



Land at Blackmore Farm, Melksham: Phase 2 Framework Travel Plan

Client: Gleeson Land

i-Transport Ref: EP/AJ/ITB12069-022A

Date: 06 May 2026

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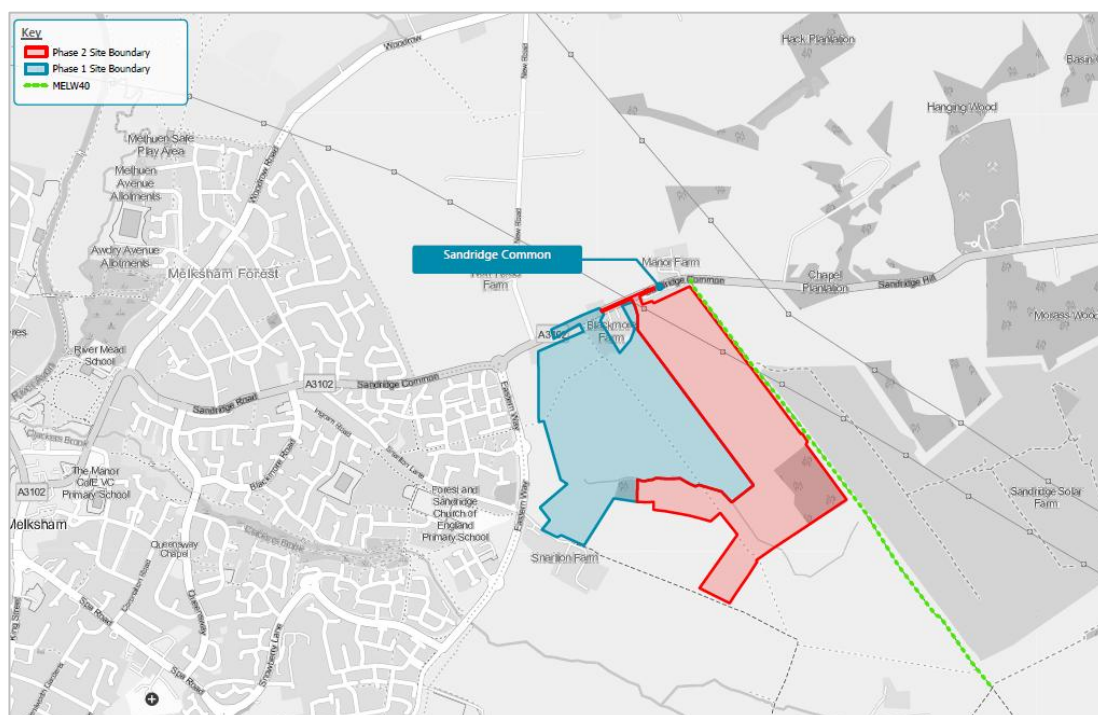
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SECTION 1 Introduction

- 1.1.1 Gleeson Land is proposing a residential development of up to 275 dwellings on Land at Blackmore Farm located south of Sandridge Common on the eastern side of Melksham. i-Transport LLP has been appointed to provide highways and transport advice for the proposed development. The proposal is an outline planning application with all matters reserved except for access.
- 1.1.2 The site is located directly to the east of Phase 1 of Land at Blackmore Farm, which was granted outline planning permission in May 2025 for 500 dwellings, 5,000sqm of employment and land for a primary school (reference: PL/2023/11188). That permission relates to the Policy 18 draft allocation site in Wiltshire's pre-submission Reg 19 Local Plan.
- 1.1.3 This Framework Travel Plan (FTP) has been prepared in accordance with relevant national and local policy, outlined in Section 1.2. It should be read alongside the Transport Assessment (TA) prepared for the application (*report reference ITB12069-021*).
- 1.1.4 **Image 1.1** shows the site location in the context of the Phase 1 site and public right of way MELW 40, which forms the eastern site boundary.

Image 1.1: Site Location Plan



1.2 Relevant Policy

1.2.1 National policy in relation to the transport planning of developments is set out in the National Planning Policy Framework (NPPF). Section 9, 'Promoting Sustainable Transport'.

1.2.2 Paragraph 115 presents the four primary transport tests for new development proposals, stating that plans and specific applications for development should ensure that:

"a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the national Model Design Code; and

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach."

1.2.3 The NPPF then goes on to state in paragraph 118 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 transport statement of transport assessment so that the likely impacts of the proposal can be assessed."

National Planning Practice Guidance (NPPG)

1.2.4 The National Planning Practice Guidance was first published in March 2014 and at Paragraph 003 sets out the key roles of Travel Plans in the development process:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)"

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation."

Local Policy and Requirements for a Travel Plan

Wiltshire Core Strategy

1.2.5 The Wiltshire Council Core Strategy was formally adopted by WC in January 2015 and provides an overarching planning policy framework for the area until 2026. Core Policy 62 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 Local Transport Plan (LTP4)

- 1.2.6 The Wiltshire Local Transport Plan 4 outlines the councils strategic transport objectives for the period 2025-2038. It identifies an array of place-based measures, summarised by policy area and contains reference to Travel Plans in SU1.2, to support and enable delivery of policy areas.

1.3 FTP Delivery

- 1.3.1 This Travel Plan has been prepared as a Framework Travel Plan (FTP). This will be used by the applicant as a basis to develop a full and detailed Travel Plan in discussion with Wiltshire Council (WC). The Full Travel Plan will be prepared post application in line with agreed planning conditions. In the interim period, the FTP will be delivered.

1.4 Structure of Travel Plan

- 1.4.1 The remainder of this FTP is structured as follows:
- **Section 2** describes the vision, objectives and benefits of the Travel Plan;
 - **Section 3** summarises the development proposal;
 - **Section 4** considers the existing accessibility of the site by non-car modes;
 - **Section 5** sets the targets for the Travel Plan;
 - **Section 6** sets out the ‘soft’ and ‘hard’ measures that will be provided to encourage sustainable travel to the site and manage travel demand;
 - **Section 7** provides a strategy for Travel Plan implementation and promotion; and
 - **Section 8** outlines how the Travel Plan will be monitored.

SECTION 2 Vision, Objectives and Benefits

2.1 Transport Vision and Scope

2.1.1 The TA prepared for this application includes a sustainable Transport Vision for the site (*Report ref: ITB12069-021B Section 4*), which is as follows:

“To create a sustainable, inclusive, well-connected and vibrant low-carbon community where walking, cycling and public transport are the natural choice for local journeys, reducing car dependency and enhancing quality of life whilst integrating with the existing local community.

The development will deliver a ‘first-choice’ opportunity to walk, cycle and use public transport for everyday journeys into:

- 1. The facilities provided within the Phase 1 site.***
- 2. The existing services and facilities within the surrounding area.***
- 3. Melksham town centre.***

This will provide future residents with the opportunity to ‘live locally’.

