



RIDGE

**LAND OFF CHURCH ROAD,
LAVERSTOCK**

Framework Travel Plan
March 2026

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1 Project Information

1.1 Project Information

Client Hallam Land

1.2 Project Details

Project Name Land off Church Road, Laverstock

Location Laverstock, Salisbury

Jubb Project Number 14150

1.3 Report Details

Version 2

Status First Issue

Date March 2026

1.4 Project Authorisation

ISSUE HISTORY:

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1	17/03/2026	First Draft
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AUTHORISATION:

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2 Executive Summary

- 2.1.1 This Framework Travel Plan has been prepared by Ridge and Partners LLP, on behalf of Hallam Land, in support of a full planning application for a proposed residential development on land off Church Road, Laverstock, Wiltshire.
- 2.1.2 This document forms an overarching strategy for the proposed development, setting out key objectives, targets and a set of initiatives and measures that are intended to reduce both the number of and length of vehicular trips generated by the proposed development.
- 2.1.3 The document has been prepared in line with relevant national and local transport policies and should be read in conjunction with the accompanying Transport Assessment (TA).
- 2.1.4 As a means to encourage sustainable travel to/from the proposed residential development on off Church Road, Laverstock, Hallam Land have committed to:
- The provision of a 'Welcome Pack' for each dwelling;
 - The creation of a development that facilitates travel by walking and cycling;
 - The provision of a length of 2.0m footway on Church Road;
 - The provision of appropriate car and cycle parking;
 - Provision for the charging of electric vehicles;
 - The provision of a dedicated Travel Plan notice board;
 - The funding of the Travel Plan Coordinator;
 - The development of a full Travel Plan;
 - A sustainable design of the proposed development, in line with Manual for Streets principles, which places walking and cycling at the top of the hierarchy of movement;
 - A £50 cycle voucher per household if requested within 6 months of occupation of the dwelling;
 - Either one Adult 30-day Salisbury Red bus pass (£53) or up to 2 Adult 7-day Salisbury Red bus pass (£15 each) + 2 Child 7-day bus passes (£14 each) per household;
 - Provision of an on-site e-bike hub connecting the development with the city centre and railway station;
 - Provision of an e-car club vehicle;
 - Liaison with WC, TPC's on nearby developments, public transport operators and local community representatives to facilitate events and promote sustainable travel opportunities and gather information on the operation of the TP;
 - Provision of two bus shelters on Church Road;
 - A Community Travel Meeting held at regular intervals to review the progress of the TP and provide a platform for residents / partners to provide feedback on sustainable travel including identifying barriers;
 - Biennial surveys to monitor the performance of the TP.

3 Introduction

3.1 Preamble

- 3.1.1 Ridge & Partners LLP have been commissioned by Hallam Land to prepare a Framework Travel Plan (FTP) for a proposed residential development on land off Church Road ('the site'), Laverstock, Wiltshire.
- 3.1.2 This FTP should be read in conjunction with the Transport Assessment (TA) submitted as part of the outline planning application in support of the proposed residential development.
- 3.1.3 At this stage, given that the site is currently the subject of a planning application, certain elements cannot be provided (for example baseline surveys and the details of the Travel Plan Coordinator). As such, this FTP has been submitted to set an action plan of measures for the proposed development and includes a commitment to the further development of this FTP into a full Travel Plan (TP).
- 3.1.4 It is important to note that the responsibility for implementing the measures outlined in this FTP will lie with the current developer or any future developer of the site.
- 3.1.5 The proposed development would be located on land (hereafter 'the site') which occupies an area of approximately 8.09ha. The site is located on the northern edge of Laverstock, lying to the east of Church Road.
- 3.1.6 The proposed parameters plan is attached as **Appendix A**.

3.2 Planning History

- 3.2.1 An outline planning application for the site was submitted to WC on 2nd February 2021 (ref: 20/11598/OUT) for a residential development of up to 135 dwellings. The scheme was then reduced to a total of 49 dwellings and subsequently refused on 14th August 2024 with no highways reason for refusal.
- 3.2.2 An appeal was lodged on 17th January 2025 (ref: APP/Y3940/W/25/3359108) for the reduced development quantum of 49 dwellings. The appeal was allowed on 10th October 2025.
- 3.2.3 As part of the previous outline planning application, discussions were held with WC's Highway Officer on the previously submitted FTP and as such the measures discussed have been provided within this FTP.

3.3 Travel Plans and Developer's Commitment

- 3.3.1 Travel Plans form a strategic management tool in achieving traffic reduction and accelerating the development of more sustainable travel trends on both the strategic and local highway networks. Furthermore, Travel Plans are increasingly being used as part of a toolkit to secure reductions in carbon emissions and to contribute to the United Kingdom's target of an 80% reduction in CO₂ by 2050.
- 3.3.2 The National Planning Policy Framework (NPPF, 2024) states that *"All developments that will generate significant amounts of movement should be required to provide a travel plan"*.
- 3.3.3 To echo this, the Government's Planning Practice Guidance Travel Plans, Transport Assessments and Statements in Decision-Taking (2014) further adds that *"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"*.

3.3.4 The Travel Plan is a long-term strategy for encouraging multi-modal travel to and from the proposed development, with the objective of reducing the dependence on private car usage in favour of more sustainable modes of travel. It will bring numerous benefits to residents, visitors and the wider community, including:

- Improvements in the environmental image of the site;
- Reduced traffic generation resulting in reduced air quality, noise, and environmental impact;
- Reduced stress as a result of driving in tandem with improved health from adopting alternative travel habits;
- Heightening of the role of safe walking and cycling in the area surrounding the site and therefore an improved environment for all pedestrians and cyclists; and
- A reviewable process.

3.3.5 Travel Plans should be continually monitored and reviewed, to understand changing circumstances and ensure that agreed targets are achieved.

3.4 Scope of Report

3.4.1 Full planning permission is being sought for the erection of up-to 110 dwellings with access from Church Road. This FTP will support the promotion of healthier and more environmentally friendly travel to / from the proposed development, in accordance with local and national policies.

3.4.2 The structure of this document is as below:

- | | |
|-------------------|--|
| Section 4 | Sets out the location of the site and the development proposals, including parking arrangements and the access proposals for vehicles, pedestrians, and cyclists; |
| Section 5 | Provides a review of the sustainability credentials of the site, including accessibility to local facilities and services and a summary of the existing opportunities to travel to and from the site by sustainable modes; |
| Section 6 | Summarises the objectives and targets that underpin the TP; |
| Section 7 | Sets out the strategy to support the success of the wider TP; |
| Section 8 | Presents a summary of the sustainable transport measures to which the developer has committed, as well as potential future measures, to support the success of the TP; |
| Section 9 | Outlines the programme for monitoring and review to support the continued progress of the TP; |
| Section 10 | Sets out the Action Plan for the TP; |

4 Existing Conditions

4.1 Introduction

- 4.1.1 This section of the report describes the existing location of the site, as well as an audit of the opportunities for day-to-day journeys to be made by sustainable modes of travel (on-foot, by bicycle and by public transport).

4.2 Site Location

- 4.2.1 Laverstock is a village on the eastern edge of Salisbury, Wiltshire, with a population of approximately 3,000 people. The village lies to the east of the A30 and is located approximately 2km northeast of Salisbury's city centre.
- 4.2.2 The site, which forms the subject of this FTP, is located on the northern fringe of the village, lying to the east of Church Road, as shown in **Figure 4.1** below.

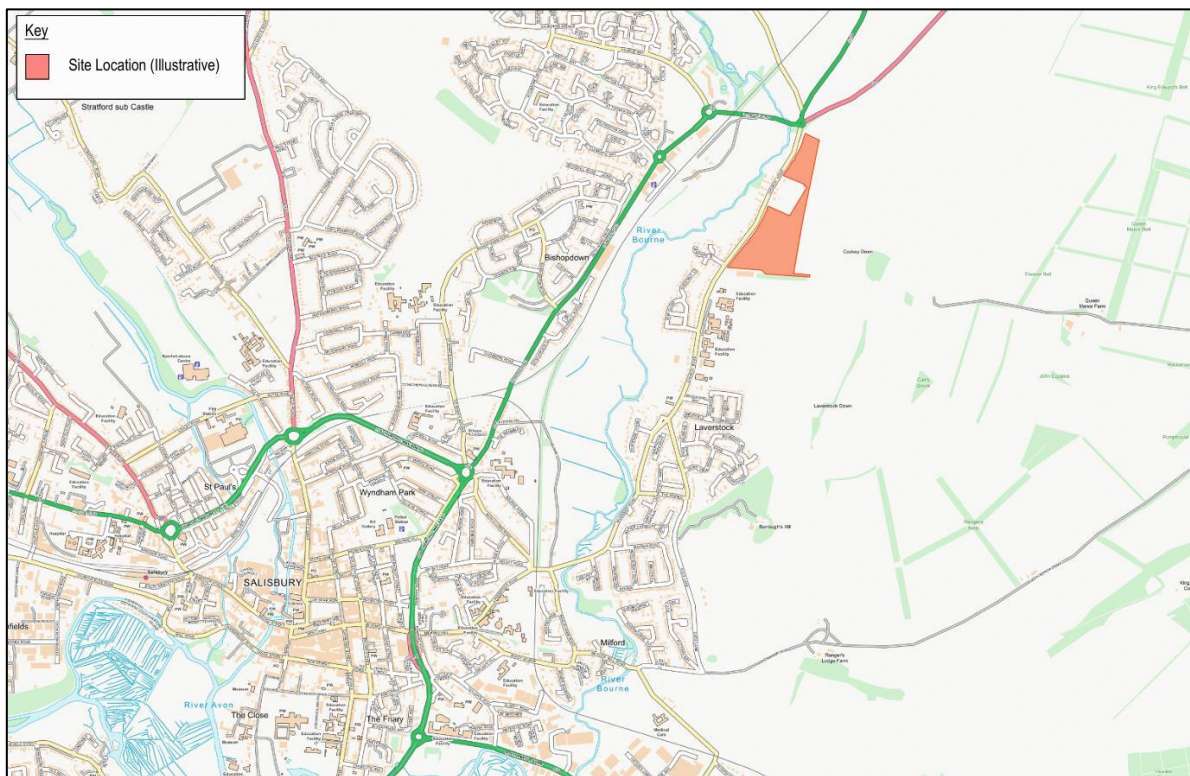


Figure 4.1 – Site Location

- 4.2.3 The site occupies an area of approximately 8.09ha across open fields and is bounded by the curtilage of existing dwellings to the north, by open fields to the east, by Ennovation Controls (an electrical supply shop) to the south, and by Church Road to the west.

