a modern building with a curved, glass-fronted facade. In the foreground, a curved concrete walkway with a metal railing leads towards the building. A person is walking on the walkway. The sky is clear and blue. The image is partially obscured by a yellow banner at the bottom.

Land off Windsor Drive, Devizes Residential Travel Plan Statement

Robert Hitchins Limited
September 2025

DOCUMENT CONTROL

Job No	H727	
File Reference	G:\workfiles\H727 WINDSOR DRIVE\REPORTS\H727-DOC02 Travel Plan Statement - Issue 3.docx	
	Name	Date
Prepared By	T Paine	26 March 2025
Checked By	J Rossi	26 March 2025

Issue	Approved by	Date	Comments
1	J Alexander	26 March 2025	For client review
2	J Alexander	20 August 2025	For submission
3	J Alexander	29 September 2025	For submission

This document has been prepared for the exclusive use of the client in connection with the project and its copyright remains vested in PFA Consulting. Unless otherwise agreed in writing by PFA Consulting, no person or party may copy, reproduce, make use of or rely upon its contents other than for the purposes for which it was originally prepared and provided.

Opinions and information provided in this document have been provided using due care and diligence. It should be noted and is expressly stated that no independent verification of any information supplied to PFA Consulting has been made.

Warning: This document may contain coloured images which may not print satisfactorily in black and white. It may also contain images originally created at a size greater than A4 which may not print satisfactorily on small printers. If copying is authorised but difficulty is incurred in reproducing a paper copy of this document, or a scaled copy is required, please contact PFA Consulting. Authorisation for reproducing plans based upon Ordnance Survey information cannot be given.

© PFA Consulting Ltd 2025

CONTENTS

	PAGE NO.
1. INTRODUCTION	1
Travel Plan Guidance.....	2
Outline of the Residential Travel Plan Statement	2
2. BASELINE SUSTAINABILITY AUDIT	3
Pedestrian and Cycling Facilities.....	3
Local Facilities	5
Bus Services	6
3. OBJECTIVES	9
Objectives	9
4. TRAVEL PLAN MANAGEMENT	10
Travel Plan Co-ordinator	10
Marketing and Promotion	10
Partnership Working	10
5. TRAVEL PLAN MEASURES.....	11
Travel Information Pack	11
Walking and Cycling	11
Public Transport.....	11
Car Sharing.....	12
Working Practices	13
6. FUNDING.....	14
7. ACTION PLAN.....	15

FIGURES

Figure 1.1	Site Location
Figure 2.1	Extract from Wiltshire Council's Cycle Map of Devizes
Figure 2.2	Public Rights of Way
Figure 2.3	Local Facilities
Figure 2.4	Bus Services

APPENDICES

Appendix A	Indicative Masterplan
------------	-----------------------

1. INTRODUCTION

- 1.1. This Residential Travel Plan Statement has been prepared by PFA Consulting on behalf of Robert Hitchins Limited to support an outline planning application with all matters reserved for a residential development of up to 40 dwellings, associated infrastructure and landscaping, with vehicular access from Windsor Drive, Devizes.
- 1.2. The location of the application site and surrounding local highway network is shown **Figure 1.1**, with an indicative masterplan of the proposed development reproduced at **Appendix A**.
- 1.3. The site is situated to the north east of Devizes, to the east of Windsor Drive, approximately 1.2km from Devizes town centre. North of the site is the Kennet and Avon Canal and A361 London Road, which is a radial route providing access to Devizes town centre.

