



Travel Plan

Land off Storridge Road,
Westbury, Wiltshire

Client: Gladman Developments Ltd



Document Control		
Report Reference	P25028/TP	
Document Version	Final	
File Reference	Prime Transport Planning\PrimeSharepoint - Documents\Projects 2025\P25028 - Land off Storridge Road, Westbury, Wiltshire\7.Reports\TP	
Date	May 2026	
Client	Gladman Developments Ltd	
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APPENDICES AVAILABLE IN THE TRANSPORT ASSESSMENT

1 INTRODUCTION

1.1 Purpose of Report

1.1.1 This Interim Residential Travel Plan (TP) has been prepared to accompany a planning application for a proposed residential development on land off Storridge Road, Westbury, Wiltshire.

1.1.2 The full proposed development description is as follows:

'An outline planning application for the demolition of number 5 and 6 Storridge Road and the erection of up to 165 dwellings with public open space, landscaping, sustainable drainage system and vehicular access point from Storridge Road. All matters reserved except for means of access.'

1.1.3 Prime Transport Planning (Prime) has produced this TP on behalf of Gladman Developments Ltd (Gladman).

1.1.4 This report forms part of the documentation to support a fourth application for development of the site by Gladman, with the original application (ref. 17/12342/OUT), second application (ref. 19/06389/OUT) and third application (ref. PL/2022/09842) being refused for reasons other than highways. All previous applications were for up to 200 dwellings, thus, the number of dwellings has reduced by 35.

1.1.5 It is acknowledged that Wiltshire Council is both the Local Highway Authority (LHA) and Local Planning Authority (LPA) for the area.

1.1.6 This report should not be seen as a definitive document but as the first stage of the TP process, which will continue and evolve over time with input from the developer and WC. This TP represents a commitment by the Applicant to ensure that the proposed development is accessible by sustainable modes of transport and every effort will be made to ensure that opportunities to encourage the use of these sustainable modes, particularly walking, cycling and public transport, will be promoted to residents.

1.1.7 Should Outline planning permission be granted, the housebuilder(s) will be expected to submit a Full TP. The Applicant will accept a suitably worded condition requiring the provision of such a document at the appropriate stage as per the standard TP development process.

1.1.8 This document has been prepared alongside a Transport Assessment (TA) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TA Appendices are referenced in this document.

- 1.1.9 This document has been prepared in accordance with the Government's Planning Practice Guidance: *Transport evidence bases in plan making and decision taking* (2014) and *Travel Plans, Transport Assessments and Statements* (2015).

1.2 Scope of Report

- 1.2.1 Following this introduction, the remainder of this report is structured as follows:

- Section 2 describes the relevant local and national TP policy and guidance and presents the objectives of this TP;
- Section 3 describes the existing situation in terms of the site and local highway network;
- Section 4 details the development proposal;
- Section 5 details access to the site by sustainable modes of travel, which includes walking, cycling and public transport;
- Section 6 sets out the trip generation for the site and discusses the targets of this TP;
- Section 7 describes the measures to be employed to achieve the targets set; and
- Section 8 discusses the management of the TP and describes how it will be monitored and reviewed.

2 TRANSPORT POLICY, GUIDANCE & OBJECTIVES

2.1 Introduction

- 2.1.1 It is important that any new developments conform to and complement national and local planning policy. This section details the policies that are relevant to the development.

2.2 National Planning Policy Framework

- 2.2.1 The current NPPF was published in December 2024, with slight amendments on 7th February 2025, and sets out the Government's current planning policies. At the heart of the NPPF is '*a presumption in favour of sustainable development*' as detailed in paragraphs 10 and 11.

- 2.2.2 Section 9 of the NPPF, *Promoting sustainable transport*, outlines the important role that the planning system has in facilitating sustainable development. It states in paragraph 110 that:

'Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.'

- 2.2.3 The document offers guidance for planning policies including:

- supporting appropriate mixes of land uses;
- minimising the number and length of journeys;
- actively involving local highway authorities, transport infrastructure providers and operators and neighbouring councils in order to align strategies and investments for supporting sustainable travel; and
- providing high quality walking and cycling networks and associated supporting facilities such as cycle parking.

- 2.2.4 Paragraph 115 of the NPPF provides direction for the assessment of sites for development, stating:

'...it should be ensured 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.'

2.2.5 In determining planning applications, paragraph 116 states that:

'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.'

2.2.6 Paragraph 117 continues:

'Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'

2.2.7 Section 8 of NPPF, Promoting healthy and safe communities, closely aligns with several of the principles of Travel Plans.

2.2.8 Paragraph 96 calls for developments to:

'...achieve healthy, inclusive and safe places which:

a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;

b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and

c) enable and support healthy lives, through both promoting good health and preventing ill-health, especially where this would address identified local health and well-being needs and reduce health inequalities between the most and least deprived communities – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.'

- 2.2.9 Paragraph 103 highlights the importance of access to open spaces as well as opportunities for sport and physical activity in the context of the health and well-being of communities. Paragraph 105 continues to include the importance of access to and the enhancement of public rights of way.

2.3 Planning Practice Guidance

- 2.3.1 The theme of sustainable development runs throughout Planning Practice Guidance, with the detailed elements regarding transport being focussed in the following sections:

- Transport evidence bases in plan making and decision taking; and
- Travel Plans, Transport Assessments and Statements.

- 2.3.2 Both sections of the Guidance provide significant amounts of detail on the information types and sources that are appropriate for helping LPAs to take forward their Local Plan with an appropriate evidence base. The Guidance is also a useful reference for assessing schemes such as the development which this report accompanies.

2.4 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011)

- 2.4.1 This Transport White Paper, prepared by the Department for Transport (DfT), states its vision for a *'transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities'*.

- 2.4.2 It believes that *'we can build the balanced, dynamic low carbon economy that is essential for our future prosperity'* by improving sustainable transport links and investing in new projects that *'promote green growth'* but importantly states that *'investment on its own is not enough – we also need to help people to make transport choices that are good for society as a whole'*.

- 2.4.3 The paper makes the pertinent point that *'two thirds of journeys are under five miles – many of these could be easily cycled, walked or undertaken by public transport'* but practical alternatives to private

car use must be made more attractive. Their research suggests that a *‘substantial proportion of car drivers would be willing to drive less, particularly for shorter trips’*.

2.4.4 It recognises that sustainable modes of travel are not viable alternatives to private car travel for all journeys, particularly those in rural areas or long distance trips. Greener car technologies will develop over the long term but *‘sustainable travel initiatives are available now, and will continue to have benefits for congestion and wealth’*. It states that short, local journeys are where the greatest opportunities for encouraging sustainable travel lie.

2.4.5 In terms of how sustainable transport choices can be encouraged, the White Paper believes that *‘it is at the local level that most can be done to enable people to make more sustainable transport choices’*. At this level it can be a mix of smaller-scale transport schemes and citizens acting together which can facilitate the effective delivery of local transport solutions that are *‘developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities’*.

2.5 National Climate Change Agenda

2.5.1 In 2019 the UK Government made an Order to The Climate Change Act of 2008. Through this Order, the Government committed to make the UK a ‘net zero’ emitter of greenhouse gases by 2050 relative to 1990 emission levels. One way to help achieve this is to reduce greenhouse emissions caused by road traffic, with the Government announcing the ban of new petrol and diesel engine cars by 2035, outlining a clear shift toward electric vehicles, whilst at the same time continuing to encourage active travel (walking and cycling) as well as public transport use.

2.5.2 The Climate Change Committee advises the UK Government on emissions targets. In its 2022 Report to Parliament, it highlighted that action was needed to support a modal shift away from car travel in order for the UK to achieve net zero carbon status by 2050.

2.6 Wiltshire Local Transport Plan 4 (LTP4) (2025-2038)

2.6.1 The WC LTP4 document was adopted in March 2025 and sets out WC’s overall transport strategy and policies that seek to manage and improve the transport network within the county.

2.6.2 LTP4 sets out six objectives, which are as follows:

- Rurality;
- Health, wellbeing and safety;
- Economic growth;
- Futureproofing transport;
- Transport decarbonisation; and
- Unique environment.

- 2.6.3 In order to achieve the above objectives, LTP4 sets out four key policy areas, each of which comprise their own specific policies. The key policy areas and policies related to this report are as follows:

Avoid unnecessary travel:

- Policy A1 - Reduce the need to travel as often through combining journeys and providing digital options; and
- Policy A2 - Enabling access to services, jobs and other destinations within closer reach.

Shift to more sustainable modes of transport:

- Policy S1 - Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving dedicated walking/cycle routes, journey safety, access and quality;
- Policy S2 - Provide more public and shared transport options, and improve service quality;
- Policy S3 - Provide better access to public and shared transport services; and
- Policy S4 - Influence the demand for private car use, ensuring improved access and journey time reliability for those who need it most.

Improve vehicle, fuel and network efficiency:

- Policy I1 - Facilitate and encourage move to low and zero emission vehicles; and
- Policy I2 - Enable safer, more efficient driving and operation of road networks.

Support and enable delivery of the Avoid, Shift and Improve policy areas:

- Policy SU1 - Empower people with the skills, knowledge and motivation they need to safely access more sustainable and healthier transport; and
- Policy SU2 - Work in partnership with Government bodies, stakeholders to improve transport for all.