4.3 Site Accessibility Audit

- 4.3.1 This section provides a comprehensive review of the sustainability credentials of the site, encompassing a review of accessibility to existing facilities and services in Laverstock and Salisbury, as well as opportunities for day-to-day journeys to and from the site to be made by sustainable means.
- 4.3.2 The requirement to locate residential developments within walking distance of day-to-day needs is set out in the NPPF, which 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.*”

4.4 Local Facilities and Services

- 4.4.1 A range of facilities and services, which serve the daily needs of the existing population of Laverstock, are reachable from the site by sustainable means and as such there will by no means be a requirement to rely on the use of the private car for daily journeys.
- 4.4.2 When considering the sustainability credentials of a site, the following are of importance:
- MfS guidance notes that ‘walkable neighborhoods’ are typified by having a range of facilities within an 800m walk, whilst also noting that this is not an ‘upper limit’; and
 - Institution of Highways and Transportation (IHT) guidance (*Guidelines for Providing for Journeys on Foot*, 2000) identifies 2km as the maximum suggested acceptable walking distance for pedestrians without a mobility impairment.
- 4.4.3 Indeed, the former *Planning Policy Guidance 13: Transport* (2011) identified 2km as a distance within which walking offers the greatest potential to replace short car journeys. Whilst superseded in planning terms, this guidance is still widely considered as applicable in terms of accessibility.
- 4.4.4 As such, the accessibility of the site has been assessed with weight given to these distances as ‘reasonable’.
- 4.4.5 **Figure 4.2** on the following page shows 800m and 2km walking isochrones from the site, which roughly equate to a 10-minute and 25-minute walk respectively. These isochrones are measured from the centre of the site and are based on access onto Church Road by way of the footway that would flank the proposed vehicular access (as set out later in ‘Vehicular Access’).

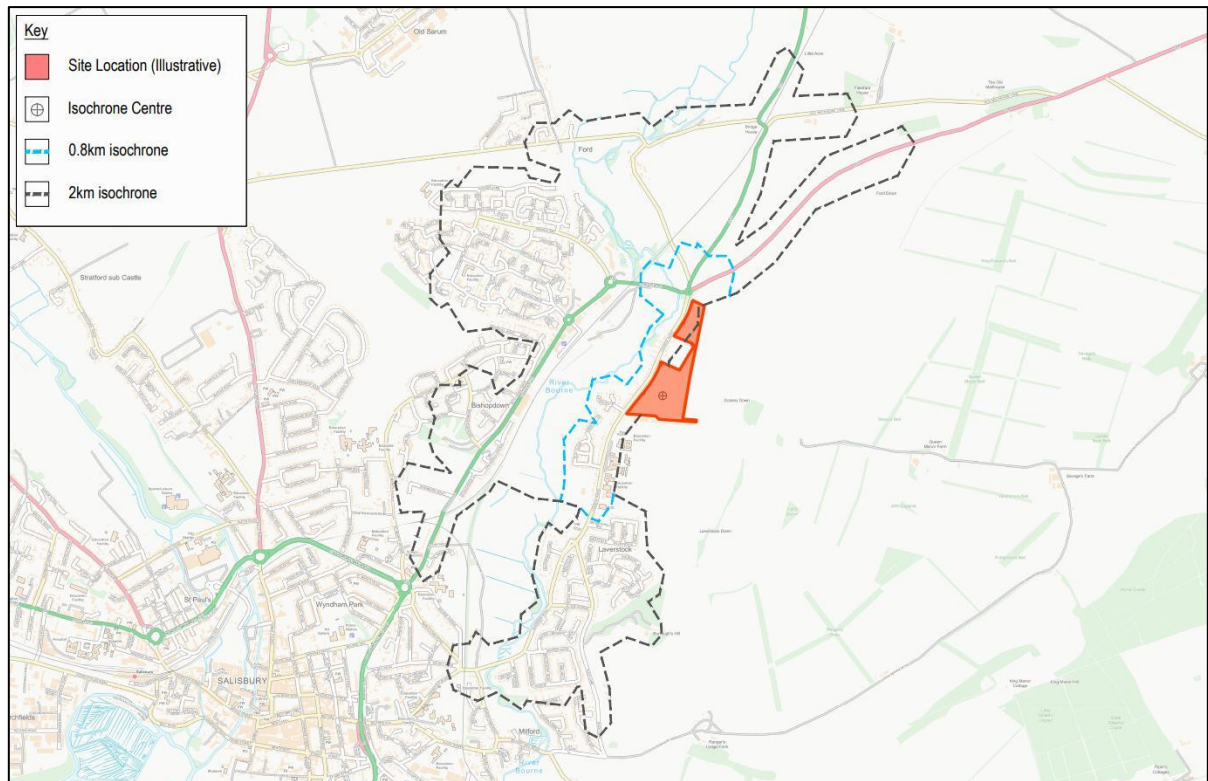


Figure 4.2 – Walking Isochrones

- 4.4.6 These isochrones demonstrate the area that can be reached from the site within an 800m walk and a 2km walk, reflecting the distances identified in MfS and IHT guidance as ‘reasonable’ for walking.
- 4.4.7 As shown, the northern area of Laverstock lies within an 800m walk of the site, whilst the whole of the village and the neighbouring Bishopdown lie within a 2km walk.
- 4.4.8 To assess the opportunity for everyday journeys to and from the site to be undertaken on foot, a review of the facilities and services located within these ‘reasonable’ walking distances has been undertaken. It should be noted that this is not intended as an exhaustive summary, but more so a demonstration of the types of amenities reachable.
- 4.4.9 **Figure 4.3** on the following page presents this review, showing an overview of the range of facilities and services that lie within a ‘reasonable’ walking distance of the site.

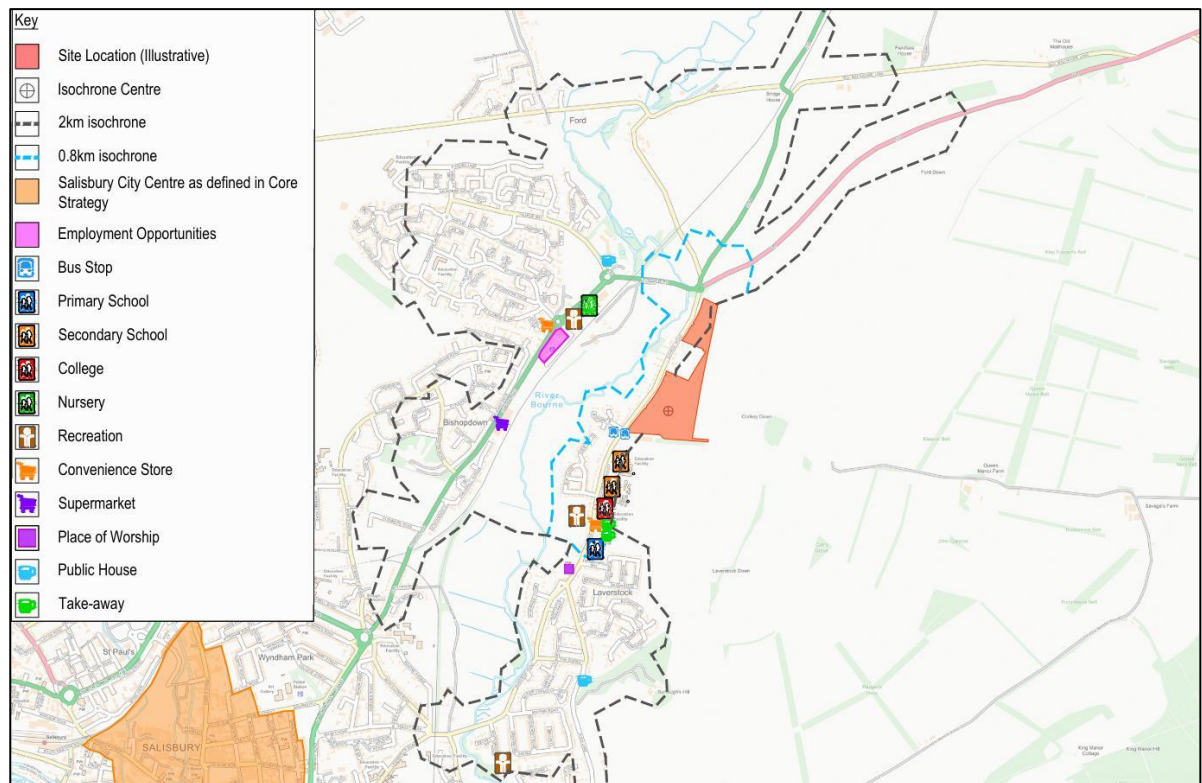


Figure 4.3 – Accessibility to Local Facilities and Services

- 4.4.10 As shown, within a 10-minute walk of the site (800m) future residents will have access to a primary school, two secondary schools, a college, a convenience store with an ATM, two take-aways, a sports club and bus stops for onward travel by public transport. Additional services and facilities that lie within a 2km walk distance are a church, a supermarket, a public house, a restaurant and employment opportunities.
- 4.4.11 The distance and estimated journey times (for walking and cycling) from the site to the identified facilities and services are summarised in **Table 4.1** on the following page.
- 4.4.12 These distances have been measured from the centre of the site and follow suitable routes. The estimated journey times are calculated based on a walking speed of 1.4 metres per second (abstracted from IHT, 2000) and a cycling speed of 4 metres per second.

Service/Facility	Location		Distance			
			(metres)	(minutes)	(minutes)	
Retail						
Aldi	London Road	SP1 3HP	1660	20	7	
BP Convenience Store	London Road	SP1 3HP	1340	16	6	
One Stop	Church Road	SP1 1QX	655	8	3	
Salisbury City Centre	Salisbury	-	2605	31	11	
Education						
Busy Bees Nursery	London Road	SP1 3YU	1120	13	5	
St Joseph Catholic School	Church Road	SP1 1QY	395	5	2	
Laverstock St Andrews C of E School	Church Road	SP1 1RD	725	9	3	
St Edmunds Girls School	Church Road	SP1 1QU	505	6	2	
Wyvern College	Church Road	SP1 1QX	560	7	2	
Employment						
Employment opportunities off A30 London Road	London Road	SP1 3HP	1340	16	6	
Salisbury City Centre	Salisbury	-	2605	31	11	
Public House / Restaurant						
Hampton Inn	Pearce Way	SP1 3GU	1010	12	4	
The Duck Inn	Duck Lane	SP1 1PU	1370	16	6	
Take-aways						
Classic Fish Bar	Church Road	SP1 1QX	720	9	3	
Classic Aroma (Chinese)	Church Road	SP1 1QX	720	9	3	
Place of Worship						
St Andrews Church	Church Road	SP1 1QX	895	11	4	
Recreation						
Laverstock & Ford Sports Club	Church Road	SP1 1QX	770	9	3	
Parkwood Health and Fitness	London Road	SP1 3HP	1195	14	5	
Whitebridge Park/play area	Whitebridge Road	SP1 1QA	1840	23	6	

Table 4.1 – Distance and Estimated Journey Time to Services and Facilities

- 4.4.13 Given the above assessment it is reasonable to conclude that the site is located in a sustainable position, being well-related to the existing village of Laverstock, as well as Bishopdown, and the range of facilities and services hosted within. These destinations lie within a 'reasonable' walking and cycling distance of the site, and as such there is a genuine opportunity for everyday journeys to and from the site to be made sustainably and without a dependence on the private car. It is important to highlight that Salisbury City Centre is accessible within an 11-minute cycle or 31-minute walk, with a large array of further amenities, services and transport opportunities.
- 4.4.14 Particularly the location of the site in relation to the nearest primary school, secondary schools and college, which are all located off Church Road, means that journeys between the site and these destinations can be made sustainably and without the use of the private car.
- 4.4.15 Given the location of the site, and the demonstrable opportunity for everyday journeys to be made on foot and by bicycle, the site presents the opportunity to create a development that is sustainable and that encourages journeys to be made actively.
- 4.4.16 It should also be noted that the site is located closer to the city centre (2.6km) in terms of walking and cycling than the permitted developments at Hampton Park (3.5km), Fugglestone Red (4.6km) and Longhedge (4.8km). The site is also closer in terms of walking and cycling than the majority of the sites allocated in February 2020: H3.1 Netherhampton Road (3.1km), H3.2 Hilltop Way (2.7km), H3.3 North of Netherhampton Road (2.8km) and H3.5 The Yard Hampton Park (3.6km).