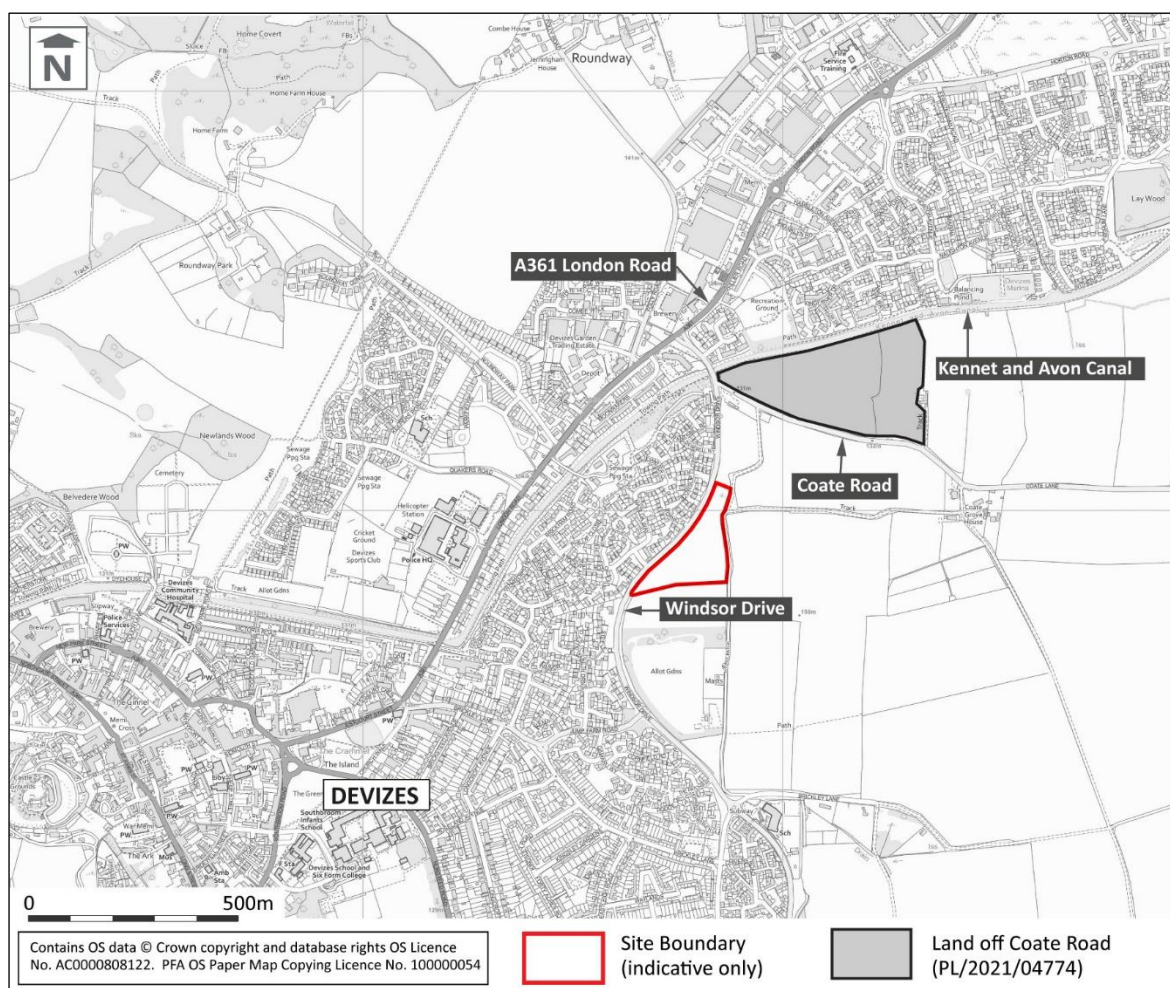


Figure 1.1: Site Location

- 1.4. Planning permission for a residential development of up to 200 dwellings and a local centre on Land off Coate Road (Ref: PL/2021/04774), as shown in Figure 1.1, was secured at Appeal in 2023. Development on Land off Coate Road will deliver enhanced access to the canal towpath and the following relevant Transport related planning obligations:
 - £170,000 towards the improvement of the Hopton/London Road roundabout
 - £152,000 towards an improved local walking and cycling route along Windsor Drive