2.1.2 To deliver this Vision the FTP has the following scope:

- To support online working and home deliveries to reduce the need to travel.
- To encourage sustainable travel modes for residents for local and everyday journeys through:
 - Providing connections to the existing and proposed footway network on Sandridge Common, within the Phase 1 site and to the existing PRoW.
 - Providing connections to the proposed cycle network to be delivered through the Phase 1 site.
 - Providing an extension to the proposed Phase 1 bus service to serve the Phase 2 site.
 - To promote sustainable transport to the site through promotion of shared and EV car use as well as investigating the feasibility of a car club.

2.2 Aims and Objectives

2.2.1 To deliver the Vision, this FTP sets out a sustainable transport strategy for the proposed development. The overarching aims for the FTP are:

- 1 To improve and promote accessibility to the site by non-car modes of transport; and
- 2 To reduce the number of single occupancy car journeys to the site, particularly in the peak hours.

2.2.2 The plan includes the following additional objectives:

- To provide residents with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- To promote walking, cycling, car sharing and public transport as the first choice travel modes for local journeys, with safe, efficient and affordable alternatives to the private car;
- To minimise the impact of car-based travel to the site on the local and strategic highway network and environment - ensuring sustainable options are available for car based journeys; and
- To develop an awareness amongst residents of the options for sustainable travel opportunities to and from local services and facilities within and around Melksham.

2.3 Benefits of The Framework Travel Plan

2.3.1 The provision of an FTP has a number of benefits for future residents, as well as the existing local community and the surrounding environment.

Residents

- Improved health and fitness through increased levels of walking and cycling;
- Increased travel flexibility offered through wider travel choices;
- The social aspect of sharing transport with others; and
- A better environment within the site and its surroundings as vehicular movements are reduced.

Local Community and Environment

2.3.2 The Travel Plan will provide the following benefits to the local community and environment:

- 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 development 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; and
- 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.

2.3.3 Overall, it is anticipated that the Travel Plan will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Development Proposal

3.1 Overview

- 3.1.1 This FTP has been prepared to support an outline application for up to 275 dwellings. The illustrative masterplan is included as **Appendix A**, extracted as **Image 3.1**.

Image 3.1: Illustrative masterplan



Source: Origin 3: Masterplan 25004_421_Rev D

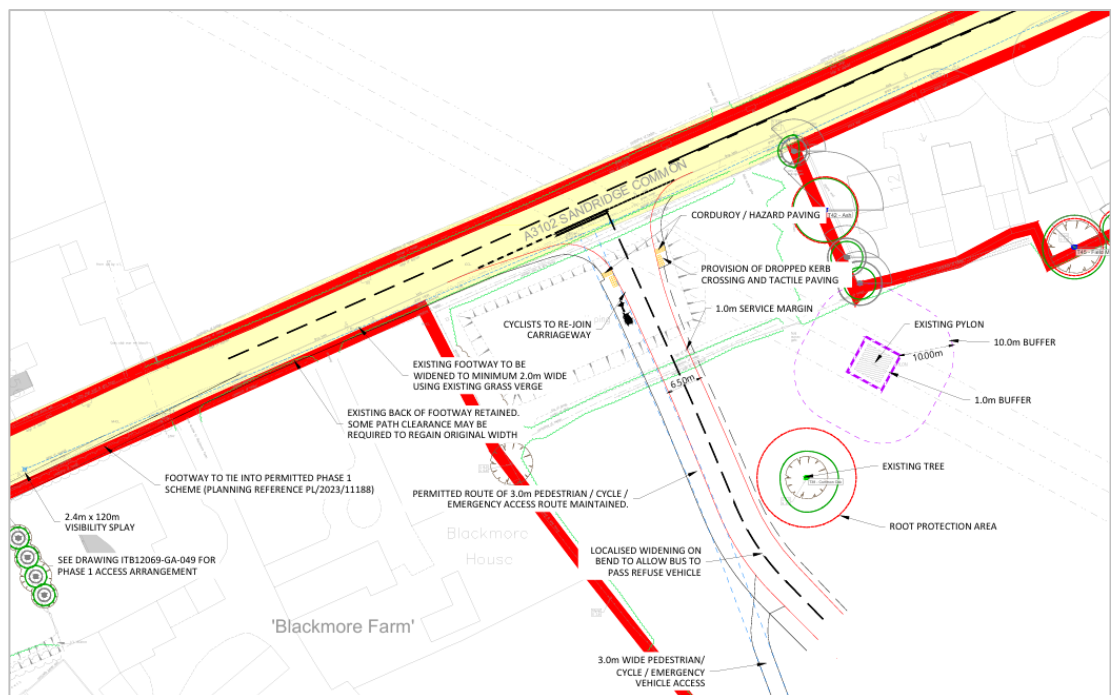
- 3.1.2 This section of the FTP gives an overview of the proposed vehicular and non-vehicular access strategy, demonstrating that safe and suitable access will be achieved for all users. A more detailed review of the development proposal can be found in Section 4 of the accompanying TA (*i-Transport report reference: ITB12069-021B*).

3.2 Access Strategy

Vehicular Access

- 3.2.1 Vehicular access from the site is proposed from the A3102 Sandridge Common, which is a single carriageway road to the north of the site. The access comprises a simple priority junction, with pedestrian and cycle infrastructure alongside. The proposed access is shown in **Image 3.2** (Drawing ITB12069-GA-066F).

Image 3.2: Proposed Site Access from the A3012



- 3.2.2 The proposed junction design comprises the following:

- 6.5m carriageway to allow for future bus and refuse access.
- Visibility splays of 2.4m x 120m to the east and west in line with the posted 40mph speed limit and guidance set out in the Design Manual for Roads and Bridges (DMRB).
- Crossing in proximity to the bellmouth comprising dropped kerbs and tactile paving.
- 3.0m wide shared footway/cycleway on the west side of the carriageway with cyclists re-entering the carriageway before the bellmouth.
- 1.0m service margin on the eastern side of the carriageway.

- Retention of the alignment for the Phase 1 pedestrian/cycle/emergency access as a shared use footway/cycleway. Emergency vehicles would use the main carriageway with a pedestrian/cycle/emergency vehicle access spur running south-west to access the Phase 1 development.
- Retention of the existing significant tree southwest of the existing pylon and avoidance of the associated RPA.
- An appropriate construction buffer to the electricity pylon in line with SSE's requirements.

Pedestrian Facilities on Sandridge Common

- 3.2.3 The proposal will provide a footway connection to Sandridge Common. A scheme to widen the existing footway between the proposed access and the Phase 1 access to 2m is proposed and is shown on Drawing ITB12069-GA-066F. This will connect into the permitted footway improvement on Sandridge Common.

Traffic Calming on Sandridge Common

- 3.2.4 Discussions with Melksham Without Parish Council and neighbouring residents has identified local concerns over traffic speeds on Sandridge Common. This is reflected in the speed surveys which show eastbound speeds of 40-41mph and westbound speeds of 42-43mph. A traffic calming scheme has therefore been identified for Sandridge Common, seeking to manage down vehicle speeds within the existing speed limit. Details of the traffic calming scheme are presented in Section 5 of the accompanying TA.