4.5 Pedestrian Accessibility

- 4.5.1 Walking is a major mode of travel for local journeys and is recognised as the most sustainable form of travel (IHT, 2000). As such, walking forms an important part of sustainable growth, with the NPPF guiding that opportunities to promote walking are identified and maximised.
- 4.5.2 Therefore, by locating developments to minimise the need to travel and to maximise the potential for walking, sustainable growth can be promoted.
- 4.5.3 As set out earlier (see 'Local Facilities and Services') the location of the site is favourable to the creation of a sustainable development, with a range of day-to-day facilities, services and employment opportunities lying within a 'reasonable' walking distance.
- 4.5.4 The site is connected to these destinations by way of the existing pedestrian infrastructure in the surrounding area; the site is located opposite the existing footway which runs along the western side of Church Road, and thereafter provides access to the wider network that runs through Laverstock.
- 4.5.5 Two routes that provide connections between the site and important destinations have been identified; these are shown in **Figure 4.4** below and are thereafter described.

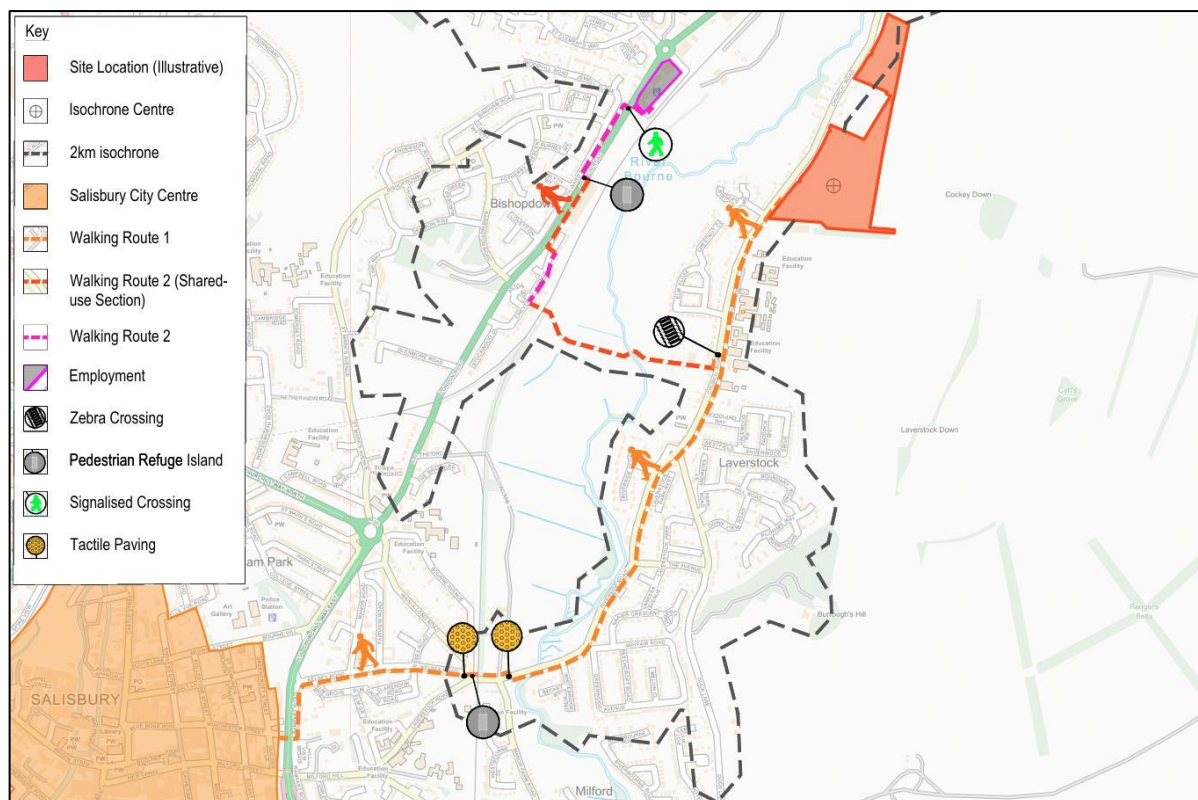


Figure 4.4 – Walking Routes

4.6 Walking Route 1

- 4.6.1 The first of the identified walking routes runs along Church Road, providing a connection between the site and Salisbury' city centre to the southwest.

- 4.6.2 From the site and as set out in more detail later (see 'Pedestrian and Cyclist Access') a new section of footway is proposed on the eastern side of Church Road, which would extend southwards from the site and connects into the existing provision that terminates at the entrance to St Joseph's Catholic School where one of the two signalised crossing points is proposed.
- 4.6.3 From this point, the route continues along the existing shared-use path that runs to the east of Church Road, passing the numerous educational facilities. It is noted that the entry and exit to St Joseph's Catholic School provide an at-grade crossing, to ease crossing of these junctions and in addition there is a dropped kerb crossing of Church Road atop a speed hump immediately north of the junction with Elm Close
- 4.6.4 It is also noted that advisory cycle lanes are *in situ* on Church Road through Laverstock, which provide a 'visual' narrowing of the carriageway, which in tandem with the removal of the centre line, serve to reduce traffic speeds. This therefore creates an environment that is more conducive to walking and cycling in the locality of the educational facilities on Church Road.
- 4.6.5 Immediately south of Wyvern College there is an existing raised zebra crossing, which affords pedestrians priority over 'through' traffic for crossing Church Road and also assists in reducing traffic speeds.
- 4.6.6 South of this the route continues along the existing footways to either side of Church Road, equipped with streetlights and typically with dropped kerbs to facilitate the crossing of junctions, and continues as Church Road becomes Riverside Road and then Laverstock Road.
- 4.6.7 Where Laverstock Road passes underneath the railway line there is footway provided to the north of the carriageway, and thereafter pedestrian refuge islands are provided on Bourne Avenue and Kelsey Road. These facilitate pedestrian movements by allowing the carriageway to be crossed in stages.
- 4.6.8 From this point the route continues along the existing footway that runs along Kelsey Road, this continues, again with streetlights and typically with dropped kerbs across junctions, through to Rampart Road.
- 4.6.9 Footway thereafter extends to the east of Rampart Road, before crossing to the west of the carriageway by way of a dropped kerb crossing. The route then continues underneath the A36 by way of an underpass that joins Winchester Street, which thereafter ties into the wider network the permeates through Salisbury's city centre.
- 4.6.10 As such, there is a continuous connection between the site and Salisbury's city centre, which comprises footways or shared-use paths that are equipped with streetlights and provide crossing facilities where required. This route also facilitates access to the nearby educational facilities and nearest convenience store.

4.7 Walking Route 2

- 4.7.1 The second of the identified walking routes provides a connection between the site and Bishopdown to the west, which hosts the nearest supermarket and employment opportunities.
- 4.7.2 The route follows the 'Walking Route 1' until the raised zebra crossing on Church Road, whereafter the route continues southwards, to the west of Church Road, before joining the shared-use path that runs westwards to the south of Laverstock & Ford Sports Club.
- 4.7.3 This shared-use path thereafter extends to the west, equipped with streetlights, and joins Cheverell Avenue. From this point, footway extends northwards to the east of Cheverell Avenue, and is equipped with streetlights.
- 4.7.4 Where Cheverell Avenue terminates at its northern extent, a shared-use path extends and runs northwards. Flanking the A30 London Road to the east. This facilities connection into the nearest supermarket, before continuing northwards (with dropped kerbs and tactile paving to ease crossing of the access into Aldi supermarket).

- 4.7.5 Approximately 30m north of this junction a pedestrian refuge island is *in situ* on the A30 London Road, which allows the carriageway to be crossed in two stages, and therefore facilitates connection into the footway to the west.
- 4.7.6 Thereafter this footway continues, with streetlights, for some 250m at which point a signal-controlled crossing, comprising a toucan crossing, facilitates connection to the footpath to the east of the A30 London Road by affording pedestrians priority over 'through' traffic when activated.
- 4.7.7 From this point the footpath extends and ties into the footway that thereafter provides access to the various employment opportunities in this location.
- 4.7.8 As such, there is a continuous connection between the site and the nearest supermarket and employment opportunities in Bishopdown, which is equipped with streetlights and crossing facilities where required.

4.8 Public Rights of Way

- 4.8.1 There is a network of Public Rights of Way (PRoW) that permeate through the area surrounding the site.
- 4.8.2 **Figure 4.5** below shows the various PRoW, which comprises a network of footpaths, bridleways and byways which promote accessibility through Laverstock.