2.7 Wiltshire Core Strategy (CS) (2015-2026)

- 2.7.1 The WC CS document was adopted in January 2015 and provides a positive and flexible overarching planning policy framework for Wiltshire up until 2026, with the aim of creating stronger, more resilient communities within Wiltshire.

- 2.7.2 The transport specific policies considered to be pertinent to the development proposals are as follows:

Core Policy 60: Sustainable Transport

- 2.7.3 WC will use its planning and transport powers to reduce the need to travel by private car, encourage the sustainable movement of people and goods within and through Wiltshire. This will be achieved by:

- Planning developments in accessible locations;
- Promoting sustainable transport alternatives to the use of private car;
- Maintaining and improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community;
- Promoting appropriate demand management measures;
- Influencing the routing of freight within and through the county; and
- Accessing and mitigating the impact of developments on transport users, local communities and the environment.

Core Policy 61: Transport and Development

- 2.7.4 New development can potentially have both a positive and negative impact on transport, therefore, the transport impacts of new developments need to be in accordance with national guidance.
- 2.7.5 Planning developments in locations that are accessible means that communities can access their needs easily and without always needing a car. Providing good accessibility can also change people's travel behaviour towards more sustainable methods of transport.
- 2.7.6 In the past, some developments have not always catered for the needs of sustainable transport users or operators, and this is no longer acceptable. Therefore, as part of a required TA, it must be demonstrated that the needs of all transport users, where relevant, have been considered in accordance with the identified hierarchy.
- 2.7.7 A key consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for road users.
- 2.7.8 New development should be located and designed to reduce the need to travel by private car, and to encourage the use of sustainable transport alternatives.
- 2.7.9 As part of a required TA, it must be demonstrated that consideration has been given to the needs of all transport users, where relevant, according to the following hierarchy:
- Visually impaired and other disabled people;
 - Pedestrians;
 - Cyclists;
 - Public transport;
 - Goods vehicles;
 - Powered two-wheelers; and
 - Private cars.
- 2.7.10 It must also be demonstrated that the proposal is capable of being served by safe access to the highway network.

Core Policy 62: Development Impacts on the Transport Network

- 2.7.11 Developments should provide mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.
- 2.7.12 Proposals of new development should not be accessed directly from the national primary route network outside built-up areas, unless an overriding need can be demonstrated.

Core Policy 64: Demand Management

- 2.7.13 Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. Car park management is one of these measures and involves efficiently managing the car parking stock through the implementation of appropriate supply, maintenance, charging and enforcement measures. The measures include:
- Residential Parking Standards - the provision of car parking associated with new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in most new residential development.
 - Traffic management measures - traffic management measures will be developed to promote sustainable transport alternatives, reduce reliance on the car, lower the risk of accidents and improve the environment.
 - Smarter choices measures - appropriate smarter choices measures will be developed to influence people's travel behaviour towards more sustainable travel options.

2.8 Manual for Streets

- 2.8.1 *Manual for Streets* (MfS) was published on behalf of the DfT and Communities and Local Government in March 2007 and provides advice for the design of residential streets in England and Wales.

- 2.8.2 The focus of MfS is to demonstrate the:

'benefits that flow from good design and assigns a higher priority to pedestrians and cyclists, setting out an approach to residential streets that recognises their role in creating places that work for all members of the community. MfS refocuses on the place function of residential streets, giving clear guidance on how to achieve well-designed streets and spaces that serve the community in a range of ways' (MfS page 7).

- 2.8.3 The guidance addresses many common design principles and discusses detailed design issues, often presenting recommended design criteria. Some of the key principles of MfS include:
- The need to shift from focusing on designing for motor vehicles to designing streets around the needs of pedestrians, cyclists and public transport users which in turn enhances safety;
 - Good design can help to create and strengthen a sense of place and community;

- Creating streets that are permeable and offer good quality connections to main destinations for all road users;
- Inclusive design that recognises the needs of people of all ages and abilities; and
- Cost-effective construction often by avoiding over-designing.

2.8.4 In September 2010 a companion document *Manual for Streets 2 - wider application of the principles* (MfS2) was published. This document expands on some of the design principles of MfS and provides examples of places where designs based on these principles have been implemented.

2.9 Wiltshire Parking Standards

2.9.1 The minimum parking standards for residential developments are set out in the WC *Car Parking Strategy* document, which forms part of LTP3 and are still current at the time of writing this report.

Table 2.1: WC Residential Parking Standards

Bedrooms	Minimum Spaces
1	1 space
2 to 3	2 spaces
4+	3 spaces
Visitor Parking	0.2 spaces per dwelling (unallocated)

2.10 Travel Plan Objectives

2.10.1 From consideration of national and local transport policy it is clear that TPs have an important role in reducing congestion, minimising the environmental impact of travel and in supporting healthy living. Clearly providing funding alone is insufficient to encourage the use of sustainable modes of transport; any funding should be accompanied by encouragement to use these modes and promotion of their benefits.

2.10.2 In line with the abovementioned policy and guidance, the Applicant feels that the TP should have the following objectives:

- Enable residents of the site and visitors to it to make sustainable travel choices that benefit themselves, their community and the environment;
- Design the development in such a way that it is accessible to all people regardless of any disability or impairment in order to enhance social inclusion;
- Raise awareness of the benefits of sustainable transport modes in terms of the benefits to individuals, local communities and the environment;
- Ensure that sustainable travel modes offer convenient options for door-to-door travel; and
- Ensure that sustainable travel choices are encouraged in the short term and continue to be used in the long term.

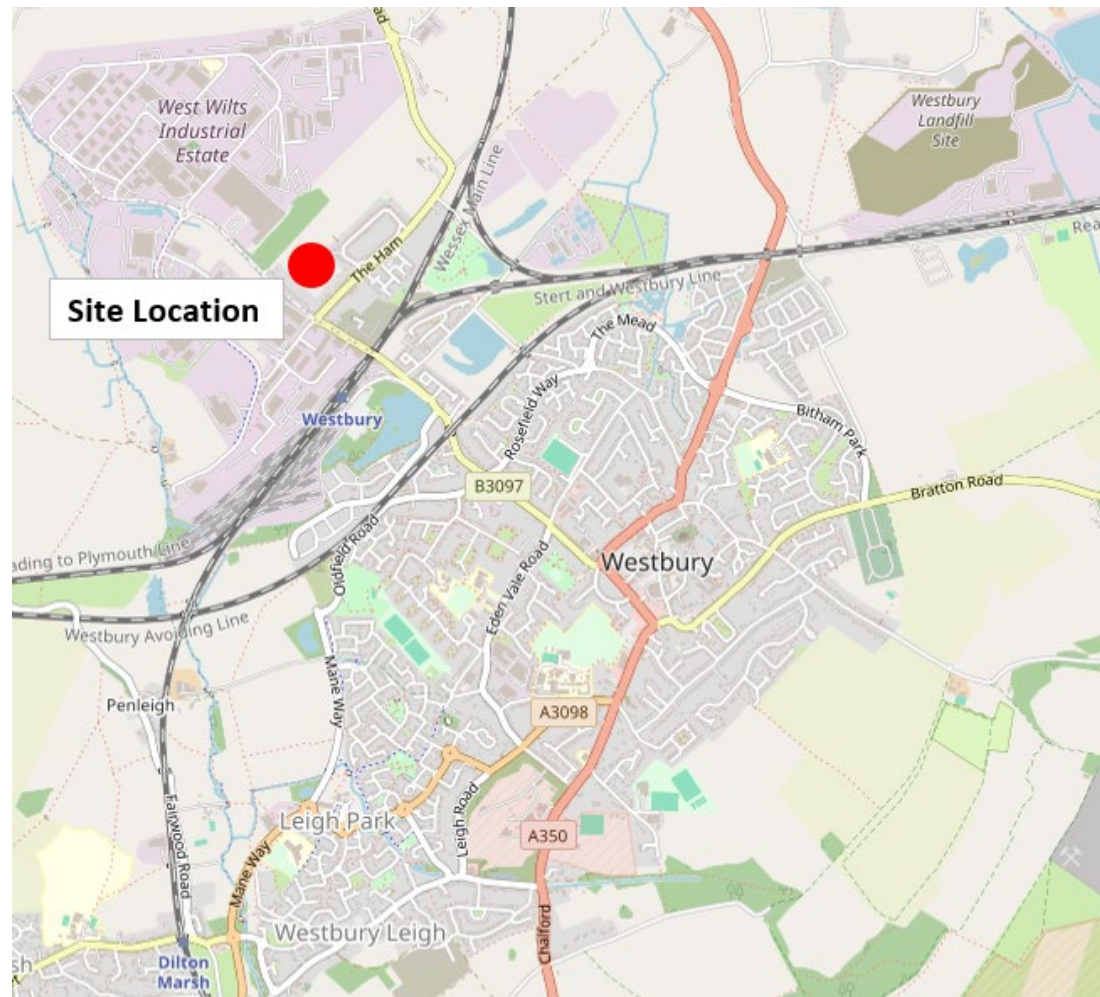
2.11 Summary

- 2.11.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. The objectives of the TP have also been stated. How the site conforms to and complements these policies and guidance will be discussed in the following sections of this report, where relevant.