3.3 Access to the Phase 1 Site

- 3.3.1 The proposed layout will deliver two further pedestrian/cycle/vehicular accesses to the Phase 1 site. These accesses have been designed in collaboration with the Phase 1 housebuilder to ensure consistency with their Reserved Matters application. This will allow:

- Pedestrian/cycle access through the Phase 1 site to Eastern Way.
- Emergency vehicle access to the Phase 1 site from Phase 2.
- Extension of the Phase 1 bus service through the Phase 2 site.
- Vehicular access between Phases 1 and 2.

- 3.3.2 The Illustrative Masterplan shows two points of connection as follows:

- The northern connection has a 6.1m width and is sufficient to provide access for all modes. However, at this stage it is envisaged that it will provide pedestrian, cycle bus and emergency vehicle access only.
- The southern connection has a 5.5m width and will provide access for all modes excluding buses.

Access to the PRow Network

3.3.3 Direct access is proposed to bridleway MELW40 on the eastern boundary of the site to facilitate leisure walking journeys. The location of the access is shown on the Illustrative Masterplan.

3.3.4 Footpath MELW26, which passes through the southern part of the site will be maintained on its existing alignment.

3.4 Site Layout Considerations

3.4.1 The proposed development will be the subject of an outline planning application and therefore future reserved matters applications will deal with internal layout matters such as the provision of car and cycle parking as well as internal arrangements for servicing, refuse collection and emergency vehicles. These will be provided having regards to current standards or any other subsequent standards that may be adopted at that time.

SECTION 4 Site Accessibility and Existing Travel Opportunities

4.1 Walking and Cycling Opportunities

- 4.1.1 This section of the FTP provides a description of the existing transport conditions for pedestrians, cyclists, and public transport users within the vicinity of the site.

A3102 Sandridge Common Road

- 4.1.2 A footway is provided on the south side of the A3102 Sandridge Common, varying in width between 1-2m and needing vegetation clearance in places to achieve the full footway width. This footway connects into the footway facilities at Sandridge Common /Eastern Way roundabout to the northwest and to PRoW MELW40 to the north-east. The Phase 1 Site includes S278 works for improvement of the footway between the Phase 1 access and the roundabout.
- 4.1.3 An uncontrolled pedestrian crossing comprising dropped kerbs and tactile paving is provided across the Eastern Way arm of the Sandridge Common /Eastern Way roundabout. Continuing west, a segregated 3.0m wide shared use footway/cycleway is provided on the south side of Sandridge Common between the roundabout and the pedestrian access to Redwing Road. From here, a 1.6m footway continues west towards Melksham.
- 4.1.4 Approximately 220m west of the pedestrian access to Redwing Road, a second circa 2.0m wide footway is introduced on the northern side of Sandridge Common Road which serves the 100 recently constructed residential dwellings on Land North of Sandridge Common. Both footways continue westwards into Melksham.

Eastern Way

- 4.1.5 Eastern Way routes south from the Sandridge Common roundabout. A 3.0m wide shared use footway/cycleway is provided on the western separated from the carriageway by a circa 5.6m wide highway verge.
- 4.1.6 At the Eastern Way/Skylark Road roundabout, an uncontrolled pedestrian crossing comprising dropped kerbs and tactile paving is provided on the Skylark Road arm providing for north-south journeys. The shared use facility continues southwards to the Eastern Way/Cranesbill Road roundabout, where a further uncontrolled dropped kerb crossing provides for north/south pedestrian and cycle journeys. Local facilities and services are served from Cranesbill Road, which is a 20mph zone and accessed via 2m wide footways and on-road cycling.

Onwards Connections

4.1.7 From Eastern Way there are multiple routes towards Melksham Centre suitable for walking and cycling journeys. These routes include footways, surfaced and lit footpath connections and on and off-road cycle links. Snarlton Lane provides for on-carriageway cycling.

4.1.8 Local roads throughout Melksham are typically 30mph, single carriageway routes. These characteristics serve to make these roads conducive to on carriageway cycling in accordance with Manual for Streets (MfS) guidance:

“cyclists should generally be accommodated on the carriageway. In areas with low traffic volumes and speeds, there should not be any need for dedicated cycle lanes on the street” (MfS, para, 6.4.1)”

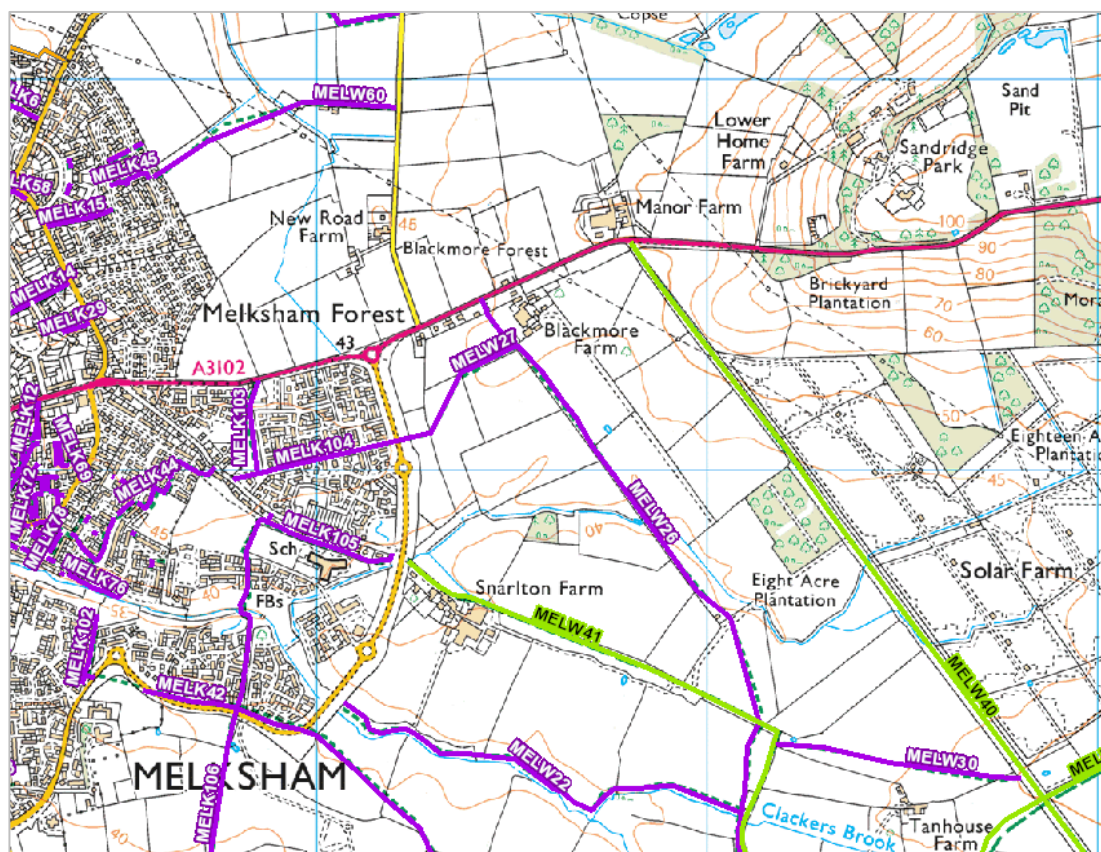
4.1.9 The draft LCWIP identifies Eastern Way, Sandridge Common Road, Snarlton Lane and Blackmore Road as secondary routes suitable for cycling. Phase 1 of the development included an obligation to provide footway/cycleway improvements at the A3102 Sandridge Common double mini roundabouts and crossing improvements (dropped kerbs and tactile paving) for junctions on Blackmore Road.