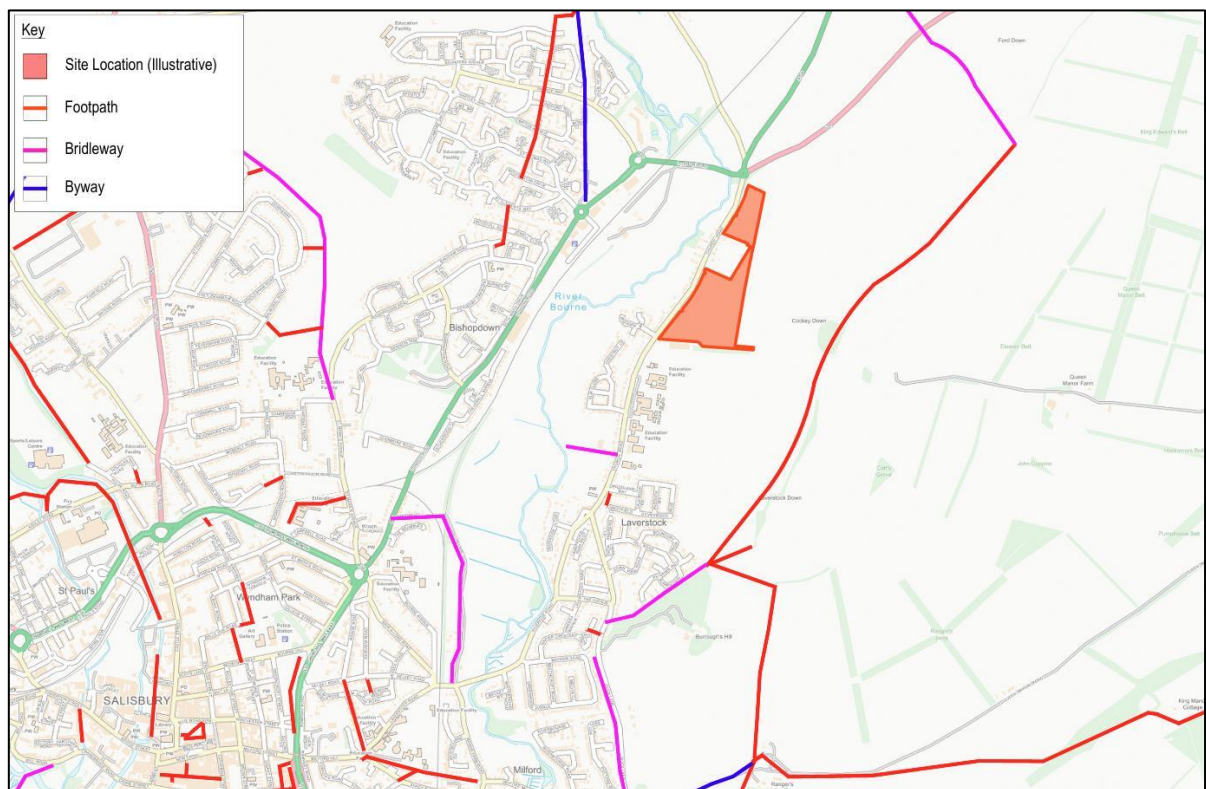


Figure 4.5 – Public Rights of Way

- 4.8.3 As it can be seen from **Figure 4.5** there is a PRoW to the south of the site on Church Road. This comprises a bridleway that runs to the south of Laverstock & Ford Sports Club before connecting into an existing shared-use path that continues through to Cheverell Avenue.
- 4.8.4 This provides an important route from Laverstock towards Bishopdown, promoting connectivity from the site towards the facilities and services located to the west of the railway line.

- 4.8.5 To the east of the site there is an existing footpath which runs broadly north to south; this can be accessed via Duck Lane where the route begins as a bridleway. There are also bridleways and footpaths to the south and east of Laverstock which form routes for leisure purposes.

4.9 Cyclist Accessibility

- 4.9.1 Cycling is recognised as one of the most sustainable modes of travel (CIHT, 2015) and as a result has the potential to replace the use of the private car for day-to-day trips. As such, cycling should be encouraged in new residential developments.
- 4.9.2 A threshold of 5km has been used. This is generally considered a reasonable cycling distance for most users and is identified as suitable distance for cycling under PPG 13. In addition to this, LTN1/20 states that *“two out of every three personal trips are less than five miles in length - an achievable distance to cycle for most people.”* This distance is approximately equivalent to 8km.
- 4.9.3 The site is located within reasonable cycling distance of a large area, which includes Laverstock and most of Salisbury; this is shown in the 5km cycling isochrone in **Figure 4.6** below.

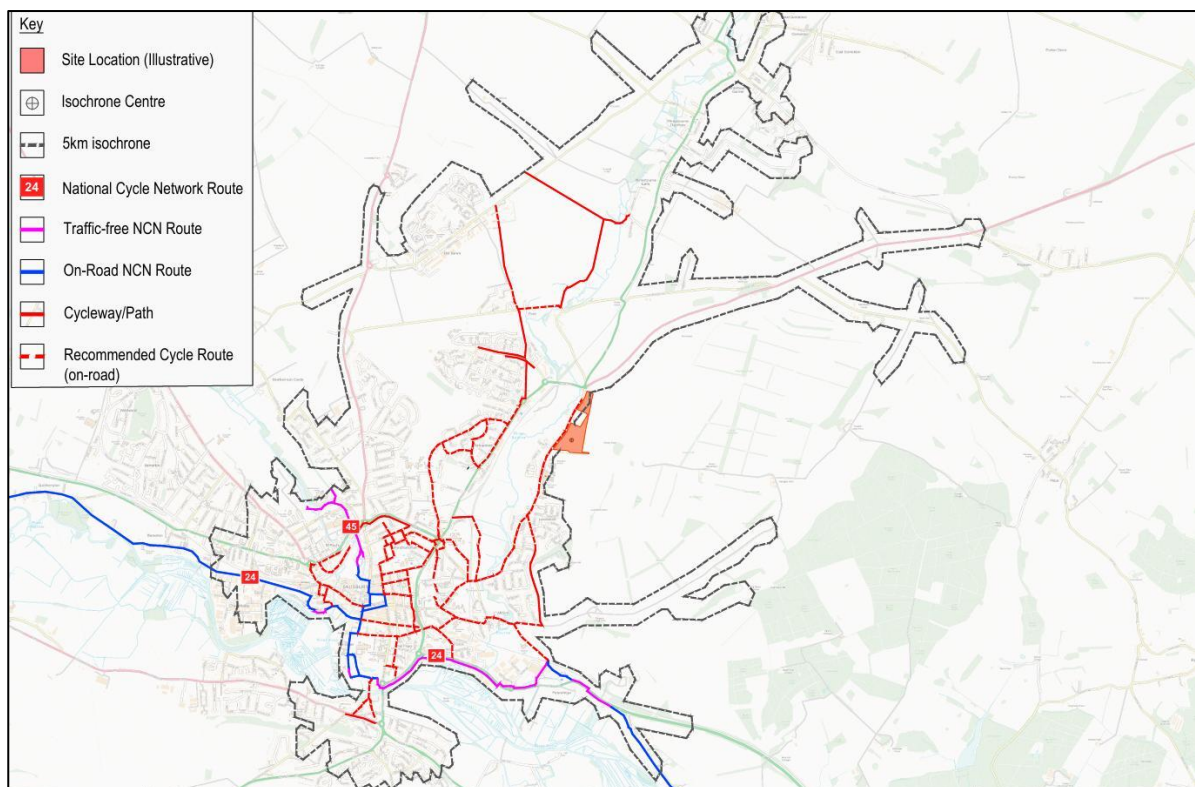


Figure 4.6 - Cycle Routes

- 4.9.4 **Figure 4.6** shows a 5km isochrone (approximately 20-minute cycle time) which demonstrates that the village of Laverstock, Old Sarum and the majority of Salisbury including the town centre and the railway station are accessible by bike. If the isochrone were to be extended to the higher cycle journey length of 8km the entirety of the city of Salisbury would lie within a reasonable cycle distance.
- 4.9.5 As shown, there is existing cycle infrastructure within the vicinity of the site; there are advisory cycle lanes along Church Road as well as shared-use paths outside the various educational facilities on Church Road.

- 4.9.6 Running southwards, the route continues to link into a network of cycle routes that continue through to Salisbury's city centre, as identified in the Connecting Wiltshire *Salisbury Cycle Map* (attached at **Appendix B**). These routes comprise either recommended on-road routes or cycle paths. As shown at **Appendix B** these routes create a continuous connection from the site through to Salisbury's city centre.
- 4.9.7 In terms of wider cycle routes, approximately 2km south of the site National Cycle Network (NCN) Route 24 can be joined on Milford Mill Road. NCN Route 24 continues to the east towards Romsey and to the west towards Warminster. Locally this route comprises a mix of traffic-free route and on-road route, and links through Salisbury's city centre. In the city centre NCN Route 24 links to NCN Route 45; this route commences in Salisbury and continues to the north towards Amesbury.
- 4.9.8 As such, the existing cycle network of Laverstock and Salisbury facilitates connection between the site and Salisbury's city centre by bicycle; this therefore means that the wider range of facilities and services located in this destination can be reached by sustainable means.
- 4.9.9 There are also wider NCN routes that promote longer-distance journeys by bicycle.

4.10 Public Transport Accessibility – Bus

- 4.10.1 The site is well-located in relation to the nearest existing bus stops ('Bishops Mead'), which are located on Church Road, adjacent the southern boundary of the site. The 'Bishops Mead' bus stops lie within a 400m walk of the site (measured from the centre of the site) which equates to a 5-minute walk. These bus stops currently take the form of a simple pole and flag, with timetable information.
- 4.10.2 The 'Bishops Mead' bus stops provide a range of bus services, as summarised in **Table 4.2** below, which sets out the route and approximate frequency of the services that call at these bus stops.

No.	Operator	Service Route	Approximate Frequency		
			Weekday	Saturday	Sunday
38	Salisbury Reds	West Dean – South Wilts Grammar School	School Service	No Service	No Service
66	Salisbury Reds	Bemerton – Salisbury – Laverstock – Porton – Shipton Bellinger	Hourly (12 services)	Hourly (5 services)	No Service
68	Stagecoach South	Salisbury – Stockbridge – Peter Symonds College	School Service	No Service	No Service
77	Stagecoach South	Winchester Bus Station (Circular)	2 per day	No Service	No Service
88	Salisbury Reds	Winterslow – Firsdown – Laverstock	School Service	No Service	No Service
675	Salisbury Reds	St Osmunds School - Bulford	School Service	No Service	No Service
R2	Salisbury Reds	Salisbury – Bishopdown – Laverstock	Hourly (6 services)	Hourly (6 services)	No Service
R6	Salisbury Reds	Salisbury – Laverstock	Half-hourly (13 services)	Half-hourly (12 services)	Hourly (8 services)

Table 4.2 - Summary of Bus Services

- 4.10.3 The 'Bishops Mead' bus stops are served by two main bus services: the 66 which routes hourly mainly between Salisbury city centre and Idminton via Laverstock between 08:02 and 18:48 Monday to Friday; and the r2RED which is a circular route to Salisbury town centre via Bishopdown and Laverstock and provides an hourly service between 19:45 and 23:56 Monday to Friday. Therefore, the development is served by an hourly bus service between 08:02 and 23:56 Monday to Friday ensuring journeys for work, shopping, leisure and evening entertainment and eating out can be undertaken by public transport.
- 4.10.4 Furthermore, the R6 service runs at a half-hourly frequency on weekdays and on a Saturday, and hourly on a Sunday, from the 'Duck Lane' and 'The Green' bus stops which are located to the south of the site. These bus stops lie approximately a 1km walk from the site, which equates to a 12-minute walk. The R6 bus service provides an hourly service between 06:59 and 19:02 providing the site with a regular bus service per hour albeit at a longer walking distance from the site.
- 4.10.5 As demonstrated within **Table 4.2**, there are also numerous school services that call at these bus stops.
- 4.10.6 As such, the existing services that pass the site and call at the 'Bishops Mead' bus stops provide regular connections into Salisbury's city centre, with a journey time of approximately 10 minutes, and the wider range of facilities, services and employment opportunities located at these destinations.
- 4.10.7 **Figure 4.7** on the following page shows the location of the closest bus stops in relation to the site location.