- £5,000 towards improved signage for pedestrians and cyclists in the area around the site
- £500,000 towards funding works to the canal towpath adjacent to the site to provide and/or improve accessibility for pedestrians and cyclists

Travel Plan Guidance

- 1.5. 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.
- 1.6. 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.
- 1.7. 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."**
- 1.8. Wiltshire Council's (WC's) 'Development related Travel Plan Guidance' states at paragraph 4.2:
- "Smaller developments that fall below the need for a Full Travel Plan threshold should submit a Travel Plan Statement. This document should focus on encouraging sustainable travel and may take the form of an 'Action Plan' or a simple list of measures which are to be promoted by the developer or occupier of the site. It is unlikely that a Travel Plan Statement would include the formal monitoring which forms a key element of Full Travel Plans."**
- 1.9. The threshold for a Travel Plan Statement for C3 (Residential units) is between 20 and 40 units. A Residential Travel Plan Statement is therefore appropriate.

Outline of the Residential Travel Plan Statement

- 1.10. Section 2 of this Travel Plan Statement sets out the baseline sustainability audit in respect of pedestrian and cycling facilities, local facilities and bus services. Objectives are set in Section 3. The management of the Travel Plan is dealt with in Section 4. Travel Plan Measures are set out in Section 5. Section 6 deals with funding and an action plan is set out at Section 7.

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. Wiltshire Council'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 north of 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; or via the quiet streets to the west of the site, the canal towpath/A361 London Road or by crossing the A342 Nursted Road at one of the Toucan crossings next to Church Walk or Roseland Avenue.