3 EXISTING SITUATION

3.1 Site Description

- 3.1.1 The site is currently undeveloped and agricultural in use. It is located to the north-west of Westbury town centre.
- 3.1.2 Agricultural land forms the northern boundary of the site, the rear gardens of residential properties form the eastern and southern boundaries, while woodland and the West Wilts Trading Estate form the western boundary.
- 3.1.3 An existing gated agricultural access into the site is provided on Storridge Road, which is located in the south-western corner of the site.
- 3.1.4 Prime is aware of the 'Land at Glenmore farm' development (ref. PL/2021/03749) for up to 145 dwellings to the north-east of the site, which was granted planning permission at Appeal (ref. APP/Y3940/W/24/3345598) on 21st January 2025.
- 3.1.5 Westbury itself is a town located circa 6km to the south of Trowbridge, 18km to the south-east of Bath and circa 35km to the south-east of Bristol.
- 3.1.6 The location of the site, in the context of Westbury and the local highway network, is illustrated on Image 3.1.

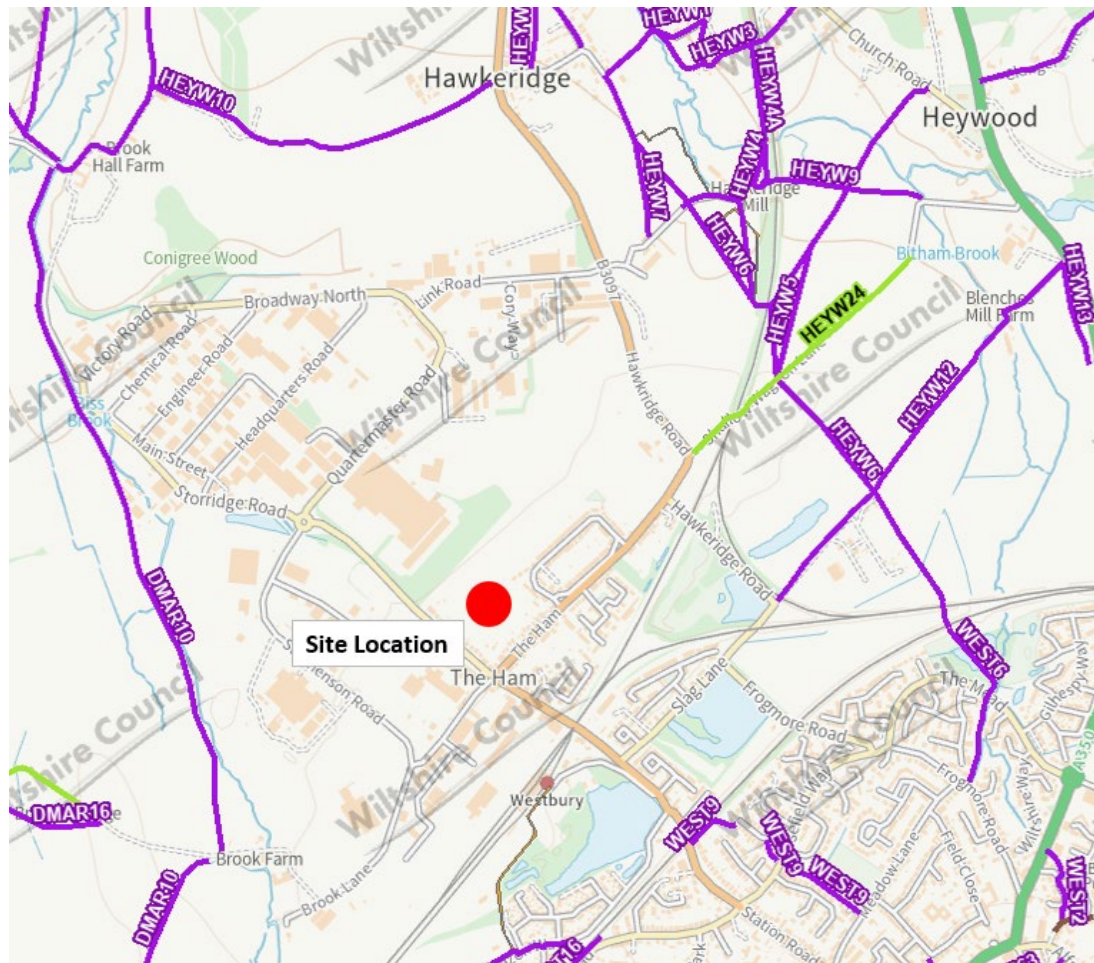
Image 3.1: Site Location and Local Highway Network

Source: <https://www.openstreetmap.org>

3.2 Public Rights of Way

- 3.2.1 Image 3.2 shows the Public Rights of Way (PRoW) network in proximity to the site, this being an annotated extract from WC's online mapping system with footpaths being highlighted in purple and bridleways highlighted in green.

Image 3.2: Extract from WC's Online Mapping System Depicting the Public Rights of Way

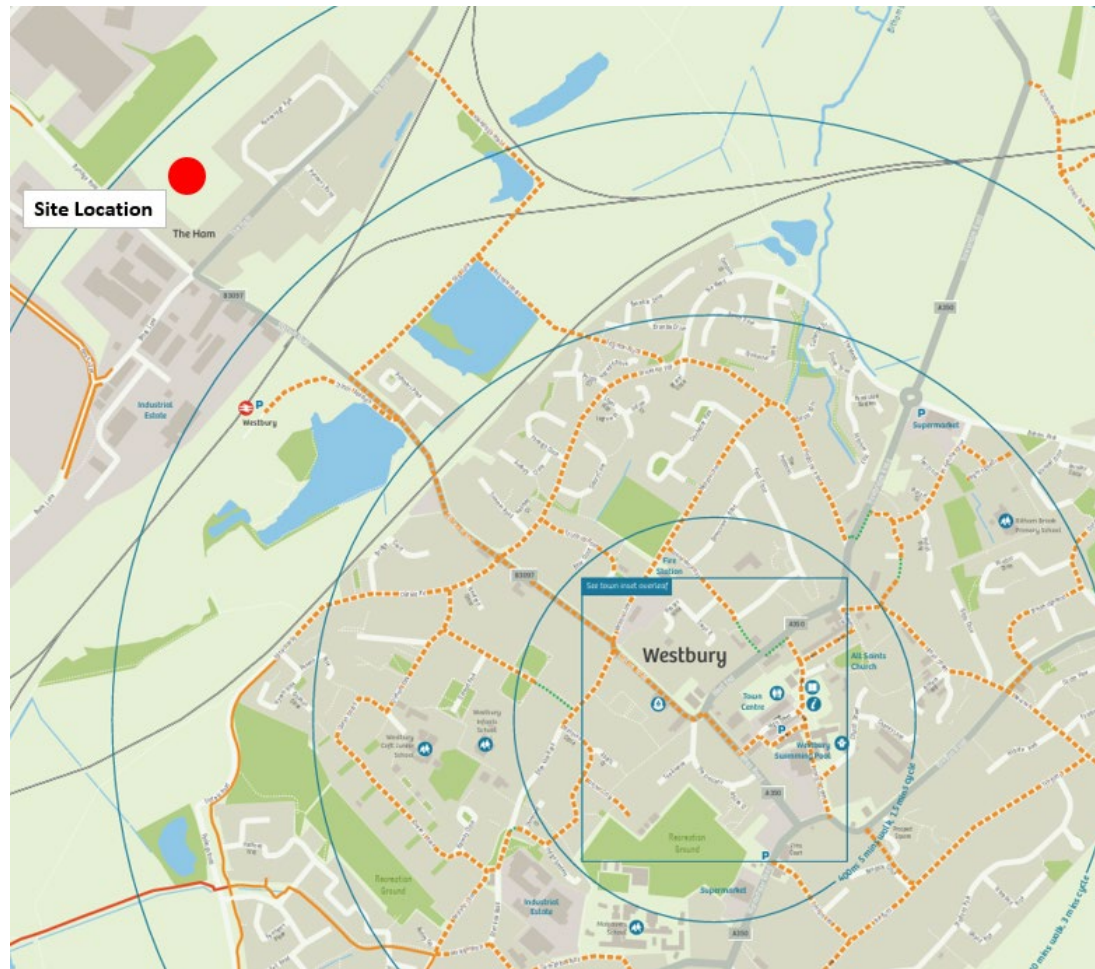


Source: <https://wiltscouncil.maps.arcgis.com/apps/webappviewer/index.html>

- 3.2.2 Image 3.2 shows that no PRoW traverse the site, but there is a nearby network of footpaths which pass through a variety of rural and more urban areas. The 'HEYW24' bridleway, which also allows cycling, is located off The Ham via Shallow Wagon Lane to the north-east of the site.

3.3 Cycle Routes

- 3.3.1 Image 3.3 shows the cycle network in Westbury, this being an annotated extract from the ‘Westbury Cycling Map’, which can be accessed on the WC ‘Connecting Wiltshire - Travel Made Simple’ website, with solid orange lines representing surfaced cycleways/paths, red lines representing unsurfaced cycleways/paths and dashed orange lines representing recommended on-road cycle routes.

Image 3.3: Extract from WC's Online 'Westbury Cycling Map'

Source: <https://www.connectingwiltshire.co.uk/getting-around/cycling/cycle-maps-routes>

- 3.3.2 Image 3.3 shows that many of the local roads are recommended cycle routes, while some surfaced cycleways/paths are provided.