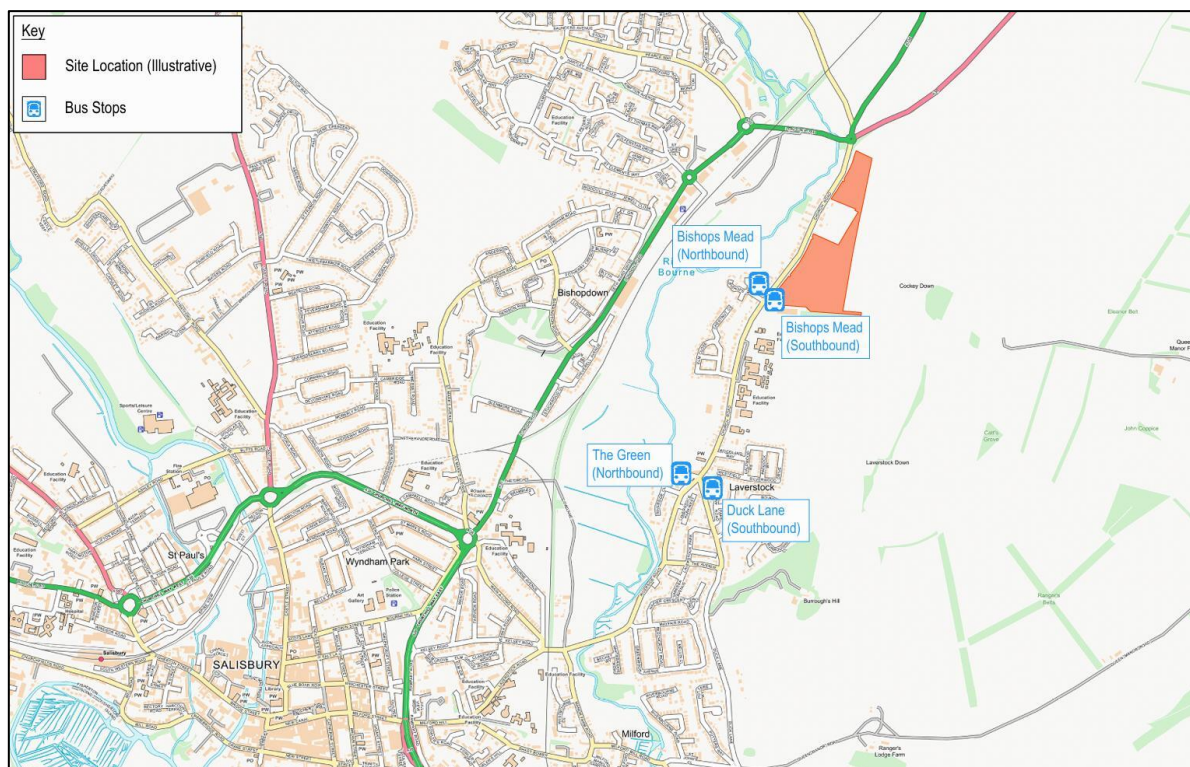


Figure 4.7 - Nearby Bus Stops

- 4.10.8 As such, the site is well-connected to the existing bus stops located on Church Road, and also those located at The Green. These bus stops provide connection via a range of bus services, that importantly provide linkages to Salisbury's city centre and the wider range of amenities located within, as well as providing evening provision. These bus services therefore represent a realistic alternative to the private vehicle.

4.11 Public Transport Accessibility – Rail

- 4.11.1 Salisbury Railway Station is located some 3.0km to the southwest of the site and can be reached within a 15-minute cycle. There are cycle parking facilities at the station with spaces for over 110 bicycles in sheltered wheel racks; as such there is the opportunity for travel to the station by bicycle for onwards travel by train.
- 4.11.2 The existing bus services that run close to the site also facilitate journeys to the station. The 66 service, which can be boarded at the 'Bishops Mead' bus stops, provides two connections on weekdays to and from the station. Furthermore, the 66 service, and the R6 service (which can be boarded at the 'Duck Lane' bus stops) both provide frequent connections to the 'New Canal' bus stops in Salisbury's city centre. From this bus stop the station can be reached within approximately 800m walking distance, which broadly equates to a 10-minute walk. As such there is the opportunity for travel to the station by bus for onwards travel by train.
- 4.11.3 The station is operated by South Western Railway and is served by a range of services. **Table 4.3** below summarises these services, including key destinations, approximate journey times and approximate frequencies on an average weekday.

Destination	Approximate Journey Time	Approximate Frequency
Local Services		
Grateley	12 minutes	Hourly
Dean	12 minutes	Hourly
Tisbury	13 minutes	Hourly
Andover	16 minutes	2 per hour
Gillingham	23 minutes	Hourly
Basingstoke	34 minutes	2 per hour
Regional Services		
Exeter St David's	120 minutes	Hourly
Bristol Temple Meads	70 minutes	Hourly
Portsmouth Harbour	80 minutes	Hourly
London Waterloo	90 minutes	Hourly
Cardiff Central	120 minutes	Hourly

Table 4.3 - Summary of Railway Services at Salisbury Railway Station

- 4.11.4 As such, the services calling at Salisbury Railway Station provide the opportunity for travel by sustainable means to a range of destinations, including Exeter, Bristol and London. The station is accessible from the site by sustainable modes, creating the opportunity for multi-modal travel and an alternative to the pri

5 Development Proposals

5.1 Introduction

- 5.1.1 This section of the TP sets out the proposals for the development of the site, the strategy for providing access for vehicles, pedestrians and cyclists, and the standards for determining the level of parking that the development would require.
- 5.1.2 Development proposals would see the delivery of up to 110 dwellings at the site.

5.2 Vehicular Access

- 5.2.1 It is proposed that two vehicular access points will be provided by way of priority 'give way' junctions taken off Church Road. Both access points would measure 5.5m in width with 6.0m radii and would be flanked by 2m footways.
- 5.2.2 Visibility splays, in line with the 30mph speed limit on Church Road, would be provided and maintained. As such, 2.4m x 43m visibility splays, suitable for the 30mph speed limit in line with MfS standards, would be provided.
- 5.2.3 The proposed vehicular access strategy is shown in the drawing attached at **Appendix C**.

5.3 Pedestrian and Cyclist Access

- 5.3.1 The proposed vehicular access points would be flanked by 2.0m footways and would be equipped with dropped kerbs, supplemented with tactile paving, to facilitate the crossing of the access. These footways would link to the proposed footway that would run along the frontage of the site on Church Road.
- 5.3.2 A section of footway measuring 2.0m in width is proposed along the eastern side of Church Road, linking the two proposed access points. The proposed footway along Church Road will link the northernmost access to the southernmost access and will continue towards the proposed signalised crossing point, whereby safe pedestrian access can be provided onto the existing footway on the western side of Church Road. Should it be deemed necessary, a further section of footway can be provided within highway land to the north of the most northern access as shown in the drawing at **Appendix C**.
- 5.3.3 Two signalised crossing points are proposed on Church Road, as demonstrated within **Appendix C**. The first signalised crossing point is proposed approximately 20m south of the Bishops Mead junction with the second signalised crossing point proposed approximately 105m north of the Elm Close junction.
- 5.3.4 As such, the proposed section of footway alongside the proposed signalised crossing points will create a continuous safe walking connection between the site, the schools to the south and the wider pedestrian network.
- 5.3.5 The proposed vehicular access will also facilitate access into the site for cyclists from Church Road.

5.4 Internal Road Layout and Parking Provision

- 5.4.1 The design of the internal road network will be set out and agreed at the reserved matters stage. This will be developed to meet the standards specified in MfS and WC guidance, with a particular focus on the creation of safe routes within the Site encouraging accessibility for active travel with priority for pedestrians and cyclists to encourage active travel over car use. All internal roads will be designed to accommodate access by refuse vehicles and emergency services, as appropriate, to be demonstrated by swept path analysis.
- 5.4.2 The development will provide car and cycle parking in accordance with the adopted parking standards at the time of reserved matters application(s). Car parking will be designed in such a way to discourage car use, with an emphasis on ensuring that this does not dominate spaces or inconvenience pedestrians and cyclists. The development will include provision of charging infrastructure to facilitate the use of Electric Vehicles (EVs) in accordance with the requirements set out in the Building Regulations and therefore reduce the impacts associated with vehicle emissions.

6 Objectives and Targets

6.1 Objectives

- 6.1.1 The fundamental aim of the TP is to provide a combination of measures, information and support initiatives to encourage alternative modes of travel and offer residents and visitors the opportunity to reduce the number of journeys made by private car.
- 6.1.2 The objectives and associated targets are designed to be **SMART**; **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound. There is a clear focus on the reduction of single occupancy car journeys, through the modification of travel behaviour in favour of active travel.
- 6.1.3 The underlying objectives of the TP are as below:
- Reduce single occupancy car journeys to and from the site;
 - Minimise the need to travel by private car, and as a result minimise pollution and congestion on the local highway network;
 - Minimise the need for parking;
 - Facilitate access by active travel modes to important local destinations such as education and health offerings;
 - Liaison with neighbouring communities, WC and other relevant organisations to maximise modal shift away from single occupancy car journeys;
 - Provide suitable on-site facilities to promote walking, cycling and public transport usage; and
 - Encourage a healthier lifestyle for residents, visitors and the wider community.

6.2 Targets

- 6.2.1 As a means to assess the success of the TP, a package of measurable performance indicators has been prepared.
- 6.2.2 As the travel habits of the future residents of the proposed development are not known at this stage, the widely-adopted methodology of interrogating ‘Method of Travel to Work (QS701EW)’ data from the 2011 census was assessed. This data, for the MSOA within which the site lies, namely ‘Wiltshire 057’, is attached at **Appendix D**.
- 6.2.3 The interrogation of this data reveals the existing modal split of the town, and as such indicates the anticipated travel habits for the proposed development.
- 6.2.4 It is assumed that this modal split is representative of the anticipated modal split of the proposed development, without the implementation of a TP.
- 6.2.5 **Table 6.1** on the following page sets out this anticipated modal split.

Method of Travel	Modal Split
Car Driver	69.8%
Car Passenger	6.0%
Motorbike	0.8%
Cycling	3.3%
Bus	4.5%
Rail	2.6%
Walking	13.0%
Total	100%

Table 6.1 – Estimated Modal Split

6.2.6 Based on the anticipated modal split for the proposed development, the following initial targets have been set for a 5-year implementation period from the occupation of the proposed development:

- Achieve a reduction in single occupancy car journeys over the life of the TP;
- Achieve an increase in walking journeys and cycling journeys over the life of the TP;
- Achieve an increase in public transport journeys over the life of the TP;
- Achieve an increase in car sharing journeys over the life the TP; and
- Achieve 75% awareness of the TP.

6.2.7 Specific targets associated with the initial targets set out above are shown in **Table 6.2** below. It should be noted that these targets are initial targets only, representing a ‘starting point’, and that these targets would be adjusted following the completion of the baseline travel survey, the details of which are set out later in ‘Monitoring, Review and Reporting’.

Initial Target	Baseline	Year 1	Year 3	Year 5
Achieve a 4% reduction in single occupancy car journeys	63.80%	63.00%	61.40%	59.80%
Achieve a 2% increase in walking and cycling journeys	16.30%	16.70%	17.50%	18.30%
Achieve a 1% increase in public transport journeys	7.10%	7.30%	7.70%	8.10%
Achieve a 1% increase in car sharing journeys	6.00%	6.20%	6.60%	7.00%

Table 6.2 – Phased Initial Targets

6.2.8 The baseline modal split figures shown in the above table are based on the anticipated modal split for the proposed development, as set out in **Table 6.1**. As such, these would be amended following the completion of the baseline travel surveys and the targets adjusted accordingly.