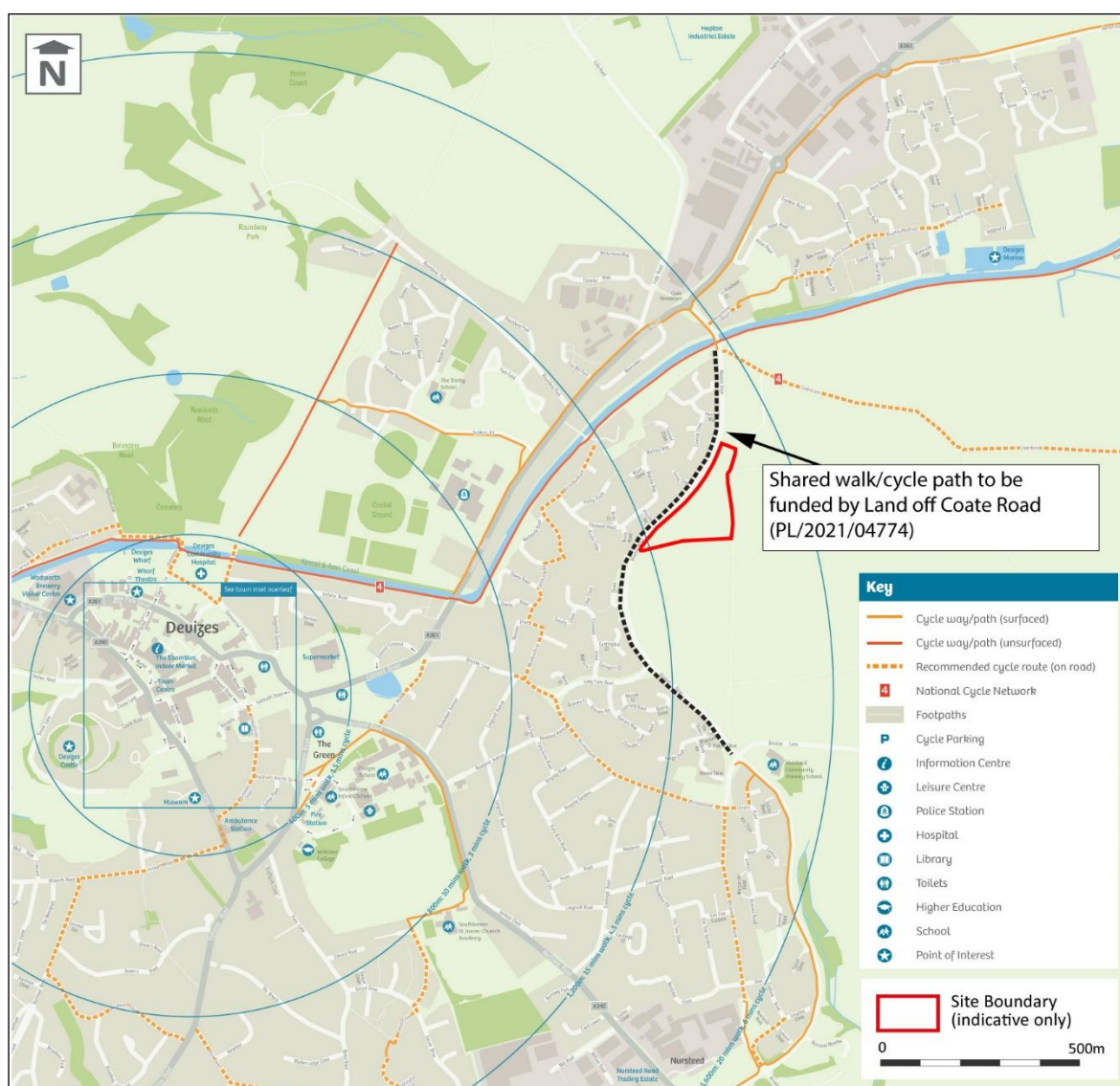


Figure 2.1: Extract from Wiltshire Council's Cycle Map of Devizes
Site Boundary and Shared Walk/Cycle path annotation added by PFA Consulting

2.3. A financial contribution towards the improvement of walking and cycling routes in the vicinity of Land off Coate Road (Ref: PL/2021/04774) has been secured payable at the occupation of 100 dwellings with the intended focus being on the provision of a shared footway/cycleway on the west side of Windsor Drive. In addition, funding towards works to the canal towpath adjacent Land off Coate Road has also been secured.

2.4. The local highway network comprises Windsor Drive and the A361 London Road as shown on Figure 1.1. Pedestrian and cycling facilities on these roads are described below.

Windsor Drive

2.5. Windsor Drive is to the west of the site and routes north to south between the A361 London Road and the A342 Nursted 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. As set out above, the footway on the west side of Windsor Drive is proposed to be upgraded to a shared footway/cycleway in connections with Land off Coate Road (Ref: PL/2021/04774), which will directly benefit the site.

2.6. 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

2.7. 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.

Public Rights of Way

2.8. 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.

2.9. A Byway Open to All Traffic (DEVI65) routes along Gypsy Patch between Coate Road and Brickley Lane to the south and a Footpath (DEVI6) routes along the canal towpath to the north of the site. 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.



Figure 2.2: Public Rights of Way

Source: Wiltshire Council Rights of Way Explorer

Local Facilities

- 2.10. The use of sustainable means of transport is more attractive and convenient when local facilities and services are within walking or cycling distance. **Figure 2.3** shows the existing local facilities in the vicinity of the application site.