3.4 Local Highway Network

Storridge Road

- 3.4.1 Storridge Road lies to the south of the site and runs in a north-west to south-east direction. It provides a connection from West Wilts Trading Estate in the north-west to its mini-roundabout junction with The Ham, Station Road and Brook Lane in the south-east. Storridge Road is a single-carriageway unclassified road.
- 3.4.2 Storridge Road is circa 6m in width, is subject to a 30mph speed limit, has a continuous footway on the northern side and discontinuous footway on the southern side. Street lighting is provided and on-street parking is permitted except for where there are double yellow lines at its mini-roundabout junction with The Ham, Station Road and Brook Lane.

B3097 Station Road

- 3.4.3 The B3097 Station Road (Station Road) runs from the abovementioned mini-roundabout to Westbury town centre. It is generally circa 6m in width, subject to a 30mph speed limit, has a continuous footway on the southern side and discontinuous footway on the northern side. Street lighting is provided along the road. A zebra crossing with Belisha beacons is provided close to the mini-roundabout. As its name suggests, the road provides connection to Westbury train station.

B3097 The Ham

- 3.4.4 The B3097 The Ham (The Ham) is a local distributor road with residential frontage in the vicinity of the site that runs in a north-east to south-west direction. It provides a connection from the A350 in the north-east to its mini-roundabout junction with Station Road, Brook Lane and Storridge Road in the south-west. The Ham is a single carriageway residential road, circa 7.5m in width with ghost-island right turns to Hawkeridge Park and Paxman's Road. It is subject to a 30mph speed limit and has discontinuous footways along its length; where there are no footways provided, there are wide grass verges circa 2m in width. Street lighting is also provided.
- 3.4.5 Before connecting with the A350, The Ham becomes Hawkeridge Road, which is more rural in nature and subject to a 50mph speed limit. Traffic calming gateway features are present on approach to the 30mph speed limit, including rumble strips on high friction surface coating, roundel on high friction surface and yellow highlighted speed limit signage. A priority chicane is provided just inside the 30mph speed limit section. A zebra crossing with Belisha beacons is provided close to the mini-roundabout.

A350

- 3.4.6 Hawkeridge Road merges with the A350 at a 4-arm compact roundabout in Yarnbrook. The A350 runs from Warminster in the south to junction 17 of the M4 in the north via Melksham and Chippenham, while it also runs through Westbury. It measures circa 8m in width, is subject to national speed limit and near to Westbury the road has a single carriageway with ghost island right turn facilities.

4 DEVELOPMENT PROPOSAL

4.1 Development Description

4.1.1 Gladman is seeking Outline planning permission for a residential development on land off Storridge Road, Westbury, Wiltshire.

4.1.2 The full proposed development description is as follows:

‘An outline planning application for the demolition of number 5 and 6 Storridge Road and the erection of up to 165 dwellings with public open space, landscaping, sustainable drainage system and vehicular access point from Storridge Road. All matters reserved except for means of access.’

4.1.3 A Development Framework Plan (DFP) has been produced by CSA Environmental and forms part of the supporting documentation for the planning application. The planning documents should be available via WC’s online planning portal.

4.1.4 The DFP is indicative only but shows that the site is to be accessed via a new junction located on Storridge Road, with the access road continuing into the main developable area of the site and secondary roads branching off it.

4.1.5 The existing gated agricultural access in the south-western corner of the site will form an emergency access, which will also function as a pedestrian and cycle access.

4.1.6 The DFP identifies the opportunity to create a new pedestrian link from the northern boundary of the site to the ‘Land at Glenmore farm’ development, which is subject to further investigation. Similarly, a potential pedestrian connection is identified to the existing play area off Hawkeridge Park which is also subject to further investigation.

4.1.7 The developed areas will be provided across most of the site and will be fringed by green infrastructure, while the north-western section of the site will serve as a large area of public open space, which will comprise scenic walking routes, a community orchard and SuDS basin. A local equipped area for play (LEAP) will be provided towards the south-western corner of the site.

4.2 Access Strategy

Vehicular Access

4.2.1 Previously, access was proposed to be taken through properties 13 and 14 on Storridge Road, however, access is now proposed to be taken through properties 5 and 6 on Storridge Road meaning that both houses will be demolished.

- 4.2.2 The most appropriate form of junction to serve the development is a priority-controlled junction, which will comprise a 5.5m wide carriageway, 7.5m corner radii and 2 x 2m wide footways. WC Highways confirmed the provision of 2 x 2m wide footways to be acceptable in its consultation response to the third application.
- 4.2.3 As part of the access proposals, the footway on the northern side of Storridge Road will be widened to 1.8m, which WC Highways confirmed to be acceptable in its consultation response to the third application. Investigations by the LHA suggested that a wider footway e.g. 2m, that meets a suitable crossfall gradient would unlikely be deliverable.
- 4.2.4 Based on the stopping sight distance (SSD) calculation in MfS2, with reference to the observed 85th percentile speeds presented in Table 3.2, a visibility splay of 2.4m x 56m (35.8mph) would be required to the left on exit and a visibility splay of 2.4m x 48m (32.2mph) would be required to the right on exit.
- 4.2.5 For robustness, the maximum achievable visibility splays of 2.4m x 78m to the left on exit and 2.4m x 82m to the right on exit have been established.
- 4.2.6 Any vegetation, which falls between a height of 0.6m and 2m, will be cut back to ensure the visibility splays from the proposed vehicular access can be maintained.
- 4.2.7 The proposed access strategy is shown on Drawing P25028-001 in Appendix E of the TA.

Emergency/Pedestrian/Cycle Access

- 4.2.8 During scoping and post-submission discussions as part of the original application, WC Highways suggested that it would favour an emergency access to be provided if the site is to be served by a single vehicular access as planned. It is therefore proposed to provide an emergency access at the site's existing gated agricultural access in the south-western corner of the site on Storridge Road. This access will also function as a pedestrian and cycle access, which will enhance the site's permeability. The exact dimensions will be confirmed at the detailed design stage, but it is expected to consist of a minimum 3.7m width in line with *Approved Document B* of the Building Regulations.
- 4.2.9 During scoping discussions associated with the third application, WC Highways queried whether there was scope to provide an additional access in the northern section of the site. Prime subsequently discussed this with the Applicant, who confirmed that they would be willing to facilitate a pedestrian connection to the 'Land at Glenmore farm' development. The link would be provided up to the site boundary with full connection dependent on the respective developer.

4.3 Pedestrian Crossing Upgrade

- 4.3.1 It is noted through post-submission discussions as part of the previous applications that WC Highways would have sought contributions towards the upgrade of the zebra crossings on The Ham and Station

Road to that of puffin crossings. These proposals are shown on Drawing P25028-002 in Appendix E of the TA and have been designed in line with comments provided by WC Highways in its consultation response to the third application.

4.4 Station Road Railway Bridge Repair

4.4.1 In its consultation response to the third application, WC Highways stated that *‘the development should secure a 10 year time limited contribution to a scheme to strengthen the Station Road underbridge enabling bus accessibility to the development to be improved’*. Furthermore, during scoping discussions associated with this application (Appendix A of the TA), WC Highways stated that *‘we are keen to secure funding for the Bridge repair and the focus will be on that rather than other local improvements’*.

4.4.2 The repairs would be particularly beneficial, as due to a structural defect, buses have been diverted away from the bridge and away from their traditional route on The Ham. Buses are now diverted along Slag Lane, thus, the bus stops located on The Ham are not currently served by buses. If the railway bridge was repaired, buses could be re-routed back onto their former route, enabling future residents of the site and surrounding area to have easier access to bus travel.

4.4.3 The Applicant is willing to consider a proportionate contribution as part of this application.

4.5 Internal Layout

4.5.1 In accordance with MfS, the design speed of the access road will be 20mph. While the internal layout will be subject to a separate Reserved Matters application(s), it is expected that it will be based on MfS design guidance, meaning that the layout will focus on the needs of pedestrians, cyclists, and public transport users, create a sense of place and community, create permeable streets offering good quality connections and recognise the needs of people of all ages and abilities. All of these should be achieved without over-designing.

4.6 Car Parking Provision

4.6.1 As the final housing mix is not known and subject to future submissions, calculations relating to detailed parking provision have not been undertaken. An eventual Reserved Matters application(s) will specify sufficient parking, both in terms of numbers and dimensions, to comply with the relevant standards at the time of submission. At the time of writing, the current standards are provided in Table 2.1 in Section 2.

4.7 Electric Vehicle Charging

4.7.1 The eventual housebuilder(s) will provide an appropriate level of electric vehicle charging facilities within the site, compliant with the Building Regulations Approved Document S *Infrastructure for the charging of electric vehicles*.

4.8 Cycle Parking Provision

- 4.8.1 For all dwellings, it is expected that adequate secure storage will be provided within the curtilage of each property. Further details will be provided at the Reserved Matters stage.