Public Rights of Way (PROW)

4.1.10 An extensive PROW network is available both within and surrounding the proposed site. These routes provide additional connections into Melksham, away from carriageway vehicular traffic. The most relevant opportunities for future residents are provided via the following PROWS:

- **Bridleway MELW40** – forms the eastern boundary of the site and connects Sandridge Common to the farmland located southeast of the site;
- **Footpath MELW26** – runs through the centre of the Phase 1 site and through the southern part of the Phase 2 site. Connects Sandridge Common to Bridleway 41;
- **Bridleway MELW41** – forms the southern boundary of the Phase 1 site and connects Eastern Way to the countryside south of the site, The Phase 1 scheme includes an improvement to provide a shared use footway cycleway connection between the southern Phase 1 boundary and Eastern Way and a toucan crossing of Eastern Way;
- **Footpath MELW27** – partially located within the Phase 1 site and connects Footpath 26 with Footpath 104 located west of Eastern Way. The Phase 1 scheme includes an obligation to fund surfacing improvements to this route to provide an all-weather pedestrian connection to Eastern Way and a further toucan crossing of Eastern Way;

- ### Image 4.1: Public Rights of Way



Source: Wiltshire Council

4.2 Public Transport

Bus Opportunities

- 4.2.1** There are existing bus stops located on Eastern Way, just north of the roundabout junction with Cranesbill Road and some 850m walking distance from the centre of the site via Bridleway 41. Further bus stops are located on Skylark Road, located approximately 1.8km west of the centre of the site via the same walking route. **Table 4.1** summarises the current bus service available from Eastern Way / Skylark Road.

Table 4.1: Eastern Way / Skylark Road Bus Services

Bus Service	Route	Frequency	
		Monday - Friday	Saturday
14	Melksham Metro	Three services at 13:57, 16:47, 17:52	Five services at 13:57, 15:02, 16:02, 16:42, 17:22
15	Melksham Town Service	Two services per day at 10:21 and 12:21	Two services per day at 10:21 and 12:21

Source: Traveline (Accessed November 2025)

- 4.2.2 The Phase 1 scheme includes an obligation to fund a new town bus route, linking the Phase 1 site with Melksham town centre. This is referenced in the Section 106 agreement for the Phase 1 site which includes a financial obligation for funding of the establishment of an hourly bus service into or serving the development. It is proposed to extend this route into the proposed development site.

Rail Opportunities

- 4.2.3 The closest railway station is Melksham Railway Station, which is located on the west side of the town approximately 3.6km from the site. The town bus service (14/15) provides a connection from Skylark Road to the ASDA superstore, located 450m south of Melksham Railway Station.
- 4.2.4 **Table 4.2** summarises the rail services available from Melksham Railway Station.

Table 4.2: Rail Service Summary - Melksham

Destination	Frequency (per hour)		Fastest Journey Time
	Peak	Off Peak	
Chippenham	2 services	1 service every 2 hours	9 minutes
Trowbridge	1 service	1 service every 1-2 hours	9 minutes
Swindon	2 services	1 service every 2 hours	26 minutes
Salisbury	1 service	1 service every 2 hours	52 minutes
Cheltenham Spa	-	2 services per day	1 hour 42 minutes
Westbury	1 service	1 service every 1-2 hours	16 minutes
Worcester Forgate Street	-	1 service per day	1 hours 26 minutes

Source: National Rail Enquiries (Accessed November 2025)

- 4.2.5 The Phase 1 scheme includes an obligation to fund rail accessibility improvements at Melksham Station via a S106 contribution.

4.3 Accessibility by Walking and Cycling

Walking Distances

4.3.1 Paragraph 4.4.1 of the Manual for Streets states:

“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance for most resident.”

4.3.2 Whilst it is common sense that the nearer a facility is to new development the more likely people are to walk, there is little evidence to support the 800m criteria applied regularly. Further to this, there are recent appeal decisions that have been made that make specific reference to this 800m distance – a quote from a recent appeal decision is as follows:

“In coming to that view, I consider the Council has placed far too much emphasis on the 800m walk distance recommended in Manual for Streets and other related guidance. As the Appellant argued, such distances should not be construed as hard and fast rules and should be applied with a degree of flexibility which recognises that the opportunities to promote sustainable transport rather than just active travel modes will be determined by the type of development and its location. In that vein, outside of central London and other major cities, there will be very few residential sites that are able to meet the 800m recommended walk distance in all cases.”

4.3.3 This is corroborated by the National Travel Survey (NTS) 2019 which identifies the mode share journeys of different lengths (and confirms that the vast majority (80%) of trips of up to one mile (1.6km) are undertaken on foot, and that approximately 30% of journeys between one and two miles (3.2 km) will also be on foot, i.e. a significant proportion of people are prepared to walk for journeys up to two miles.

4.3.4 Therefore, facilities and services within one mile (1.6km) will provide the greatest opportunity for trips to be made by walking. That is not to say that one mile is the maximum that people are prepared to walk, or that development must be located within a mile of everything as it is clear from the NTS data that around one-third of journeys between one and two miles (1.6km-3.2km) are undertaken on foot.

Cycling Distances

4.3.5 In terms of cycle distance, a 3-mile (5km) distance represents a reasonable everyday cycle distance, with 5-miles (8km) being a likely everyday upper distance. NTS 0303 identifies that the

average distance per journey by bike is approximately 4.4km, with the current average length of an employment and leisure cycle trip some 5.2km. Cycling also frequently forms part of a longer journey in combination with public transport.

- 4.3.6 Furthermore, Paragraph 2.2.2 of the DfT Document LTN 01/20 Cycle Infrastructure Design addresses typical cycle trip distances and states two out of every three personal trips are less than 5-miles (8km) in length which is an achievable distance for most people.