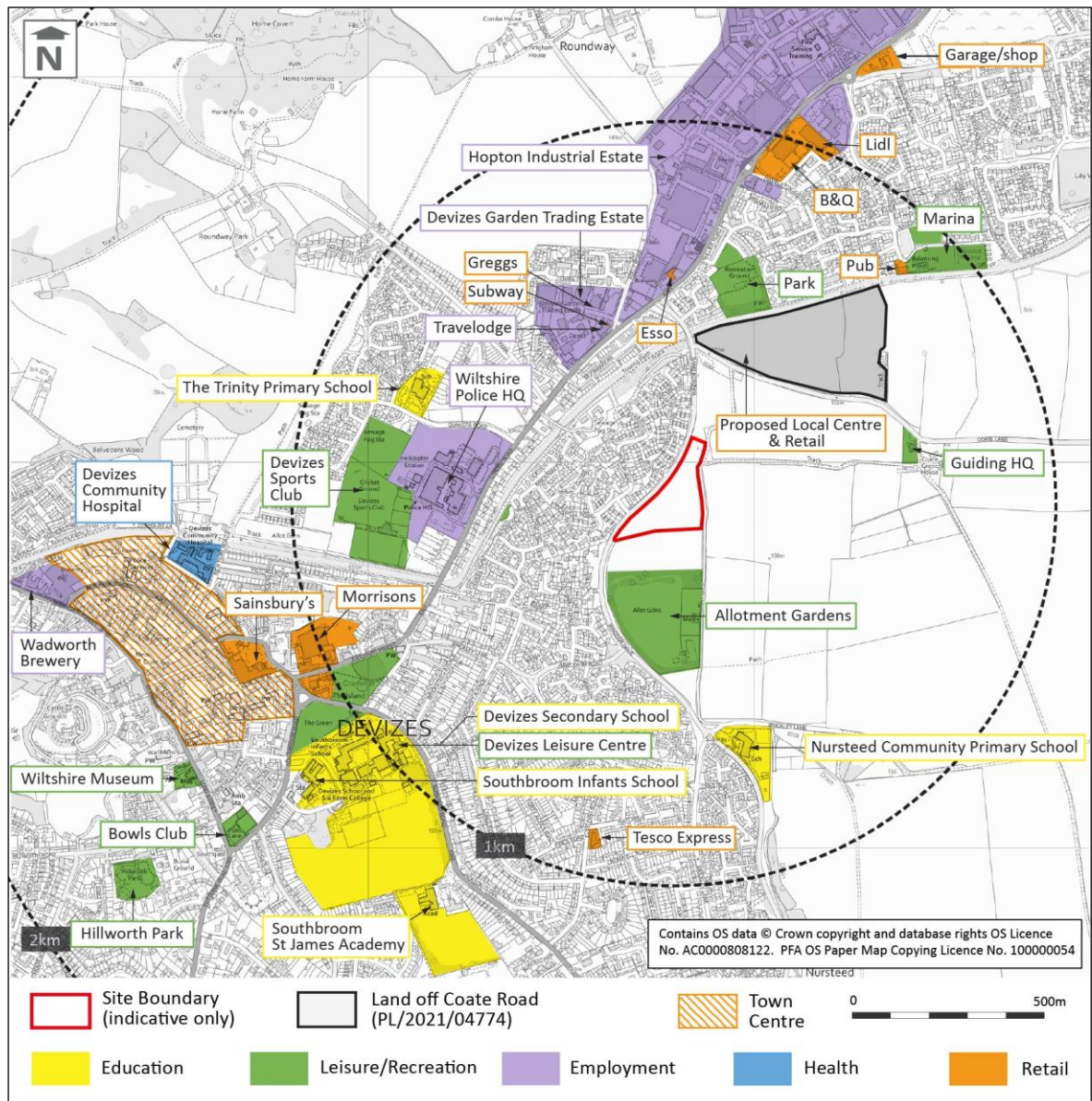


Figure 2.3: Local Facilities

- 2.11. Figure 2.3 shows that there is a range of local facilities in Devizes that are within walking and cycling distance of the application site.

Bus Services

- 2.12. Key bus services in Devizes are operated by Faresaver and Stagecoach. The nearest bus stops to the site are located on Windsor Drive, adjacent the site, and London Road, approximately 700m to the north from the centre of the site. 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 2.4** and summary of bus service information is set out in **Table 2.1**

Table 2.1: 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/>.

- 2.13. 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.