4.9 Summary

- 4.9.1 The site is proposed to be served by a new simple priority-controlled junction on Storridge Road by demolishing properties 5 and 6. The proposed form and geometry of the junction is compliant with local and national guidance and has previously been approved in principle by WC Highways as part of the previous applications on the site by Gladman. The proposed access strategy is shown on Drawing P25028-001 in Appendix E of the TA.
- 4.9.2 As part of the access proposals, the footway on the northern side of Storridge Road will be widened to 1.8m, which WC Highways confirmed to be acceptable in its consultation response to the third application.
- 4.9.3 Visibility splays of 2.4m x 78m to the left and 2.4m x 82m to the right can be achieved at the site exit, exceeding the MfS2-calculated visibility requirements based on the observed 85th percentile vehicle speeds along Storridge Road. The visibility splays are shown on Drawing P25028-001 in Appendix E of the TA.
- 4.9.4 The existing gated agricultural access in the south-western corner of the site will form an emergency access, which will also function as a pedestrian and cycle access.
- 4.9.5 The Applicant is willing to provide funding/contributions towards:
- the upgrade of two zebra crossings to puffin crossings on The Ham and Station Road; and
 - the upgrade of the Station Road railway bridge.
- 4.9.6 The pedestrian crossing upgrade will enhance pedestrian and cycle safety, while the upgrade of Station Road railway bridge will enable existing residents of the local area and future residents of the site to have easy access to bus travel.
- 4.9.7 The level of parking will be provided in line with the WC *Car Parking Strategy* document, with this confirmed at the Reserved Matters stage.
- 4.9.8 As described in this section, the development proposals, particularly the site access, will conform to national and local policy guidance including WC CS Core Policies 60, 61 and 64 as well as the LTP4 objectives of transport decarbonisation and health, wellbeing and safety.
- 4.9.9 The design principles help the site to conform to NPPF guidance including paragraph 115 in terms of creating '*safe and suitable access*', paragraph 117 in giving priority to pedestrian and cycle

movements and creating safe and attractive places which minimise conflicts between traffic and cyclists or pedestrians.

5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction

- 5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel, or where sustainable modes of travel can be introduced. The NPPF defines sustainable transport modes as:

‘Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra-low and zero emission vehicles, car sharing and public transport.’

- 5.1.2 Walking, cycling and public transport are commonly regarded to be the most sustainable modes of transportation. This section of the report will describe how the site can be accessed by these modes.

5.2 Access on Foot

- 5.2.1 The site is located to the north-west of Westbury town centre, forming an extension of the adjoining existing residential area. Good quality footways exist on the residential streets in the wider area, i.e. on Storridge Road and The Ham, with street lighting.
- 5.2.2 As detailed in Section 4, the proposals include 2m wide footways on both sides of the vehicular access, connecting to the existing footway provision in the northern verge of Storridge Road, which will be widened to 1.8m.
- 5.2.3 The existing gated agricultural access in the south-western corner of the site will serve as a pedestrian/cycle access and will connect to the existing footway provision in the northern verge of Storridge Road.
- 5.2.4 A potential connection to the ‘Land at Glenmore farm’ development may also further facilitate a connection to The Ham. A similar potential connection to the existing play area off Hawkeridge Park has also been identified. Both connections are subject to further investigation and discussions with the respective landowners.
- 5.2.5 Pedestrians are currently able to make use of the existing zebra crossings on The Ham and Station Road when travelling to/from Westbury town centre. However, the Applicant is willing to provide funding to upgrade these zebra crossings to puffin crossings in line with WC Highways requests as part of the previous applications.
- 5.2.6 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled

Providing for Journeys on Foot (2000) suggests walking distances which are relevant to this application. These distances are shown in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

Criteria	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Source: CIHT Document *'Providing for Journeys on Foot'* (2000)

- 5.2.7 In order to highlight the site's accessibility on foot, an indicative walking isochrone has been produced using the Geographic Information System (GIS) software Visography TRACC. Figure 5.1 in Appendix F of the TA represents the site's walking catchment with the CIHT's *'Preferred Maximum'* distances of 1200m and 2000m for local service and commuting/school trips illustrated.
- 5.2.8 To provide an accurate representation of the future highway network, the site's proposed vehicular access point and pedestrian/cycle access point have been manually added to the network used for the isochrone. The accessibility distance is based on an origin/destination point in the approximate centre of the developed portion of the site. The potential pedestrian connections have not been included in this assessment.
- 5.2.9 Table 5.2 summarises the distance and the typical time it would take to walk from the centre of the site to some of the local amenities and centres of employment and education identified in Figure 5.1 in Appendix F of the TA via the road/footway network. It provides a comparison against those distances recommended in the CIHT's *Providing for Journeys on Foot*. The time it takes is based on a walking speed of 4.8kph which corresponds with the TRACC default, which itself is based on advice in the DfT document *Transport Connectivity Travel Time Indicators: Guidance Notes*.

Table 5.2: Walking Distance and Time Taken from Site to Local Amenities

Amenity	Distance from Site (m)	Preferred Max Walk Distance (m)	Walk Time (mm:ss)
Proposed Community Orchard	109	1200	01:22
Proposed Local Equipped Area for Play	152	1200	01:56
Convenience Store/Post Office	468	1200	05:53
West Wilts Trading Estate	673	2000	08:26
Westbury Industrial Estate	689	2000	08:37
Northacre Industrial Park	836	2000	10:28
West Wiltshire Youth Sailing Association	961	1200	12:04
The Railway Inn Public House	1045	1200	13:04
Westbury Train Station	1046	1200	13:12
Vivash Park	1252	1200	15:40
Westbury Fire Station	1732	1200	21:40
Westbury Scout Hut	1763	1200	22:02
Westbury Church of England Junior School	1811	2000	22:38
Westbury Methodist Church	1820	1200	22:46
Westbury United Football Club	1870	1200	23:23
Saint Bernadette's Catholic Church	1898	1200	23:46
Westbury Infant School	1960	2000	24:32
Bright Stars Nursery	1964	1200	24:34
Westbury High Street	2058	1200/2000	25:44

- 5.2.10 As described in Section 4, the proposed development will include a community orchard and LEAP, both of which are listed in Table 5.2.
- 5.2.11 The results in Table 5.2 show that a convenience store/Post Office can be reached within the acceptable walking distance of 800m for local service trips, while West Wiltshire Youth Sailing Association and the Railway Inn Public House can be reached within the preferred maximum walking distance of 1200m, along with Westbury Train Station, whose services and facilities are outlined later in this section. Although located outside of the 1200m catchment, Westbury High Street, which comprises a multitude of amenities and services and potential employment opportunities for future residents of the site, as well as places of worship, Vivash Park, Westbury Scout Hut, Westbury United Football Club and Bright Stars Nursery, can be reached within a circa 26-minute walk from the site.
- 5.2.12 West Wilts Trading Estate, Westbury Industrial Estate and Northacre Industrial Park, which offer potential employment opportunities for future residents of the site, can be reached within the acceptable walking distance of 800m for commuting trips.
- 5.2.13 Westbury Church of England Junior School and Westbury Infant School can be reached within the preferred maximum walking distance of 2000m for school trips.
- 5.2.14 Matravers Secondary School is outside of the 2000m catchment but accessible in less than a 31-minute walk, which is likely to be reasonable for many secondary school children.

- 5.2.15 Given the evidence presented in Figure 5.1 in Appendix F of the TA and Table 5.2, walking can be considered to be a realistic and viable method of travel indicating that the site's location is accessible via this sustainable mode.

5.3 Access by Cycle

- 5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 8km, but also as part of longer journeys by public transport.

- 5.3.2 The CIHT document *Cycle Friendly Infrastructure* (2004) states in paragraph 2.3 that:

'Three quarters of journeys by all modes of travel are less than five miles (8km) and half under two miles (3.2km) (DoT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.'

- 5.3.3 Local Transport Note 1/20 *Cycle Infrastructure Design* states similar, that:

'Two out of every three personal trips are less than five miles [8km] in length - an achievable distance to cycle for most people.'

- 5.3.4 As detailed in Section 3, many of the local roads are recommended cycle routes, while some surfaced cycleways/paths are provided.

- 5.3.5 Furthermore, the site is located less than 2km to the north-east of Section 1 of the Wiltshire Cycleway (<https://www.wiltshire.gov.uk/article/1231/Wiltshire-Cycleway>). This section of the total 255km route runs for 17km between Dilton Marsh and Bradford on Avon. Aside from connecting to other sections of the Wiltshire Cycleway, it also connects to National Cycle Routes 4, 24 and 25. Most of the local roads are lightly trafficked and subject to a 30mph speed limit, which is conducive to safe cycling environments.

- 5.3.6 As detailed in Section 4, the existing gated agricultural access in the south-western corner of the site will serve as a pedestrian/cycle access.

- 5.3.7 A cycling isochrone showing the site's catchment has also been produced using TRACC and is shown as Figure 5.2 in Appendix F of the TA. The figure illustrates 2000m, 5000m and 8000m catchment ranges, which equate 10, 25 and 40-minute journey times respectively and are based on the somewhat conservative or leisurely cycle speed of 12kph. Anecdotally, commuting cyclists are generally thought to travel at speeds between 15-20kph so a greater catchment may be more realistic.

- 5.3.8 The cycling distances and times to a selection of key local centres of education, employment and amenities, as well as neighbouring settlements, are shown in Table 5.3, although the cycle times detailed in the table are based on a cycling speed of 16kph which corresponds with the TRACC default, which the software developer has based on DfT advice. It should be noted that some of the cycle

distances may differ from the walking distances as cycling along PRow is legally not allowed unless designated as cycleways, bridleways or byways.