6.2.9 It should be considered that a Travel Plan is a ‘living’ document that evolves and responds to changes and demand, and as such these targets could be reviewed and a phased set of targets set. This would allow the targets to be tailored to the travel habits captured in the survey of the residents of the proposed development.

6.2.10 In order to achieve the above aims and targets of the TP, a package of measures, initiatives and mechanisms are proposed on-site following the completion of the proposed development. These are set out in the later ‘Sustainable Transport Measures’ section of this FTP.

7 Travel Plan Strategy

7.1 Travel Plan Coordinator

- 7.1.1 An essential component of any Travel Plan is the appointment of a Travel Plan Coordinator (TPC).
- 7.1.2 As such, a TPC will be appointed prior to the first occupation of the proposed development. The TPC will oversee the administration and implementation of the TP, providing an overall coordination to support the success of the Travel Plan throughout the 5-year implementation period.
- 7.1.3 The TPC will be a 'champion of the cause', and will be responsible for all aspects of the TP. The TPC's main responsibilities will be as follows:
- Show enthusiasm, negotiation skills and effective communication skills;
 - Be the 'human face' of the TP, ensuring that the document is both visible and accessible;
 - Lead the launch and implementation of the TP;
 - Liaise with external organisations, for example WC;
 - Arrange travel surveys;
 - Encourage uptake of sustainable transport measures by residents, necessary at first occupation of the proposed development and annually thereafter throughout the 'life' of the TP;
 - Maintain all necessary systems, data and paperwork, for example records of the distribution of 'Welcome Packs';
 - Periodically update the dedicated TP notice board provided in the proposed development; and
 - Implement the monitoring programme for the TP, including setting targets.
- 7.1.4 A primary responsibility of the TPC is to increase awareness of the TP amongst residents of the proposed development, therefore equipping them to make informed travel choices. As a result, the TPC will be afforded ample time and resource to implement the TP effectively.
- 7.1.5 It is anticipated that the TPC will be given roughly 1 day a month (which equates to 12 days a year throughout the 5-year 'lifetime' of the TP), in tandem with sufficient resources, to effectively complete their duties as TPC.
- 7.1.6 The TPC will work in close partnership with Travel Plan Officers at WC and will accordingly strive to promote any transport initiatives that WC may have.
- 7.1.7 The name and contact details of the TPC will be given to WC once they have been appointed, at the latest within one month of occupation of the site. In the interim the developer will be responsible for the management and development of the TP.
- 7.1.8 The TPC will work closely with external partners to remain abreast on the latest information, initiatives and technology in sustainable travel. These external partners comprise:
- TPCs on nearby developments, whereby this partnership will facilitate the organisation of joint events, and promotion of initiatives on sustainable travel opportunities such as a 'Walking Bus' or 'Bicycle Clinic';
 - WC Travel Plan Officers, whereby this partnership will yield support, advice and guidance on sustainable transport options and initiatives to promote the sustainable transport goals and objectives of the Highway Authority;
 - Public Transport Operators, whereby this partnership will provide the latest information on the frequency, routeing and cost of nearby public transport offerings;

- Local community representatives, whereby this partnership will yield information regarding the on-site operation of the TP; and
- Local cycle stores, whereby this partnership may yield discounts and expertise to encourage cycling as a travel mode.

7.1.9 Community Travel Meetings will be held at regular intervals, as a means to review the progress and success of the TP and also to provide a platform for residents or partners to comment on sustainable travel.

7.2 Marketing and Consultation

7.2.1 Marketing can be used to influence the travel choices of new residents of the proposed development. As such, the sustainability credentials of the development will be sold as a positive extra by sales staff.

7.2.2 All residents will be made aware of the existence and benefits of the TP on occupation of the proposed development. The purpose and objectives of the TP, as well as the role of individuals in achieving these objectives, will be described.

7.2.3 A 'Welcome Pack' will be provided for each dwelling, as part of the promotional material. These will be prepared at an early stage, and will be introduced to future residents during the sales and welcome process, and will contain information on the TP and sustainable transport information.

7.2.4 This 'Welcome Pack' could include the following:

- A summarised version of the TP, for example setting out the purpose and benefits of the document;
- An explanation of the positives of sustainable transport, including health- and environmental-related reasons for changing travel habits;
- An explanation of how an individual can travel sustainably, for example methods of driving to produce fewer emissions;
- A leaflet containing information on opportunities for walking, cycling and public transport (for example as shown in the sample leaflet attached at **Appendix E**);
- Information on useful websites linked to sustainable transport, such as Act TravelWise and Energy Saving Trust;
- Contact numbers and website details for bus and rail companies, for example Faresaver, the operator of the existing bus services along Pathfinder Way;
- Details of car sharing schemes, for example Liftshare;
- Details of the 'Travelwest' website;
- Details of local taxi companies;
- Details of local and national cycle organisations, such as Sustrans;
- Information on local bicycle shops and repair shops;
- Information on working from home; and
- Contact details of the TPC and WC Travel Plan Officers.

8 Sustainable Transport Measures

8.1 Introduction

- 8.1.1 In preparing any Travel Plan consideration should be given to the differing responses of individuals, and as such there will not be a single solution to the travel needs of future residents of the proposed development. Accordingly, a range of measures are needed, so that residents and visitors of the development can choose a mode of travel to suit their own needs.
- 8.1.2 The following section sets out the measures to which the developer has committed to encourage sustainable travel to and from the site and as such promote the success of the TP.
- 8.1.3 It should be noted that these measures will be the responsibility of the current developer or any future developer.

8.2 Design of the Development

- 8.2.1 The proposed development will be designed to provide a sustainable development, in line with Manual for Streets principles.
- 8.2.2 The proposed development would therefore be sensitively designed to provide a high-quality layout and environment maximising transport sustainability and integration.
- 8.2.3 Within the proposed development, active travel will be encouraged by creating a 'place' where pedestrians and cyclists have priority over motor traffic. For example, the creation of a 20mph 'home zone' area could provide an environment within which both pedestrians and cyclists would feel comfortable.
- 8.2.4 Crossing points will be integrated into the vehicular access, taking the form of dropped kerbs supplemented with tactile paving. In line with Manual for Streets guidance, such features would facilitate the crossing of pedestrians.
- 8.2.5 Furthermore, a section of 2.0m footway with associated crossing facilities is also proposed on Church Road which is discussed earlier in this FTP.
- 8.2.6 Slopes and gradients will be considered to ensure that routes comply with Equality Act requirements.

8.3 Informational Measures

- 8.3.1 A 'Welcome Pack' will be provided for each dwelling and will be prepared early on to present to prospective and future residents during the sales and welcome process.
- 8.3.2 The content of this 'Welcome Pack' is summarised in the previous section (see 'Marketing and Consultation').
- 8.3.3 A dedicated TP notice board will be installed at an appropriate location within the proposed development, to be visible and readily accessible by residents and visitors. This notice board will display the following:
 - Latest travel information, for example key routes for pedestrians and cyclists and public transport information;
 - Periodical updates on the status and progress of the TP;

- Details of forthcoming sustainable travel events, such as 'car free days' and 'bike to work days' in the surrounding area;
- Details of planned infrastructure improvements in the surrounding area; and
- Information on the health benefits of active travel.

8.4 Promoting Active Travel

8.4.1 Encouragement will be given to residents and visitors of the proposed development to travel on foot or by bicycle, as a sustainable alternative to the use of the private car.

8.4.2 Means through which active travel could be promoted are as below:

- Promotion of national travel events aimed at encouraging sustainable travel to raise awareness and encourage participation, such as 'Bike Week';
- Providing high-quality, secure and convenient cycle parking within the proposed development;
- Canvassing residents to establish demand for walking and cycling initiatives such as 'buddy schemes' and a 'walking school bus'; and
- Liaison with WC regarding existing Travel Plan schemes and targets for school travel.

8.4.3 As set out previously, pedestrian infrastructure will be provided on Church Road and will provide the opportunity for journeys to and from the site to be undertaken on foot or by bicycle as opposed to by private car.

8.4.4 A £50 cycling voucher will be provided to each household if requested within 6 months of occupation.

8.5 Promoting Public Transport

8.5.1 To augment the information provided within each 'Welcome Pack' and displayed on the dedicated notice board, the latest information on changes to public transport services (for example amendments to timetables or changes to fares) may be circulated to residents as and when required.

8.5.2 Promotion of the 'Travelwest' website, which includes information on options for active travel and public transport, as well as a 'Journey Planning' application to set out options for specific journeys.

8.5.3 In terms of vouchers for public transport, either one Adult 30-day Salisbury Red bus pass (£53) or up to 2 Adult 7-day Salisbury Red bus pass (£15 each) + 2 Child 7-day bus passes (£14 each) will be offered to each household upon occupation.

8.6 Reducing Single Occupancy Car Journeys

8.6.1 Residents of the proposed development will be encouraged to car share. For example, 'Liftshare' is a web-based car sharing database to connect individuals who share similar journeys to work.

8.6.2 Information regarding such schemes will be included within the 'Welcome Pack.'

8.7 Electric Vehicle Charging Points

- 8.7.1 The development will provide all units with an electric vehicle charging point to enable residents to purchase and charge an electric vehicle leading to improvement in air quality and positively assisting climate change issues.

8.8 E-Bike Cycle Hire

- 8.8.1 Through discussions with Co-Bikes the development proposes to site a dedicated docking terminal with provision for 10 e-bikes. If proven commercially successful, an additional terminal and e-bikes can be added to support the movement requirements of residents. A to A round trips would be enabled and A to B trips to the city centre and railway station can be provided using the future terminals that Co Bikes are proposing at these locations.
- 8.8.2 The provision of e-bikes will enable people who are less fit to participate in this active travel mode without the need to purchase the expensive bike and breaking down the barriers to cycling such as on-route topography or arriving to work hot and sweaty.
- 8.8.3 The provision of e-bike hire will increase the sustainability of the site, decrease private car use and increase health and well-being of residents with a positive effect on climate change. For a few residents this option may reduce the ownership of multiple vehicles.

8.9 E-Car Club

- 8.9.1 An initial single e-car is proposed to serve the development enabling residents to hire a sustainable vehicle to undertake journeys if they do not own a car or if they choose to not purchase an additional vehicle but still require access to a vehicle on odd occasions. If proven commercially successful, an additional vehicle(s) can be added to support the movement requirements of the residents.
- 8.9.2 Often the ability to hire a car occasionally leads to a lower car ownership which in turn leads to an increase in short journeys being undertaken by sustainable modes of transport.
- 8.9.3 The provision of e-car hire will decrease private car ownership and the use of fossil fuels with a positive effect on climate change.