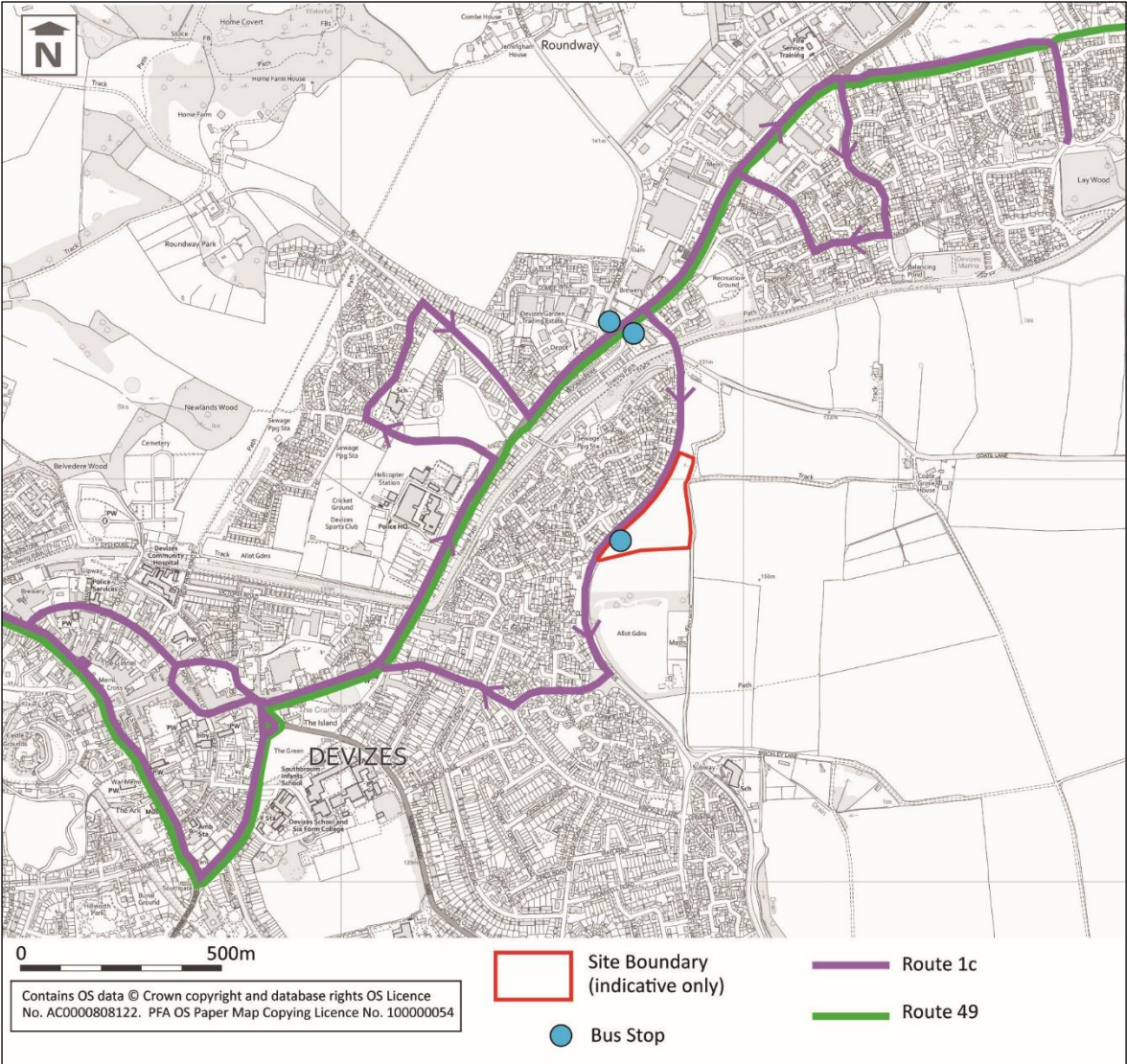


Figure 2.4: Bus Services

3. OBJECTIVES

Objectives

3.1. The objectives of this Travel Plan Statement 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; and
- To influence travel choice and promote the increased use of cycling, walking and public transport as alternative modes of travel.