Table 5.3: Cycling Distance and Time Taken from Site to Local Centres of Employment, Education, Amenities and Neighbouring Settlements

Employment/ Education/Amenity/Settlement	Distance from Site (m)	Cycle Time (mm:ss)
Proposed Community Orchard	109	00:33
Proposed Local Equipped Area for Play	152	00:43
Convenience Store/Post Office	468	01:52
West Wilts Trading Estate	673	02:39
Westbury Industrial Estate	689	02:37
Northacre Industrial Park	836	03:10
West Wilts Youth Sailing Association	961	04:16
The Railway Inn Public House	1045	04:03
Westbury Train Station	1046	04:53
Vivash Park	1252	04:56
Westbury Scout Hut	1763	06:56
Westbury Fire Station	1782	06:47
Westbury Church of England Junior School	1811	06:49
Westbury Methodist Church	1820	06:55
Saint Bernadette's Catholic Church	1898	07:17
Westbury United Football Club	1920	07:14
Bright Stars Nursery	2009	07:36
Westbury Infant School	2053	07:50
Westbury High Street	2058	07:44
Morrisons Supermarket	2130	08:01
Westbury Library	2168	08:13
Market Place	2248	08:28
ALDI Supermarket	2313	08:43
Matravers School and Sixth Form	2580	09:47
Leighton Recreation Centre	3049	11:28
White Horse Health Centre	3076	11:34
Recreation Ground	3104	12:22
Westbury Leigh	3485	13:13
Fairfield College	4095	15:24
Dilton Marsh	4363	16:23
White Horse Business Park	4500	16:55
North Bradley	4716	17:48
Southwick	4729	17:53
Rudge	4891	18:22
West Ashton	5471	20:35
Upton Scudamore	5780	21:43
Bratton	6646	25:02
Trowbridge	7559	28:25

5.3.9 Table 5.3 demonstrates that a considerable range of local amenities, places of employment, educational establishments and nearby settlements fall within the site's cycling catchment. The local

amenities identified within the 'Access on Foot' section are less than an 8-minute cycle ride from the site.

- 5.3.10 An examination of Table 5.3 shows that White Horse Business Park, Morrisons Supermarket, Westbury Library, ALDI supermarket, Market Place, Matravers Secondary School and Sixth Form, Fairfield College, Leighton Recreation Centre and White Horse Health Centre, as well as the settlements of Dilton Marsh, North Bradley and Southwick, are located within a 5000m catchment from the site and 20-minute cycle ride.
- 5.3.11 The settlements of West Ashton, Upton Scudamore, Bratton and Trowbridge are located within an 8000m catchment from the site and 29-minute cycle ride.
- 5.3.12 Given the evidence presented in Figure 5.2 in Appendix F of the TA and Table 5.3, cycling can be considered to be a realistic and viable method of travel indicating that the site's location is accessible via this sustainable mode.
- 5.3.13 Clearly the site location and the surrounding infrastructure will mean that travel on foot and by cycle will be realistic and convenient modes of travel for future residents of the site. The potential numbers of walking and cycling trips that the site will generate will be discussed in Section 6 of this report, but clearly the scale of the site is not such that it will disadvantage existing pedestrians and cyclists.

5.4 Access by Local Bus Services

- 5.4.1 There are multiple bus stops located near to the site, namely on Slag Lane, Station Road and Station Approach.
- 5.4.2 Additional bus stops are located on The Ham, however, as detailed in Section 4, these bus stops are not currently served by buses due to the structural defect of Station Road railway bridge.
- 5.4.3 The walking distance to the operational bus stops and the corresponding walking time (based on a walking speed of 4.8kph) are summarised in Table 5.4.

Table 5.4: Walking Distance and Time to Bus Stops

Bus Stops	Distance from Site (m)	Walk Time (mm:ss)
The Ham (NE bound)	578	07:14
Slag Lane (SW bound)	944	11:49
Station Approach o/s Railway Station	996	12:28
Railway Inn (NW bound), Station Road	1005	12:35
Railway Inn (SE bound), Station Road	1050	13:09
Slag Lane (NE bound)	1097	13:43

5.4.4 As Table 5.4 shows, the bus stops can be reached within a circa 14-minute walk from the site.

5.4.5 Table 5.5 summarises the bus services that can be accessed from the aforementioned bus stops.

Table 5.5: Summary of Bus Services

Service	Route	Weekdays			Weekends	
		AM	Inter	PM	Saturday	Sunday
87	Devizes - Trowbridge	2 services	2 services	-	6 services	-
	Trowbridge - Devizes	1 service	2 services	1 service	4 services	-
87A	Devizes - Trowbridge	-	-	1	-	-
	Trowbridge - Devizes	1	-	-	-	-
D1	Warminster - Bath City Centre	3	5	6	1/hour	-
	Bath City Centre - Warminster	4	5	5	1/hour	-
X47	Trowbridge - Frome	-	-	1	-	-
	Frome - Trowbridge	1	-	-	-	-

5.4.6 The above bus services enable passengers to commute to and from an extensive range of destinations including Dilton Marsh, Frome, North Bradley, Trowbridge, Bradford-on-Avon, Bath, Warminster and Devizes.

5.4.7 To demonstrate the accessibility of bus services, an isochrone has been produced using TRACC and is shown as Figure 5.3 in Appendix F of the TA which highlights the destinations served by the regular daily bus services in Westbury. The calculation involved in producing the catchment plan includes only direct services to destinations within one hour's journey time. A greater range of destinations will be available if passengers make connections to other bus services. The isochrone was produced for the

typical commuter hours of 0700-0900 using the National Public Transport Data Repository (NPTDR) dataset for the fourth quarter of 2025 for a typical Monday.

- 5.4.8 Figure 5.3 in Appendix F of the TA demonstrates that the bus services near to the site provide convenient connections to a number of destinations. As illustrated, North Bradley and Trowbridge can be reached within a 15 to 30-minute journey time, Warminster within a 30 to 45-minute journey time and Frome within a 45 to 60-minute journey time.
- 5.4.9 The existing bus service provision in Westbury is considered appropriate and reasonable for the size of the proposed development, with NPPF paragraph 110 acknowledging that '*opportunities to maximise sustainable transport solutions will vary between urban and rural areas*'.
- 5.4.10 That said, Prime acknowledge that the LHA stated that '*we are keen to secure funding for the Bridge repair and the focus will be on that rather than other local improvements*' during scoping discussions associated with this application (Appendix A of the TA), in order to enable local bus services to be diverted back onto their original route via The Ham. This would be to the benefit of future residents of the site, as well as local residents off The Ham and Hawkeridge Park. The Applicant is willing to continue to discuss this matter with the highways and public transport officers at WC.

5.5 Access by Rail

- 5.5.1 The nearest train station to the site is Westbury, which as established earlier in this section can be reached from the site within 14 minutes via foot.
- 5.5.2 The station is managed by Great Western Railway and provides multiple direct services throughout the day to Trowbridge (circa 7 minutes), Frome (circa 11 minutes), Bradford-on-Avon (circa 13 minutes), Bath Spa (circa 25 minutes), Bristol Temple Meads (circa 45 minutes) and London Paddington (circa 1 hour 25 minutes), as well as other destinations.
- 5.5.3 The station provides a car park comprising 321 spaces, including 19 accessible spaces, as well as customer help points and a ticket office.
- 5.5.4 A total of 68 sheltered cycle parking spaces, covered by CCTV, are also available at the station, which may encourage some future residents of the site to travel to and from the station by cycle. As shown in Table 5.3, the station can be reached from the site within circa 5 minutes via cycle.
- 5.5.5 Given the above, travel via rail will therefore be a realistic mode of travel for some residents of the site as part of a multimodal long-distance trip.

5.6 Summary

- 5.6.1 This section of the report has demonstrated that the site is in a sustainable location where a range of local amenities, employment opportunities and educational establishments are within acceptable walking and cycling distances.

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- 5.6.2 The Applicant is willing to provide funding to upgrade The Ham and Station Road zebra crossings to puffin crossings in line with WC Highways requests as part of the previous applications.
- 5.6.3 In respect of bus travel, the local services enable passengers to travel to an extensive range of destinations including Dilton Marsh, Frome, North Bradley, Trowbridge, Bradford-on-Avon, Bath, Warminster and Devizes. The Applicant is willing to provide a commensurate contribution to the repair of the Station Road railway bridge to enable bus services to be routed back onto their original route on The Ham, which will bring services closer to the site, the adjacent proposed development and existing local residents.
- 5.6.4 Westbury is the nearest train station and can be accessed via foot or cycle from the site. The train station enables passengers to travel to and from various destinations including Trowbridge, Frome, Bradford-on-Avon, Bath Spa, Bristol Temple Meads and London Paddington, as well as other destinations.
- 5.6.5 A key theme of national and local transport planning policy is that development should be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. As detailed in Section 2, the NPPF states that *'significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes'*, as well as providing *'safe and suitable'* access for all.
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6 TARGETS

6.1 Introduction

6.1.1 In order for TP measures to be successfully adopted, it is important to set achievable but challenging targets that can be monitored and reviewed at regular intervals. It is difficult to set targets at this stage, as they need to be based on the actual travel characteristics of the site, which will not be known until a baseline travel survey has been arranged following an agreeable level of occupation.