Summary

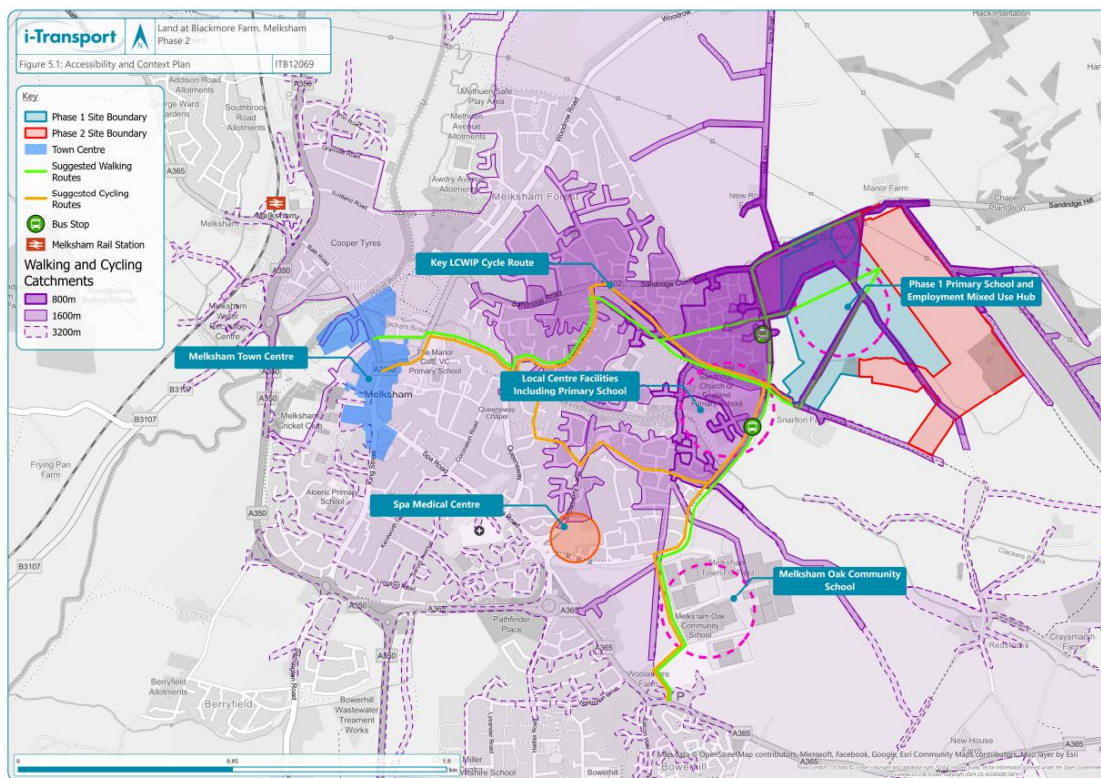
- 4.3.7 Against this background, the following walking and cycling distances are identified:
- **1,600m** - a reasonable walking distance, where most people (circa 80%) will walk and offers "the greatest potential to replace short car trips";
 - **3,200m** – i.e., the distance within which a significant proportion (circa one-third) of journeys will be on foot;
 - Up to **5km** is a reasonable cycling distance, i.e., the distance that offers the greatest potential to replace short car trips; and
 - **8km** is a maximum cycling distance for most (non-leisure cycling) journeys.

4.4 Access to Local Facilities

- 4.4.1 The approved Phase 1 site will provide a primary school, employment and a mobility hub on land adjacent to the proposed development.
- 4.4.2 Local facilities such as the Water Meadow public house, co-op food store and the Forest and Sandridge Primary School located off Cranesbill Road to the west of the site are all within a comfortable walking and cycling distance.
- 4.4.3 Facilities to the south of Melksham such as Melksham Oak Community School as well as Bowerhill employment area can be access within a reasonable cycling distance via the network of existing cycle routes adjacent to Eastern Way, Bath Road and Pathfinder Place.
- 4.4.4 Melksham Town centre provides a wide range of retail, leisure and employment opportunities for local residents. The town centre is located circa 2.5km from the site and as such is within both a walkable and cyclable distance. The Town Centre can be accessed via the A3102 which has continuous footway provision as well as via a network of quiet residential streets

4.4.5 Consequently, it can be seen that a range of everyday local facilities and services can be reached via sustainable modes of transport from the site. Opportunities to walk or cycle to local facilities are shown on **Image 4.2** below:

Image 4.2: Walking and Cycling Opportunities to Facilities and Services



Strategy

4.4.6 The sustainability strategy for the site is summarised below:

- Direct access from the site to the facilities and services in Phase 1 (primary school, employment and mobility hub) and for onwards walking and cycling journeys. Two points of connection are proposed.
- Improved footway provision on Sandridge Common between the Phase 1 and Phase 2 site accesses is proposed to facilitate journeys to the east on Sandridge Common – See Section 5.
- A traffic calming scheme to reduce vehicle speeds on Sandridge Common, creating an improved environment for pedestrian journeys.
- The Phase 1 Site provides two new routes to Eastern Way – this will provide opportunities to access nearby facilities including, but not limited to:

- Cranesbill Road local centre (including a Co-op Food and pub)
 - Local bus stops
 - Forest and Sandridge Primary School
 - Snarlton Farm business park
 - Melksham Oak Community School
- The Illustrative masterplan layout allows for the integration of the Phase 1 new town bus service, subject to discussions with WC's public transport team.
 - A connection to PRoW MELW40 is proposed to allow for leisure walking trips to the wider PRoW network.
 - To further encourage the reduction in private car usage, the potential to provide a dedicated car club vehicle on site is being explored.

SECTION 5 **Targets**

5.1.1 The key aim of this FTP is to reduce the number of single occupancy car journeys to and from the site, and the use of targets will enable effective monitoring of the progress against the objectives of the Travel Plan.

5.1.2 The targets presented in this FTP have been based upon the SMART principles, which requires targets to be:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time constrained.

5.2 **Action Based Targets**

5.2.1 It is important to identify a number of action targets to ensure that the commitments made by the developer through this FTP are delivered. The action targets are as follows:

- Nominate a Travel Plan Co-ordinator (TPC) prior to sales and marketing phase of development, and retain the TPC for the duration of the FTP (five years);
- Undertake first phase of monitoring following six months occupation;
- Following the first phase of monitoring, review measures and targets to ensure that they remain appropriate. This will be repeated following the monitoring periods in years 1, 3 and 5 - see monitoring strategy in Section 8; and
- Once agreed with WC, update FTP with any necessary revisions to measures.

5.3 **Aim Based Targets**

5.3.1 A key aim of the FTP is to reduce the number of single occupancy car journeys to and from the site, and the use of targets will enable effective monitoring of the progress against the objectives of the Travel Plan.

5.3.2 The TA provides the following baseline trip generation forecast:

Table 5.1: Residential Trip Generation (multi modal)

Mode	Morning Peak (0800-0900)			Evening Peak (1700-1800)		
	In	Out	Two-Way	In	Out	Two-Way
Trip Rate						
Total Vehicles	0.138	0.349	0.487	0.323	0.182	0.505
Cyclist	0.002	0.006	0.008	0.006	0.006	0.012
Pedestrians	0.029	0.070	0.099	0.043	0.034	0.077
Public Transport	0.006	0.031	0.037	0.013	0.002	0.015
Trip Generation (275 dwellings)						
Total Vehicles	38	96	134	89	50	139
Cyclist	1	2	2	2	2	3
Pedestrians	8	19	27	12	9	21
Public Transport	2	9	10	4	1	4
Total Trips	48	125	174	106	62	167

TRICS (v.8.25.6)

- 5.3.3 The TRICS based multi-modal trip rates suggest a baseline non-car mode share of 23% in the morning peak hour and 17% in the evening peak hour.
- 5.3.4 The proposed transport Vision and therefore the key target for the site is to increase the sustainable mode share for pedestrians, cyclists and public transport users to a minimum of 30% for morning peak hour journeys and 25% for evening peak hour journeys by 2031.
- 5.3.5 The proposed interim targets which align with the transport Vision for the site are presented in **Table 5.2.**

Table 5.2: Residential Trip Generation – Vision (multi modal)

Mode	Morning Peak (0800-0900)			Evening Peak (1700-1800)		
	In	Out	Two-Way	In	Out	Two-Way
Trip Rate						
Total Vehicles	0.124	0.316	0.440	0.287	0.171	0.458
Cyclist	0.007	0.011	0.018	0.011	0.007	0.018
Pedestrians	0.036	0.087	0.124	0.055	0.040	0.095
Public Transport	0.007	0.044	0.051	0.029	0.011	0.040
Trip Generation (275 dwellings)						
Total Vehicles	34	87	121	79	47	126
Cyclist	2	3	5	3	2	5
Pedestrians	10	24	34	15	11	26
Public Transport	2	12	14	8	3	11
Total Trips	48	126	174	105	63	168

TRICS (v.8.25.6) adjusted by consultant

- 5.3.6 These targets will be in place until the baseline survey is completed. Following this the targets will be updated through the first monitoring report. These will be reflective of the characteristics of the development. New targets will be agreed with WC.