9 Monitoring, Review and Reporting

9.1 Monitoring and Review

- 9.1.1 A Travel Plan is an evolving document, in accordance with the changing circumstances of a community and its environment. A robust strategy to monitor the implementation of a Travel Plan is therefore imperative, to promote the delivery of and gauge the success of proposed measures.
- 9.1.2 As such, an approved travel questionnaire will be sent to each dwelling within the proposed development. This questionnaire will capture information on the travel behaviours of the residents of the proposed development, as well as their opinion on the implementation of the TP.
- 9.1.3 The travel questionnaire will be undertaken 3 months after occupation, and thereafter biennially throughout the duration of the TP, revealing information on the travel habits of residents of the proposed development.
- 9.1.4 To reduce the costs associated with these travel questionnaires, the document could be adapted for electronic use and circulated to residents of the proposed development for completion.
- 9.1.5 **Table 9.1** below out the schedule to implement these surveys.

Survey	Schedule	Responsibility	Information
Travel Questionnaire	Baseline Year 1 Year 3 Year 5	TPC	Establishing the travel behaviour of residents, and gathering their views on the implementation of the Travel Plan

Table 9.1 – Survey Schedule

- 9.1.6 The monitoring process for the TP will comprise two stages as shown in **Table 9.2** below.

Stage	Description
Stage 1	A basic biennial review of targets and measures. The monitoring surveys as detailed above will indicate whether targets are being achieved, and whether the measures in place are having the desired effect on travel patterns.
Stage 2	The TPC will undertake a full and comprehensive review of targets and measures at Year 5. This review will comprise completely updating the Travel Plan document to reflect changes in transport availability, changes in travel pattern, changes in resident numbers and revisions to targets and measures.

Table 9.2 – Stages of the Monitoring Process

- 9.1.7 Monitoring will reveal information as to why set targets are not being achieved if this is the case. Solutions could involve implementing additional, or different, measures or amending targets so that they are more realistic.
- 9.1.8 To allow the findings of the baseline travel survey to inform the TP, the full TP will be prepared by 6 months after occupation of the proposed development. This will allow sufficient time for the results of the baseline survey, which would be completed by 3 months after occupation, to be analysed and appropriate revisions to the targets and measures of the TP to be prepared.

9.2 Reporting

- 9.2.1 Following the completion of the respective travel questionnaire, the TPC will prepare a monitoring report based on the results of the questionnaire.
- 9.2.2 This report will set out the results of the questionnaire, the progress of the TP, the success of the implemented measures and initiatives, the level of commitment and support received, and any measures of the TP that are not being adhered to.
- 9.2.3 Notably, any personal details will be removed from the results as presented.
- 9.2.4 The monitoring report will also incorporate the below:
- Name and address of the site;
 - A summary of the TP;
 - How and when information was obtained;
 - Whether travel patterns are in line with objectives and targets; and
 - Proposals to develop the TP further.
- 9.2.5 The monitoring report would then be issued to WC's Travel Plan Officers and retained on record.

10 Action Plan

10.1.1 **Table 10.1** below presents the 'Action Plan' for the TP. This sets out the range of proposed measures, associated responsibility, and target date for implementation.

10.1.2 Responsibility for measures which are identified as the responsibility of the developer will lie with the current developer or any future developer.

Measures	Action	Responsibility	Target Date
Travel Welcome Packs	Prepare and distribute a 'Welcome Pack' to each dwelling	TPC/Developer	Preparation during the sales process and distribution following occupation
Travel Plan Notice Board	Provision of a notice board to display information including sustainable travel information and forthcoming events	Developer	Prior to occupation
TPC's Time	To undertake duties as set out in 'Travel Plan Coordinator' such as the promotion of the TP, organising events, organising travel surveys and liaising with external partners	Developer	Following occupation
TPC's Budget	To facilitate the delivery of sustainable travel events and promotional events	Developer	Following occupation
Walking and Cycling Information	Prepare a map of key walking/cycling routes to display suitable routes	TPC	Prior to occupation
Walking Buddy/School Initiatives	Investigate supportive measures for school pupils for travel to school	TPC	Prior to occupation
Community Travel Meeting	Organise regular community travel meetings with residents and key partners	TPC	Annually throughout the duration of the Travel Plan
Active Travel Infrastructure Improvements	Delivery of off-site footway, and zebra crossings	Developer	Prior to occupation
Travel Questionnaire	Undertake a travel questionnaire of residents to reveal travel habits	TPC	Within 3 months of occupation and thereafter biennially

Table 10.1 – Travel Plan Action Plan

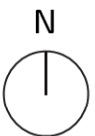
10.1.3 The proposed measures as set out above present a 'starting point' and as such may be amended following the results of the baseline travel survey, which will reveal the travel habits of the residents of the proposed development 3 months following occupation.

Appendix A: Parameters Plan



KEY

- Application Site Boundary 8.09 ha
- Residential [up to 110 dwellings @ 35 DPH] 3.15 ha
- Existing Trees, Hedgerows & Vegetation to be retained
- Open Access Land
- Proposed Structural Planting
- Proposed Amenity Greenspace
- Proposed SANGS Area
- Proposed LEAP 0.04 ha
- Proposed Vehicular Access Point
- Potential Pedestrian Connection to Church Road
- Pedestrian Connection to SANGS Area
- Pedestrian Connection Only to Cockey Down
- Proposed Indicative Drainage Basin



drawn/chkd	scale	date
JUB / CEH	1:1250 @ A1	17. 02. 2026
number	status	rev
6450-FPCR-DR-XX-XX-DR-L-0002	S3	P15

client
Hallam Land Management Ltd

project
**Land off Church Road,
Laverstock**

title
PARAMETERS PLAN

Appendix B: Wiltshire Salisbury Cycle Map

Cycle Shops

- 1 Halfords Superstore**
Southampton Road
Salisbury
Tel: 01722 413161
www.halfords.com
- 2 Hayball Cyclesport**
(Cycle hire available)
26-30 Winchester Street
Salisbury
Tel: 01722 411378
www.hayball.co.uk
- 3 Motabitz**
25-27 Brown Street
Salisbury
Tel: 01722 328601
www.motabitz.co.uk
- 4 Nash's Cycles**
81 Wilton Road
Salisbury
Tel: 01722 335887
www.nashcycles.co.uk
- 5 Stonehenge Cycles**
86-88 Fisherton Street
Salisbury
Tel: 01722 334915
www.stonehengecycles.com



Key

- Cycle way/path (surfaced)
- Cycle way/path (unsurfaced)
- Recommended cycle route (on road)
- 24 45 National Cycle Network
- WCW Wiltsire Cycle Way
- WCW Wiltsire Cycle Way (New Forest Link)
- The Golden Way cycle route
- National Byway cycle route
- P Cycle Parking
- Pedestrian link (cyclists dismount)
- Footpaths
- Rail Station
- Information Centre
- Leisure Centre
- Police Station
- Hospital
- Council Offices
- Library
- Toilets
- Higher Education
- School
- Point of Interest

Base map data © OpenStreetMap contributors. Additional data by Wiltshire Council
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Cartography by Steer Davies Gleave Aug 2013. Updated by Wiltshire Council Mar 2016.

Scale 1:15,000

0 400 800 1,200 1,600 metres
0 5 10 15 20 minutes walk
0 1.5 3 4.5 6 minutes cycle

Why cycle?

Connecting Wiltshire is trying to encourage more people to cycle, whether it be to work, school, shopping or just for leisure. Not only can it improve your health and fitness, help the environment and beat congestion, but it can also save you money.



Did you know? By cycling a 3 mile trip to work it will save you around £1.50 each day in fuel and car maintenance costs

Cycling is a great way to introduce some exercise into your daily routine. It can also help reduce stress and is a great way to clear your head at the end of the day.

Code of conduct for shared use paths

When you are cycling, please:

- Give way to walkers and wheelchair users and leave them plenty of room.
- Take care around horse riders especially when approaching from behind.
- Be prepared to slow down or stop.
- Don't cycle at excessive speed.
- Be careful at junctions, bends, entrances or any other places where people could appear without warning.
- Don't assume that everyone can see or hear you.
- Use your bell or call out. Don't surprise people. Acknowledge those who give way to you.
- Keep to your side of any dividing line.
- Use lights when it gets dark or in dull weather. Carry a spare set of lights or batteries with you.

When you are walking, please:

- Listen for bells. Bells are not an order for you to get out of the way. They are to make you aware that cyclists are looking for a safe opportunity to pass.
- Allow cyclists to pass when it's safe. Remember cyclists need time to brake and stop.
- Keep your dog under control.
- Keep to your side of any dividing line. Please be tolerant where space is limited.

Keep your bike safe

- Buy a good lock and make sure you always lock the frame of the bike to the parking stand.
- Take removable lights with you.
- A good rule of thumb is that your lock should cost around 10% of the value of your bike, or to look out for 'Sold Secure' ratings.
- You can insure your bike on your home insurance policy or buy specialist cycle cover.
- Make sure you record your cycle frame number which will help you recover it if it's stolen.

Bike Maintenance

There are many friendly bike shops in Wiltshire who can help you keep your bike running smoothly.

Learning some basic bike maintenance is useful for keeping your bike in good condition:

Every time you use your bike

- Check the air pressure in your tyres and pump up if needed.
- Make sure your brakes are working