6.1.2 It is expected that the housebuilder behind the future Reserved Matters application will arrange this baseline survey. However, as the Applicant has a commitment to sustainable travel and the TP process, some initial targets can be set based on census data for the local area.

6.2 Vehicular Trip Generation

6.2.1 During scoping discussions (Appendix A of the TA), WC Highways confirmed that the TRICS derived 85th percentile trip rates calculated as part of the TA associated with the previous application could be re-utilised as part of the following assessment.

6.2.2 Normally, average trip rates are calculated and used for such an assessment, a methodology commonly accepted across the country, however, for the purposes of a robust assessment, 85th percentile trip rates have been applied to the proposed 165 dwellings. The two properties to be demolished have not been subtracted from these figures. These trip rates and the resultant trip generation are shown in Table 6.1 below.

Table 6.1: Peak Hour TRICS Derived 85th Percentile Trip Rates and Trip Generation for 165 Dwellings

Time	85 th Percentile Trip Rates			85 th Percentile Trip Generation		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
08:00-09:00	0.113	0.500	0.613	19	83	102
17:00-18:00	0.507	0.110	0.617	84	18	102

6.2.3 As the above table shows, for assessment purposes, the site is likely to generate in the region of 102 two-way trips in both AM and PM peaks, which equates to less than two trips per minute at the site access before dissipating across the local highway network.

6.2.4 It should also be noted that the TRICS sample predominantly contains surveys of residential developments undertaken prior to the Covid-19 pandemic, thus, it does not take into account the rapid increase in working from home and other flexible working practices that occur post-pandemic. Furthermore, it should be noted that no allowance has been made for any future reduction in car travel based or any potential increased use of sustainable modes of travel.

6.2.5 Finally, it is important to note that in its consultation response to the third application, WC Highways stated that *'takes a robust approach to traffic generation of the development'*.

6.2.6 The full reports of the TRICS data and selection process are included in Appendix H of the TA.

6.3 Multimodal Trip Generation

6.3.1 The number of non-car trips likely to be generated by the site has been forecast using 2011 Census Method of Travel to Work (MTW) data. The 'Wiltshire 040B (E01032116)' Lower Layer Super Output Area (LSOA) has been selected, as it comprises the site and the surrounding area. The trip ends for each method of travel have been downloaded from Nomis (<http://www.nomisweb.co.uk>).

6.3.2 Several of the transport mode categories have been manually removed from the data for reasons including it being unrealistic that they will be used by residents of the site (i.e. underground) or that they will not generate a trip (i.e. not in employment).

6.3.3 As the vehicular trips were calculated using TRICS, factors have been derived between them and the census car driver trips (920). The factors equate to 11.09% in both AM and PM peaks. They have then been applied to the other census modes to forecast the likely number of multimodal trips generated by the site.

6.3.4 Table 6.2 provides the forecast multimodal trips.

Table 6.2: Forecast Multimodal Person Trips Based on Census MTW

Method of Travel to Work	Census Trips	Mode %	AM Trips	PM Trips
Work mainly at or from home	111	8.5%	12	12
Train	66	5.1%	7	7
Bus, minibus or coach	21	1.6%	2	2
Motorcycle, scooter or moped	13	1.0%	1	1
Driving a car or van	920	70.8%	102	102
Passenger in a car or van	71	5.5%	8	8
Bicycle	22	1.7%	2	2
On foot	75	5.8%	8	8
Trips Excluding WFH	1,188	-	130	130
All Modes	1,299	100.0%	142	142
<i>Factors</i>			<i>11.09%</i>	<i>11.09%</i>

6.3.5 Based on the figures in Table 6.2, the site is forecast to generate 130 total people physical trips in the in both AM and PM peaks, with around 12 people working from home, although this figure is likely to be higher given the increase in working from home and flexible working patterns following the pandemic.

6.3.6 Following driving a car being the most common method of travel likely to be used by residents of the site, walking trips and car passenger trips are each expected to account for 8 trips in each peak, trips

via train travel are expected to account for 7 trips in each peak, trips via bus and trips via bicycle are each expected to account for 2 trips in each peak, while trips via motorcycle are expected to account for 1 trip in each peak.

6.4 Modal Shift Targets

6.4.1 In line with national travel plan guidance, targets should be SMART (Specific, Measurable, Achievable, Realistic and Time-bound). At this stage in the TP process, the most suitable way to set targets will be to suggest a reduction in car or van driver trips with an increase in trips on foot, bike, bus, train, as a passenger in a car or van trips, as well as car sharing and an increase in working from home.

6.4.2 It is understood that a reduction in car or van driver trips of 10% is both realistic and challenging, with this 10% split across the non-car driver modes of transport, considered to be sustainable, mentioned above based on their existing proportions. Table 6.3 displays the Applicant's initial targets using the existing census based modal splits shown in Table 6.2 as the base. The green font represents a percentage increase with the red font representing a percentage decrease. It is considered that these initial targets should be achieved within five years of full occupation of the site.

Table 6.3: Modal Split Targets for Five Years Post Full Occupation

User Class	Mode %	5%	10%
Work mainly at or from home	8.5%	10.0%	11.5%
Train	5.1%	6.0%	6.8%
Bus, minibus or coach	1.6%	1.9%	2.2%
Motorcycle, scooter or moped	1.0%	1.2%	1.3%
Driving a car or van	70.8%	65.8%	60.8%
Passenger in a car or van	5.5%	6.4%	7.3%
Bicycle	1.7%	2.0%	2.3%
On foot	5.8%	6.8%	7.8%
Total	100%	100%	100%

6.4.3 Table 6.3 presents the targets of up to 11.5% of people to be working from home, 7.8% to be travelling on foot, 7.3% as a car passenger, 6.8% as a train passenger, 2.3% via bicycle, 2.2% as a bus passenger and 1.3% via motorcycle/scooter, with a reduction in driving a car or van to 60.8%.

6.4.4 It is hoped that the TP co-ordinator, to be discussed in the next section, will arrange a repeat travel survey after this five-year timescale to assess whether the targets have been achieved, then new targets can be established. Timescales can also be set for further surveys and targets.

6.4.5 It is recommended that the initial targets are adjusted based on the baseline travel survey as this will provide more accurate, up-to-date and site-specific travel patterns rather than using census derived modal split data.

7 MEASURES

7.1 Introduction

- 7.1.1 It is important that TP measures are appropriate for the development and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that they can influence people in the short, medium and long term.
- 7.1.2 Not only should the measures be realistic, but it is important that resources are made available to help achieve them. Therefore, the roles and responsibilities of all parties involved, particularly the eventual TP Co-ordinator for the site, should be presented, discussed and agreed at the earliest opportunity.
- 7.1.3 As the TP progresses, liaison will be made with local schools and businesses as it may be possible to somewhat integrate proposed measures with existing ones already in place, or soon to be implemented, by third-parties, given the common goal.
- 7.1.4 This section will present potential measures to help achieve the targets set in Section 6. Some of these measures will be collective and apply to all modes of sustainable transport while others will be specific to each mode.

7.2 Reducing the Need to Travel

- 7.2.1 Section 4 detailed the proposed access strategy, with the vehicular access comprising 2m wide footways, while a pedestrian/cycle access will be provided in the south-western corner of the site.
- 7.2.2 Also, the Applicant is willing to provide funding/contributions towards:
- the upgrade of two zebra crossings to puffin crossings on The Ham and Station Road; and
 - the upgrade of the Station Road railway bridge.
- 7.2.3 Section 5 described how the site is well-located in terms of being within walking and cycling distance to local amenities, employment opportunities and educational establishments.
- 7.2.4 The site will also offer recreational routes and a LEAP, which themselves will become new local amenities.
- 7.2.5 Development of the site could also see an increase in working from home given improvements in home telecommunications, such as broadband and video calling, and information technology, including cloud computing and the increase in '.com' industries. The travel restrictions imposed during the Covid-19 pandemic saw a considerable increase in working from home, with many employers likely to be further supportive of working from home on a full or part-time basis. The housebuilder behind any future Reserved Matters application is likely to incorporate home working facilities into the properties.

- 7.2.6 In addition, the emergence of home deliveries from large supermarkets and online retailers has the potential to further reduce the need for travel. There is an opportunity for the housebuilder to promote these alternatives and raise awareness of the potential time, cost and environmental savings of home deliveries, both in relation to the large supermarket chains including Sainsbury's, Asda, Tesco, Morrisons and Waitrose, as well as online retailers such as Ocado and Amazon. Many of these retailers allow purchases to be delivered on a specific day and some between a specific time window to ensure that someone is home to accept the delivery. Alternative delivery addresses and locations can also often be specified.

7.3 Welcome Packs

- 7.3.1 Welcome packs will be provided for each new residence upon first occupation and will be produced by the housebuilder with input from WC. These packs will be essential to educating and informing future residents of both the sustainable transport modes available to them and the benefits they can have for them and their families including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint. They are therefore essential to the promotion of what this TP aims to achieve. Typically, the content of such welcome packs include:

- Introduction to the TP concept dealing with objectives and benefits;
- Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
- Maps highlighting local walking and cycling routes and catchment plans indicating typical walking and cycling times to key destinations;
- Public transport route maps and timetables; and
- Details of the TP Co-ordinator.