SECTION 6 Measures

6.1.1 This section of the FTP describes the non-infrastructure or 'soft' Travel Plan and the infrastructure measures that will be developed and promoted for the residents of the new development. It covers:

- Measures to encourage new residents to walk and cycle;
- Measures to encourage the use of public transport;
- Measures to support sustainable car use;
- Information provision including a Travel Plan Website.

6.1.2 The strategy for implementation of the FTP including a Travel Plan Coordinator (TPC), and funding and management is also provided in **Section 7**.

6.2 Hard Measures

6.2.1 As set out in the Transport Assessment and development proposal, physical infrastructure will be implemented. For the purpose of the travel plan, these will be referred to as 'Hard Measures', which can be described as measures that attempt to physically influence movement include the construction of physical infrastructure. The hard measures which are to be implemented are set out at **Table 6.1**.

Table 6.1: Hard Measures

Hard Measures	Responsibility	Timescale
Provision of cycle and EV parking within each unit	Developer	Phased with Development
Pedestrian connection to Sandridge Common	Developer	Phased with Development
Pedestrian, cycle and bus connections to the Phase 1 development	Developer	Phased with Development
New footway on Sandridge Common	Developer	Phased with Development
Connections to the broadband network	Developer	Prior to Occupation
Delivery of Manual for Streets layout – permeable, interconnecting network and shared streets in line with Illustrative Masterplan	Developer	Phased with Development
Provision of a car club space	Developer	Phased with Development

6.3 Soft Measures

- 6.3.1 Soft measures are those that attempt to influence the attitudes behind their travel choices and includes the dissemination of travel information and the implementation of incentives to travel sustainably.
- 6.3.2 To support physical infrastructure identified in **Table 6.1**, 'soft' measures have been identified to encourage people to use more sustainable modes of travel.

Walking and Cycling

- 6.3.3 **Information on Walking and Cycling Routes** – information on local walking and cycling routes to local services and facilities as well as leisure routes and the public rights of way network will be made available. Information will also be provided on walking and cycling routes to the local schools.
- 6.3.4 **Applications** – smart phone applications and useful websites will be promoted, such as Strava, All Trails and the Walk Wheel Cycle Trust.
- 6.3.5 **Cycling Equipment Negotiations** – The TPC will look to negotiate a discount from any local cycle store to encourage the purchase of cycle equipment. If obtained this will be promoted through the Travel Plan Website.
- 6.3.6 **Bikeability** - The TPC will also promote 'Bikeability' cycle training courses to residents will attempt to organise group training sessions if enough residents are interested.

Public Transport

- 6.3.7 **On-Site Bus Service** - The development will provide a financial contribution towards extending the new town bus service provided as part of Phase 1 to also serve the proposed development site on a route towards the town centre. Information on the new bus service as well as the location of the proposed bus stops within the development site will be provided to residents.
- 6.3.8 **Information on Bus and Rail Services** – information on public transport options will be presented on the Travel Plan website or pack. This will include information on bus services (including school services), location of bus stops and how to purchase tickets online. For rail, information on services, how to access timetable information will also be available as well as Travelcards. Other public transport discounts will be researched by the TPC and made available when identified.

- 6.3.9 On an ongoing basis, the availability of regular and direct public transport services to local destinations will be emphasised. Residents and staff will be kept up to date through social media pages within the development and via a Travel Plan website of changes to public transport timetables, events/issues/works potentially affecting public transport journeys, and the cost of season tickets.

Travel Voucher

- 6.3.10 To encourage walking, cycling, bus and rail travel a voucher of a value of up to £300 will be offered to all households. This will only be available to the first residents of each plot. Residents have the option to redeem the voucher on the following:

- Bus tickets on local bus services;
- Rail journeys or a Railcard;
- Cycle equipment and accessories.

Sustainable Car Use

- 6.3.11 **Car Sharing** – The use of car sharing will be promoted amongst residents of the development, with particular emphasis on car sharing for 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.
- 6.3.12 Measures will be taken to promote car sharing to new residents by providing regular information found on WC's website about their car sharing scheme (<https://wiltshire.liftshare.com/>). This provides an accessible and safe way for potential car sharers to identify people undertaking similar journeys and for matched trips to be established.
- 6.3.13 **Car Club** – The developer will provide an on-site car club space and fund a car club (one-car) for a period of two years following occupation of the 100th dwelling on-site. The car club will be promoted to residents with the aim of it becoming self-sustaining at the end of the initial two-year period.
- 6.3.14 **Electric Vehicle Charging** – EV charging will be provided for all new dwellings in line with building regulations requirements. Information will be made to residents about any car charging facilities provided as part of the Phase 1 mobility hub.

Sales Staff Training

- 6.3.15 The sales staff working on the development will be offered training by the TPC. In addition, every member of sales staff will be provided an FAQ sheet which will include questions and answers to likely Travel Plan questions.

Travel Plan Information Website and Leaflet

- 6.3.16 As set out in some of the measures, the information to encourage sustainable transport will be promoted through the Travel Plan website. This will include information on the following:

- **Proposed Development** – information on the development itself including the masterplan, and walking and cycling opportunities within and associated with the site.
- **Local Area** – plans showing local services and facilities will be provided to demonstrate the walking and cycling distances to each location.
- **Travel Incentives** – incentives including how to obtain the sustainable travel voucher and any other negotiated discounts will be set out. Other incentives such as travel cards and home deliveries will be set out.
- **Public Transport** – information on bus and rail timetables and services will be set out as well as locations of bus stops and how to access the railway station. Information on local taxi services will also be presented.
- **Walking and Cycling** – information on walking and cycling routes to the local area, schools including the public rights of way will be presented. Smart phone applications will also be presented.
- **Car Sharing, Car Club and EV charging** – information on the benefits of car sharing will be presented alongside website which facilitate car sharing. Information on the on-site car clubs to be provided and how to obtain membership and access will be set out.
- **Information about the Travel Plan and Contact Details** – a dedicated email address will be provided and the main objectives of the Travel Plan.
- **Links to Other Information** – any useful pages to promote sustainable travel will be included as well as any social media pages which are dedicated to the Travel Plan.