4. TRAVEL PLAN MANAGEMENT

Travel Plan Co-ordinator

- 4.1. The Travel Plan Statement 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 and managed over time. 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.
- 4.3. The role of the Travel Plan Co-ordinator will include:
- Acting as a point of contact;
 - Providing sustainable travel information to residents; and
 - Liaison with WC, transport operators and specialist groups.

Marketing and Promotion

- 4.4. Marketing and promotion of 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 measures (residents).
- 4.5. Details of sustainable travel 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.
- 4.6. The provision of information to residents, which is both accessible and available in varied formats, is an important measure. Specific items of information and promotional activities that will be delivered by the Travel Plan Co-ordinator are set out in this Travel Plan Statement.

Partnership Working

- 4.7. 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 Statement.

5. TRAVEL PLAN MEASURES

- 5.1. Measures included within the Travel Plan Statement 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:

- 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 facilities on Windsor Drive, to allow good access for sustainable modes of transport.

- 5.5. It is proposed to construct a simple priority junction on Windsor Drive approximately 60m north of Tornio Close. 2m footways would be provided to both sides of the access with a new footway from the site access on the eastern side of Windsor Drive connecting with the existing footway at the Coate Road junction.

- 5.6. An additional foot/cycle link is to be provided connecting the development with Windsor Drive at which point there is to be a new uncontrolled crossing to enable residents to access the existing footway which runs along the western side of Windsor Drive, which potentially is to be widened to a shared footway/cycleway at some point in the future.

- 5.7. Each residential property will include secure, covered cycle parking provided in accordance with WC standards, understood to be one space per bedroom. This is likely to be provided within garages, sheds or other secure storage areas.

- 5.8. 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.

Public Transport

- 5.9. 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.

- 5.10. With the provision of the new crossing on Windsor Drive there is the potential to relocate the existing bus stop on the east side of Windsor Drive. This would enable bus passengers to safely access the bus stop from the footway on the western side of Windsor Drive; currently there is no crossing or dropped kerb to access the existing bus stop.
- 5.11. A relocated bus stop on Windsor Drive would provide future residents direct access via the ped/cycle link to the bus stop to access the local 1/1C bus service. For the more regular bus service 49, which is served from the bus stops on London Road, there will be a continuous footway available on the eastern side of Windsor Drive.
- 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.

Car Sharing

- 5.13. 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.
- 5.14. 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.
- 5.15. 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.
- 5.16. 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.
- 5.17. 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.
- 5.18. 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.
- 5.19. The TIP will include details of how to access 'Liftshare' and the potential financial savings of car sharing.

Working Practices

- 5.20. 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.

6. FUNDING

- 6.1. 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.

7. ACTION PLAN

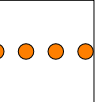
- 7.1. An action plan is set out in **Table 7.1** below for the purposes of summarising the actions to be taken to implement the Travel Plan, identifying the person responsible for doing so and when this should be achieved by.

Table 7.1: 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 concluding on occupation of the final dwelling
Support walking, cycling and public transport trips	Provide pedestrian and cycle links within development and to surrounding highway network	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 as necessary



KEY

-  PROPOSED VEHICULAR ACCESS INTO THE SITE
-  PROPOSED RESIDENTIAL
-  MAIN ROAD WITH GREEN VERGE AND STREET TREE PLANTING
-  PRIVATE DIRVEWAY
-  EXISTING VEGETATION
-  PROPOSED WOODLAND PLANTING
-  EXISTING PROW
-  PROPOSED PLAY AREA
-  PROPOSED ATTENUATION



Site Name: LAND OFF WINDSOR DRIVE, DEVIZES		Drawing Number: 390.UD.10			Revision: L	 Robert Hitchins The Complete Development Solution The Manor, Boddington, Cheltenham, Gloucestershire, GL51 0TJ Tel: 01242 480694 www.robert-hitchins.co.uk
Drawing Title: INDICATIVE MASTERPLAN		Drawn By: LD	Checked By: GRJ	Date: 28/08/2025	Scale: 1:1000 @ A2	