7.4 Other Methods of Awareness Raising and Marketing

- 7.4.1 Aside from welcome packs, there are other effective ways to raise the awareness of and market the benefits of sustainable travel including:

- Personalised travel planning for families and individuals, often arranged by the TP Co-ordinator;
- Establishment of local sustainable transport forums or groups where issues can be shared and solutions discussed. This could be at physical meeting or by using social media with website such as *X* (formerly *Twitter*), *Facebook* and *Nextdoor* having mass appeal and membership, yet having localised content and discussion groups;
- Set-up of travel notice boards in communal areas displaying information such as lists of sustainable travel websites, local taxi services and car clubs; and
- Promotion of events such as *National Bike Week* and *Living Street's* series of walking events including *Walk to Work Week* and *Walk to School Week*.

7.5 Measures to Encourage Walking

7.5.1 Walking is considered to be the most sustainable and accessible mode of travel. It also has the benefit of zero carbon emissions and significant health benefits, with doctors recommending 150 minutes of activity per week to keep your body healthy and prevent illness including heart disease, cancer and diabetes (<https://www.nhs.uk/live-well/exercise/>). The 150 minutes could be achieved by walking leisurely for 30 minutes per day, five days a week, or briskly for 10 minutes per day (<https://www.nhs.uk/live-well/exercise/walking-for-health/>). Furthermore, recent research from the University of Cambridge has discovered that just a brisk 20-minute walk each day, burning between 90 and 110 calories, could reduce the risk of premature death by between 16-30% for inactive individuals (<http://www.cam.ac.uk/research/news/lack-of-exercise-responsible-for-twice-as-many-deaths-as-obesity>).

7.5.2 Potential measures to encourage walking include the following:

- Raise awareness of the health benefits of walking for all ages of people of fair health, emphasising how it is a cost-effective alternative to other exercise methods such as gym membership and does not involve a considerable change to people's day-to-day lifestyles;
- Promote the local walking routes available via the provision of route maps (through welcome packs, notice boards and social media) including off-road PRoW and cut-throughs between residential estate roads;
- Ensure the clear signage of pedestrian routes within and adjacent to the site; and
- Promotion of a 'walking buddy' scheme (through welcome packs, notice boards and social media).

7.6 Measures to Encourage Cycling

7.6.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits.

7.6.2 Cycling UK (<https://www.cyclinguk.org/>) outlines the following 10 reasons why cycling is good for you:

- Reduces the risk of cancer by 45%;
- 46% lower risk of cardiovascular disease;
- Boosts immunity;
- Good for your waistline;
- Cycling fights the aging process;
- Cuts depression by up to a third;
- 95% of people we interviewed for our Rides of Way survey said it helped with their mental health;
- Helps reduce air pollution;
- Reduces asthma in children; and

- Saves money.

7.6.3 The website also makes the pertinent point that cycling has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment. It is expected that the housebuilder will include provision for cycle storage for each dwelling.

7.6.4 Potential measures to encourage cycling include the following:

- Raise awareness of the health benefits of cycling for all ages of people with fair health, again emphasising how it is a cost-effective alternative to other exercise methods and promoting the 'fun' element of cycling;
- Promote the local cycling routes available and cycle storage facilities at key destinations such as in district centres (through welcome packs, notice boards and social media);
- Promotion of events such as *National Bike Week* (<https://www.cyclinguk.org/bikeweek>) and *Cycle to School Week* (<https://www.bikeability.org.uk/cycletooschoolweek/>);
- Promotion of a Bicycle User Group (through welcome packs, notice boards and social media), which could include cycle proficiency courses;
- Discounts on cycles and cycle accessories from local retailers;
- Encouragement of residents to check with their employers to see if they offer a cycle to work scheme; and
- Promotion of other useful cycling websites and apps (through welcome packs, notice boards and social media) such as <https://www.walkwheelcycletrust.org.uk/> (formerly Sustrans), <https://www.cyclinguk.org/> and <https://www.lovetoride.net/uk?locale=en-GB>.

7.7 Measures to Encourage Public Transport

7.7.1 Public transport use and accessibility is an important element of TPs. Bus and rail transport can often be effective options for many trip types, particularly mid to long distance journeys. Section 5 of this report has demonstrated that bus and rail travel should be a suitable and convenient mode of transport for some residents of the site.

7.7.2 The key measure to promote public transport use will be through the provision of route and timetable information in welcome packs, on notice boards and at the stops themselves. Discount tickets or other fare incentives, as mentioned above, could be provided in welcome packs for a period of time.

7.7.3 It is expected that as the TP progresses, liaison will be made with local public transport operators in order to maximise the awareness of, and accessibility to, public transport.

7.8 Measures to Reduce Single Occupancy Car Trips

7.8.1 Car/lift sharing can be an effective way to reduce single occupancy car trips. These trips can often be arranged between friends and neighbours or by using lift sharing websites such as Liftshare (<https://liftshare.com/uk>).

7.8.2 Liftshare websites enable users to register and search for lifts in their area. Users typically have to be over 18 years of age but do not always have to have driving licences (as passengers). Websites such as these can be promoted through welcome packs, notice boards and social media.

7.8.3 Residents could also manage their own lift sharing as many residents will travel to destinations within close proximity of each other such as Bath, Frome, Warminster, Trowbridge and Melksham. This could be managed through a residents' committee or by the TP Co-ordinator.

7.9 Measures to Encourage Low Emission Vehicle Use

7.9.1 It has been well publicised in the national media in recent years that car manufacturers are actively investing in low emission technologies such as electric hybrid engines and fully electric engines, with central government due to impose a ban on the sale of new petrol and diesel engine vehicles in 2035. The purchase prices of such low emission technologies are becoming more in line with standard petrol and diesel engine vehicles, with some manufacturers setting targets to fully switch to electric vehicle (EV) or hybrid production only.

7.9.2 As discussed in Section 4, the eventual housebuilder(s) will provide an appropriate level of electric vehicle charging facilities within the site, compliant with the Building Regulations Approved Document *S Infrastructure for the charging of electric vehicles*.

8 MANAGEMENT, MONITORING AND REVIEW

8.1 Management

- 8.1.1 The overall responsibility for the TP will initially lie with the housebuilder behind the potential Reserved Matters application from the first construction of the development to a 'trigger point' to be agreed with WC. Following this, the TP will become the responsibility of a TP Co-ordinator, site management company or residents' association.

8.2 Appointment of a Travel Plan Co-ordinator

- 8.2.1 It is envisaged that the housebuilder behind the Reserved Matters application will appoint a TP Co-ordinator prior to construction.
- 8.2.2 The TP Co-ordinator will inherit the day-to-day responsibility for ensuring that the TP is regularly monitored, reviewed, updated and evolved. They will be tasked with implementing and marketing the TP measures, monitoring the uptake of the measures by arranging travel surveys at regular intervals to be agreed with WC, assessing whether targets have been met, reviewing and updating the targets based on survey results and liaising with WC and public transport operators.
- 8.2.3 It is expected that the TP Co-ordinator will initially be an employee of the end housebuilder and that they will arrange a steering group to assist with future development of the TP. Such a steering group can then take ownership of the TP at the end of the five-year period.

8.3 Monitoring and Review

- 8.3.1 It is important that the TP is monitored at regular intervals to assess its success and help to evolve it. It is envisaged that the housebuilder behind the Reserved Matters application will commit to monitor the TP at regular intervals over a period of time and will most likely be post 100% occupation.
- 8.3.2 The TP will need to be reviewed at regular intervals after monitoring is complete. The review should remove any unsuccessful incentives and replace them with measures that will help to achieve the TP targets. If the TP is shown to be underachieving, a remedial strategy will need to be outlined which should consider measures to address any failing aspects of the TP. Any changes to the TP will need to be made in agreement with WC.

8.4 Interim Action Plan

- 8.4.1 As part of the present Outline planning application, an interim action plan is proposed, to detail the actions likely to be undertaken following the sale of the site to a housebuilder. It should, however, be noted that this is only indicative at this outline stage as the end housebuilder is likely to offer its own action plan at the Reserved Matters stage as part of a Full Travel Plan, which may provide more detailed information on the TP actions and measures.

Table 8.1: Action Plan

Stage	Action	Responsibility
Reserved Matters	Provide a Full Travel Plan following consultation with WC	Housebuilder
Detailed Design	Site layout design to prioritise accessibility by sustainable modes and provide cycle storage and EV charging facilities	Housebuilder
Completion of 1st phase of dwelling construction	Market the benefit of the site in terms of accessibility by non-car modes to potential buyers	TP Co-ordinator /Sales Agent
3 months prior to occupation	Appoint TP Co-ordinator and inform WC of contact details	Housebuilder
	Prepare home welcome packs and arrange printing	TP Co-ordinator
Occupation of dwellings	Arrange for welcome packs to be presented to new owners with keys to dwellings	TP Co-ordinator
	Provide sustainable travel vouchers on request and collate information on feedback forms	TP Co-ordinator
After 50% occupation	Undertake household travel survey and collate and report results to WC	TP Co-ordinator
Annually for five years	Repeat travel surveys and if targets not met provide further sustainable travel vouchers and personal travel planning advice	TP Co-ordinator