- 6.3.17 Alongside the website, a hard copy of the contents will be available upon request of the resident. At the time each household move onto the development, a link to the website will be provided. In line with the monitoring timescale, the website will be promoted in conjunction with the questionnaire surveys in the form of a leaflet.

SECTION 7 Implementation and Promotion

7.1 Travel Plan Coordinator

7.1.1 It is proposed that the developer will provide a Travel Plan Co-ordinator (TPC) for the site who will be responsible for the Travel Plan. In terms of timing, the TPC will be appointed prior to the occupation of any dwelling on the site and upon appointment. The TPC's contact details will be provided to WC at least three months prior to the first occupation.

7.1.2 The TPC will be funded for five years by the developer after the first occupation of the site. The TPC will provide continuity and a common point of reference for residents.

7.1.3 The TPC will undertake the following functions:

- Manage the day to day delivery of the measures set out in section 6 and the Action Plan in Section 9;
- Produce and update a Travel Plan website which should include local facilities, bus and train times, useful links and journey planning services;
- Market the travel plan and website to encourage interest and involvement of residents;
- Issue up to date and relevant sustainable transport information to help promote travel by sustainable modes;
- Promote the take-up of the sustainable travel voucher.
- Liaise with residents and monitor communication made by residents;
- Liaise with any local school TPCs;
- Liaise with WC as appropriate;
- Give a contactable, 'human face' to the Travel Plan;
- Undertake surveys and monitoring of the Travel Plan progress against the targets in the monitoring strategy.

7.2 Involvement of Residents

7.2.1 Involvement of all users of the site will be key to the success of the sustainable transport measures. The first occupier of each dwelling will be provided with access to the Travel Plan information website.

7.2.2 The TPC will liaise regularly with residents of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the Travel Plan will be made widely available to all residents to ensure that they are fully aware of the objectives of the Plan and of the full range of measures proposed.

7.2.3 A dedicated Travel Plan email address is to be set up to provide a forum for residents to communicate about the Travel Plan, to be monitored by the TPC.

7.3 **Promotion of the Travel Plan**

7.3.1 To help encourage sustainable travel from the development, the TPC will ensure that up to date information is provided and residents are aware of the Travel Plan. A flyer / leaflet will be produced on an annual basis and distributed to residents either online (via the developer/management company) or via a hard copy. This will provide updates on the monitoring through the five year period.

7.4 **Funding**

7.4.1 The developer will fund the following items:

- The transport infrastructure and measures outlined in Section 6 (and summarised in Table 6.1) of this FTP; and
- The TPC role for 5 years.

7.5 **Delivery and Enforcement**

7.5.1 The Travel Plan will be secured within the Section 106 agreement 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. The Travel Plan will be secured for a period of 5-years following occupation.

SECTION 8 Monitoring

8.1.1 The total monitoring programme of the development will be during the development build until five years after first occupation. The first TRICS SAM survey will be undertaken

- 12 months after first occupation of the first dwelling.
- Annually for the 5-year duration of the Travel Plan i.e. in years 2, 3, 4 and 5. The developer's involvement in the Travel Plan will end at year 5, assuming that the targets have been met.

8.2 **Table 8.1** outlines the proposed monitoring strategy for the 5 year period.

Table 8.1: Travel Plan Monitoring Strategy

Year	Survey Type	Monitoring Report
Baseline (12 Months after occupation of 1 st dwelling)	SAM Survey	✓
Year 2	N/A	
Year 3	SAM Survey	✓
Year 4	N/A	
Year 5	SAM Survey	✓

8.3 Reporting

8.4 Monitoring reports will be submitted to the WC Travel Plan Officer to evaluate progress after the surveys. The TPC will liaise with the Travel Plan Officer during each auditing period to review performance. Monitoring reports will be provided to WC within 3 months of data being received. During the baseline monitoring period new targets will be proposed to reflect the development and will replace the interim targets set out at Section 5.

8.5 Review

8.5.1 The effectiveness of the various measures within a Travel Plan in meeting the stated objectives cannot always be predicted accurately. Additionally, changes in outside influences, such as public transport accessibility and government policy can manifest over time. Therefore, a regular review of the travel plan is necessary in order to ensure that the measures/targets are adjusted where necessary.

8.6 Remedial Measures

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

8.6.2 The incentives may include one of the following:

- Holding a prize draw for households who travel the least miles by car;
- Organising a travel event with an incentive such as a bike doctor;
- Issuing additional bus taster tickets and further promotion of the website.

SECTION 9 Action Plan

9.1.1 The following Action Plan summarises the key FTP measures and actions:

Table 9.1: Action Plan

Objective	Measure	Timescale	Responsibility
Overall cross-objective	Appoint a Travel Plan Coordinator three months prior to occupation	Prior to Occupation	Developer
	Production of Travel Plan information leaflet	Produced in line with survey timeframe	Developer / TPC
	Production of a Travel Plan website	Prior to Occupation and maintained / updated through life of TP	TPC
	Sales staff training	Prior to Occupation	Developer
Reduce the Need to Travel	Deliver connections to broadband network	Prior to Occupation	Developer
Promotion of Walking	Walking maps and health information including apps	Prior to Occupation	TPC
	Delivery of MfS layout – permeable interconnecting streets etc	Phased with Development	Developer
	Pedestrian connections to Sandridge Common Road and the Phase 1 site	Phased with Development	Developer
	Improved footway on Sandridge Common	Phased with Development	Developer
Promotion of Cycling	Information Provision – cycling Maps and Routes as well as health information and apps	Prior to Occupation	TPC
	Offer of a £300 travel voucher which could be used to purchase cycle equipment or a bus taster ticket.	On occupation – travel plan leaflet	Developer / TPC
	Provision of cycle storage within each unit	Phased with Development	Developer
	Investigate bikeability training	During Year 1	TPC
Promotion of Public Transport	Information provision – timetables etc	Prior to Occupation	TPC
	Promote new on-site bus service	Ongoing	TPC
Sustainable Car Use	Promotion of car sharing schemes	Prior to Occupation and Ongoing	TPC
	Provision of a car club	Phased with Development	Developer
	EV Charging within each unit	Phased with Development	Developer

FIGURES



Figure 1.1: Site Context Plan

ITB12069

Key

- Phase 2 Site Boundary
- Phase 1 Site Boundary
- MELW40

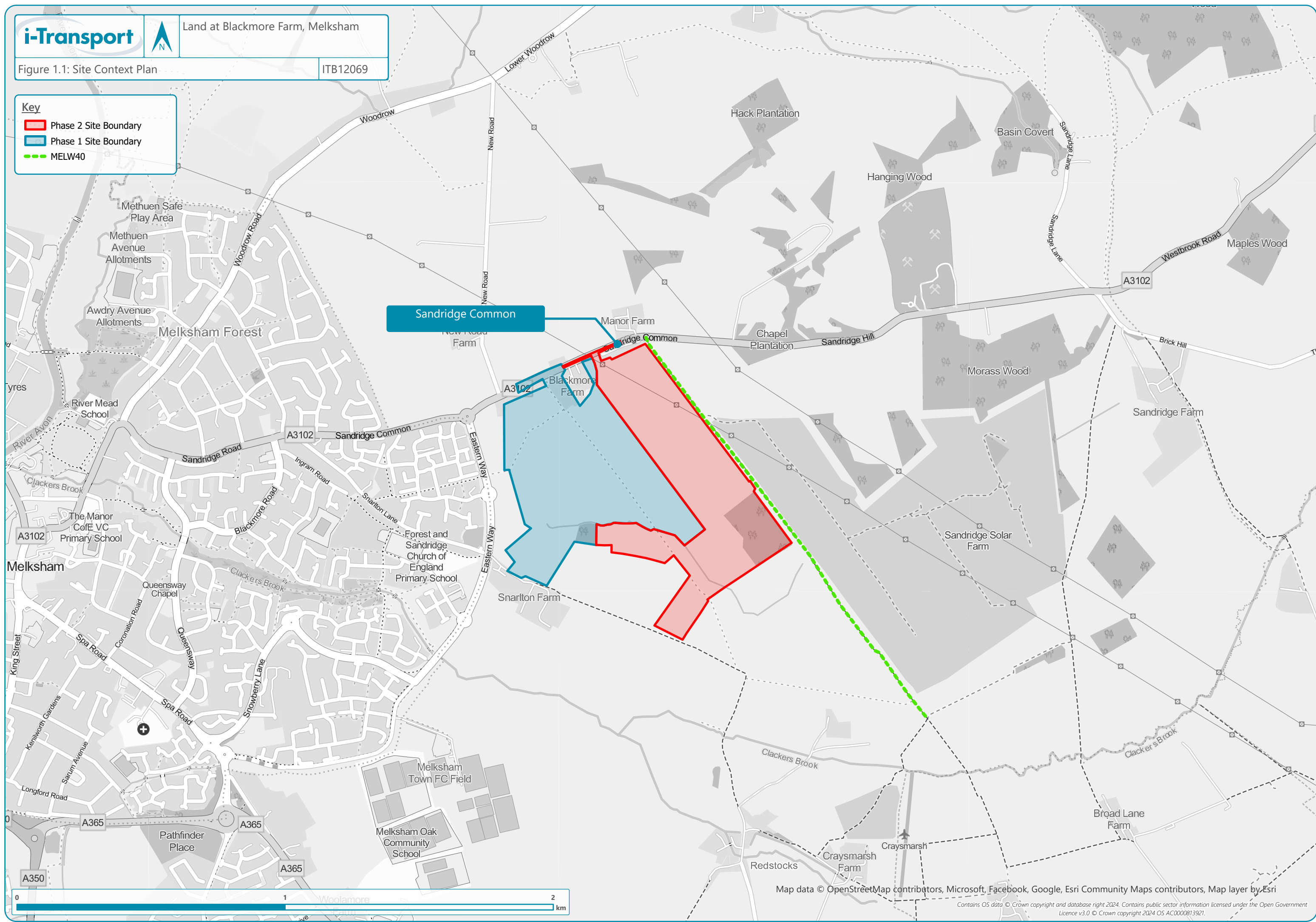




Figure 5.1: Accessibility and Context Plan

Key

- Phase 1 Site Boundary
- Phase 2 Site Boundary
- Town Centre

Suggested Walking Routes

Suggested Cycling Routes



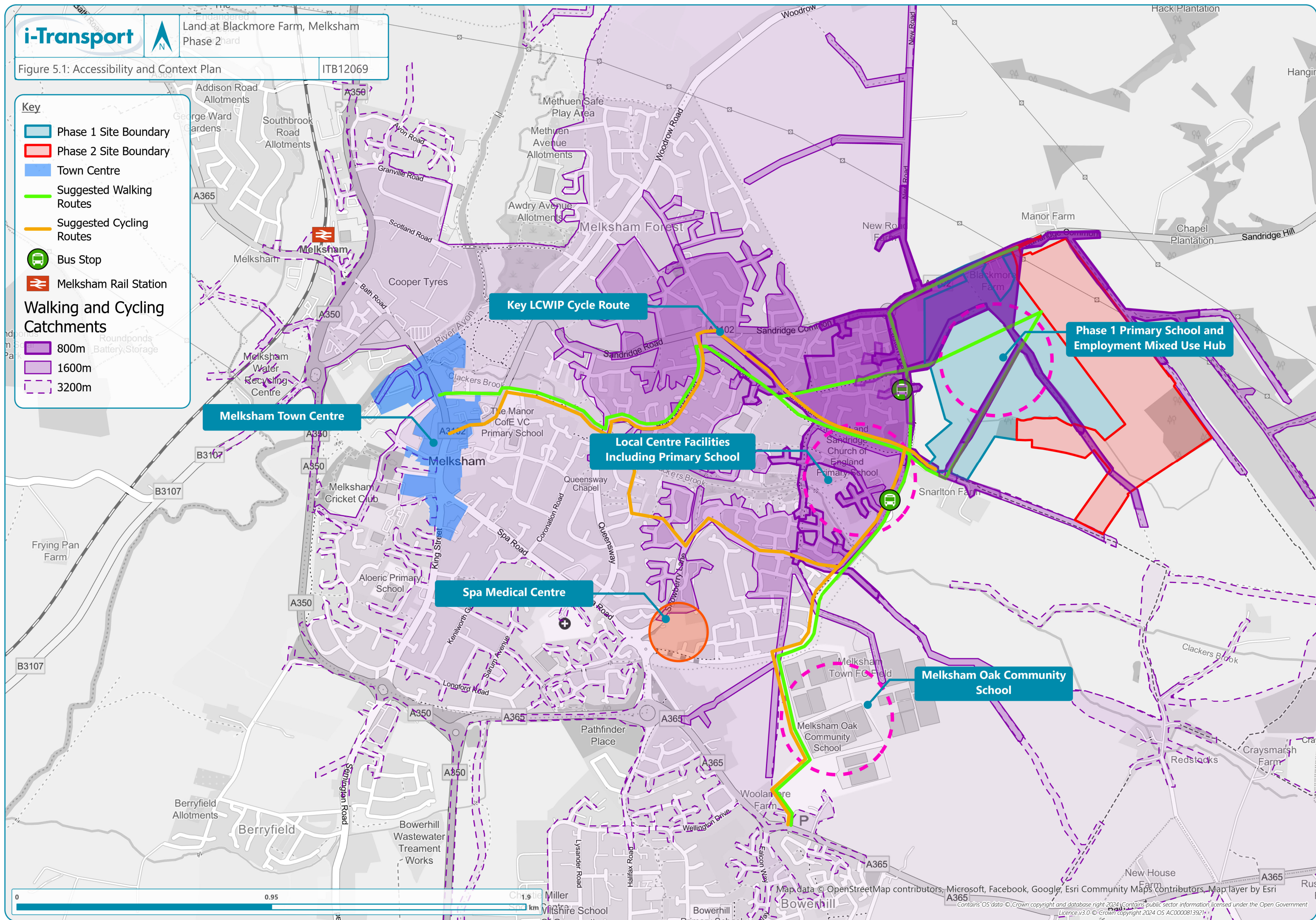
Bus Stop



Melksham Rail Station

Walking and Cycling Catchments

- 800m
- 1600m
- 3200m



DRAWINGS