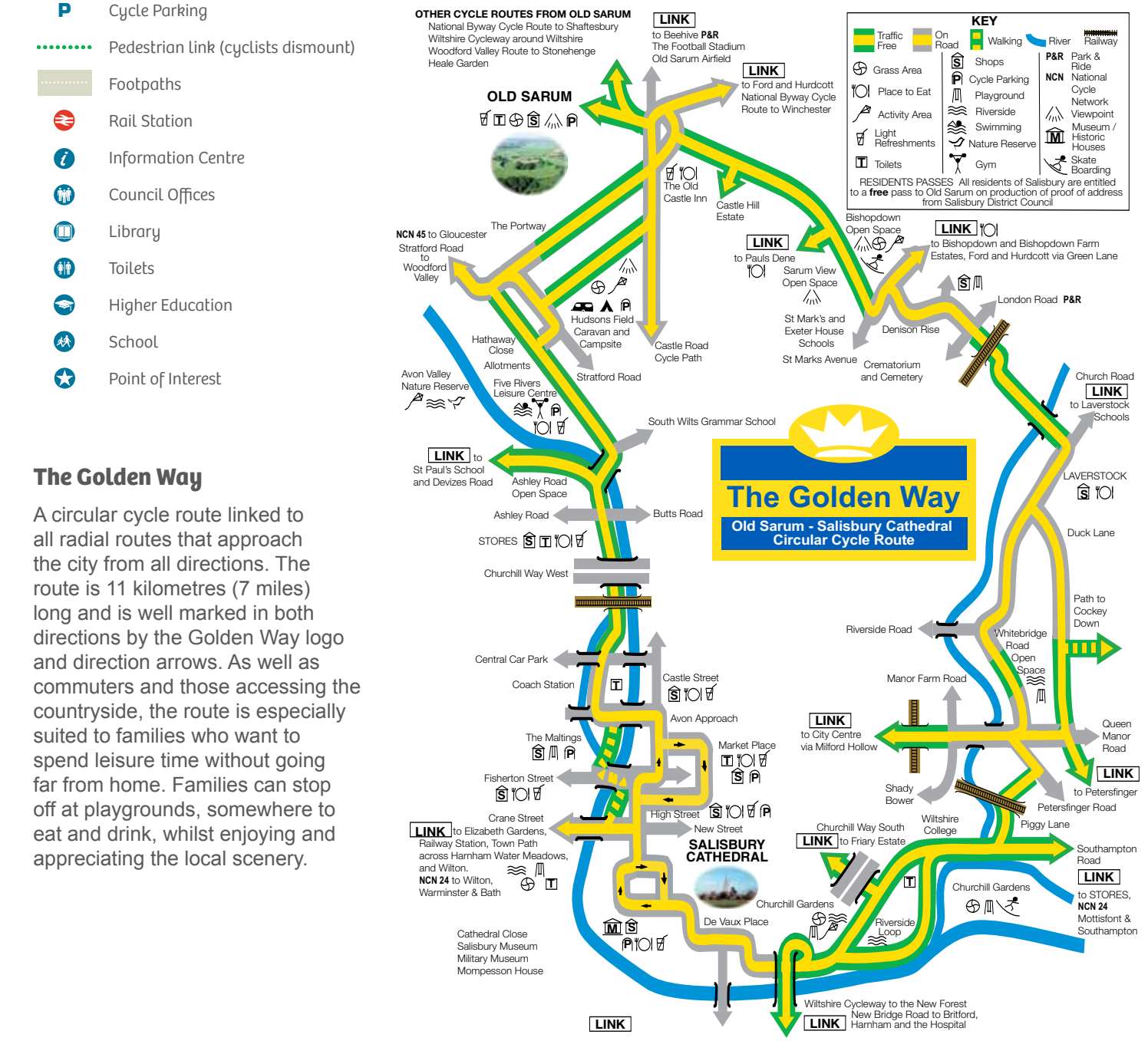
Weekly (for frequent cyclists)

- Oil your chain

Less frequently

- Oil any moving parts of the bike. Take care not to get oil on your brake pads or wheel rims.
- Check your brake pads for wear. They should contact squarely with the wheel rim not the tyre.
- Check the frame for damage and make sure any bolts are securely tightened.

It is worth making sure you carry some basic equipment with you on any rides such as repair patches, tyre levers and a pump and valve.



Salisbury and Wilton

Leisure routes

Several of Sustrans' National Cycle Network (NCN) routes pass through Wiltshire:

NCN 4 is a long distance route between London and Fishguard via Reading, Bath, Bristol, Newport, Swansea, Carmarthen, Tenby, Haverfordwest and St. Davids.

NCN 24 will run from Bath through Radstock and Frome in Somerset, then Warminster and Salisbury to join with NCN 23 at Eastleigh in Hampshire

NCN 45 will connect Salisbury in Wiltshire with Chester in Cheshire, via Swindon, Cirencester, Gloucester, Worcester and Whitchurch

There are also many local routes. The Wiltshire Cycleway is a circular route passing through many of Wiltshire's towns.

Look for the blue route signs or visit www.connectingwiltshire.co.uk



Time/Distance/Calorie Counter

The times and distances to the right are based on following the recommended cycle routes where possible and with a cycling speed of 10mph (this is an unhurried speed on the flat). If you cycle quicker, your journey time can be even shorter and you can burn more calories.

For time, distance, calorie information and gradient profiles for other cycle journeys, use our journey planner at www.connectingwiltshire.co.uk

	Town centre/ Library	Rail station	Wiltshire Council Office (Bourne Hill)	Five Rivers Health and Wellbeing Centre	Wilton Village Centre	Salisbury Hospital	Southampton Road Retail Park	Churchfields Industrial Estate	Business Parks, Old Sarum	Wiltshire College	Laverstock Schools Campus	Sarum Academy
Town centre/ Library												
Rail station	5 mins 0.5 miles 14 cals											
Wiltshire Council Office (Bourne Hill)	3 mins 0.4 miles 14 cals	5 mins 0.8 miles 22 cals										
Five Rivers Health and Wellbeing Centre	5 mins 0.8 miles 23 cals	6 mins 1 mile 29 cals	6 mins 1 mile 25 cals									
Wilton Village Centre	25 mins 3.5 miles 100 cals	21 mins 3.2 miles 84 cals	27 mins 4.2 miles 112 cals	27 mins 4.2 miles 112 cals								
Salisbury Hospital	20 mins 2.2 miles 93 cals	20 mins 2.6 miles 99 cals	20 mins 2.3 miles 90 cals	24 mins 2.9 miles 107 cals	40 mins 5.6 miles 177 cals							
Southampton Road Retail Park	8 mins 1.3 mile 35 cals	11 mins 1.8 miles 42 cals	9 mins 1.2 mile 37 cals	13 mins 2 miles 57 cals	30 mins 4.7 miles 119 cals	20 mins 2.4 miles 100 cals						
Churchfields Industrial Estate	8 mins 1.1 mile 28 cals	4 mins 0.7 miles 16 cals	9 mins 1.5 miles 35 cals	10 mins 1.7 miles 46 cals	18 mins 2.9 miles 72 cals	23 mins 3.1 miles 111 cals	13 mins 2.2 miles 56 cals					
Business Parks, Old Sarum	23 mins 2.9 miles 112 cals	23 mins 3.1 miles 117 cals	22 mins 2.8 miles 114 cals	18 mins 2.3 miles 98 cals	43 mins 6.2 miles 199 cals	38 mins 5 miles 160 cals	30 mins 4 miles 150 cals	27 mins 3.7 miles 133 cals				
Wiltshire College	5 mins 0.8 miles 23 cals	8 mins 1.2 miles 30 cals	5 mins 0.7 miles 22 cals	10 mins 1.5 miles 44 cals	28 mins 4.3 miles 110 cals	16 mins 1.9 miles 86 cals	3 mins 0.5 miles 13 cals	11 mins 1.7 miles 42 cals	27 mins 3.5 miles 137 cals			
Laverstock Schools Campus	13 mins 1.7 miles 65 cals	16 mins 2.1 miles 74 cals	11 mins 1.6 miles 55 cals	15 mins 2 miles 82 cals	37 mins 5.4 miles 157 cals	28 mins 3.7 miles 140 cals	11 mins 1.7 miles 57 cals	20 mins 2.8 miles 90 cals	16 mins 2.4 miles 79 cals	13 mins 2 miles 64 cals		
Sarum Academy	23 mins 2.6 miles 121 cals	19 mins 2.5 miles 109 cals	24 mins 3 miles 127 cals	20 mins 2.5 miles 118 cals	20 mins 2 miles 80 cals	32 mins 4.6 miles 149 cals	28 mins 3.7 miles 149 cals	17 mins 2 miles 100 cals	31 mins 4.6 miles 153 cals	25 mins 3.3 miles 136 cals	35 mins 4.4 miles 179 cals	

Plan your journey and find information for all travel into and around Wiltshire at www.connectingwiltshire.co.uk. You can look up leisure cycling routes, find local cycling groups and cycle training, report problems on the roads, or find out about taking your bike on trains.

www.connectingwiltshire.co.uk
connectingwiltshire@wiltshire.gov.uk

QR code and social media links for Connecting Wiltshire.

Stay in the Loop

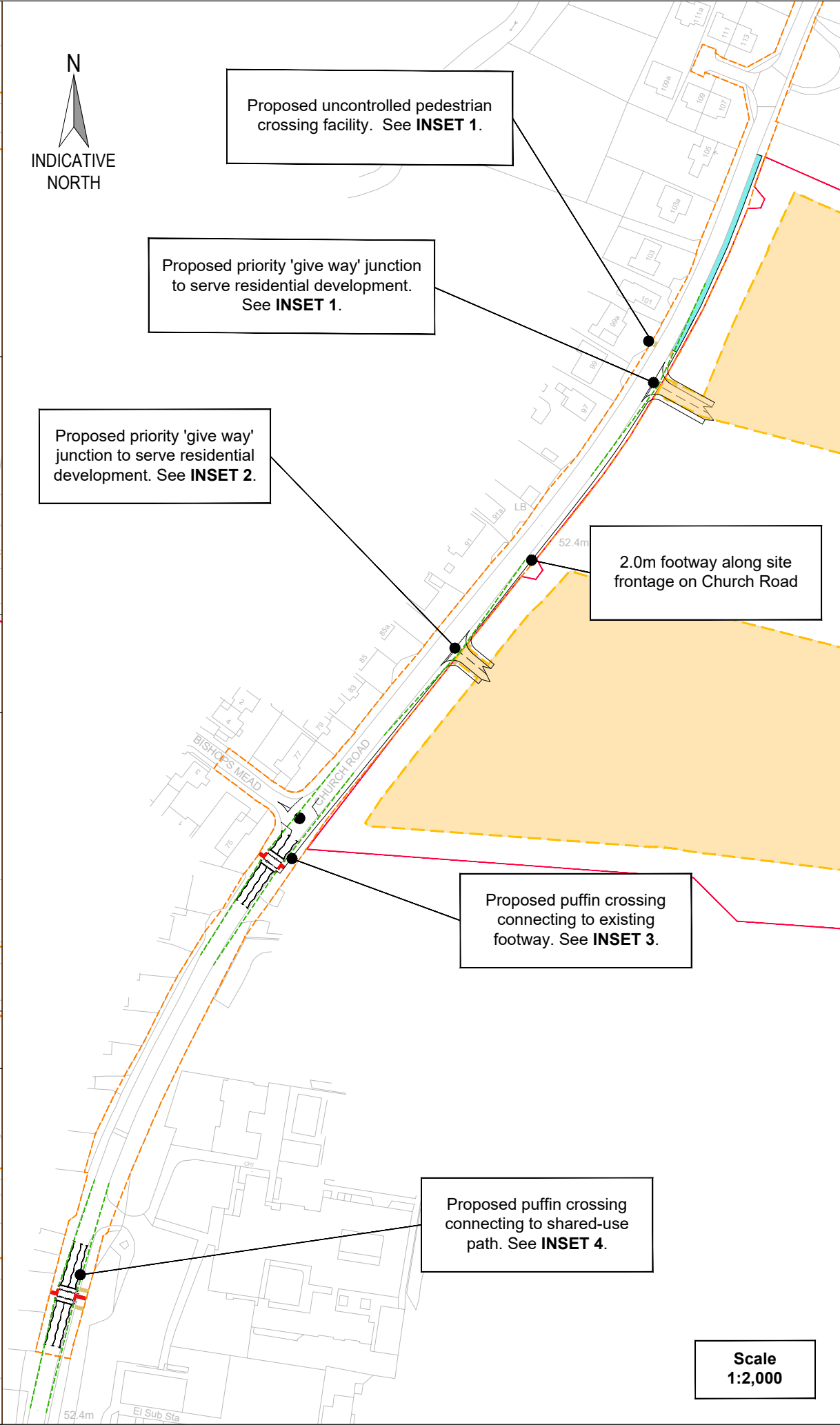
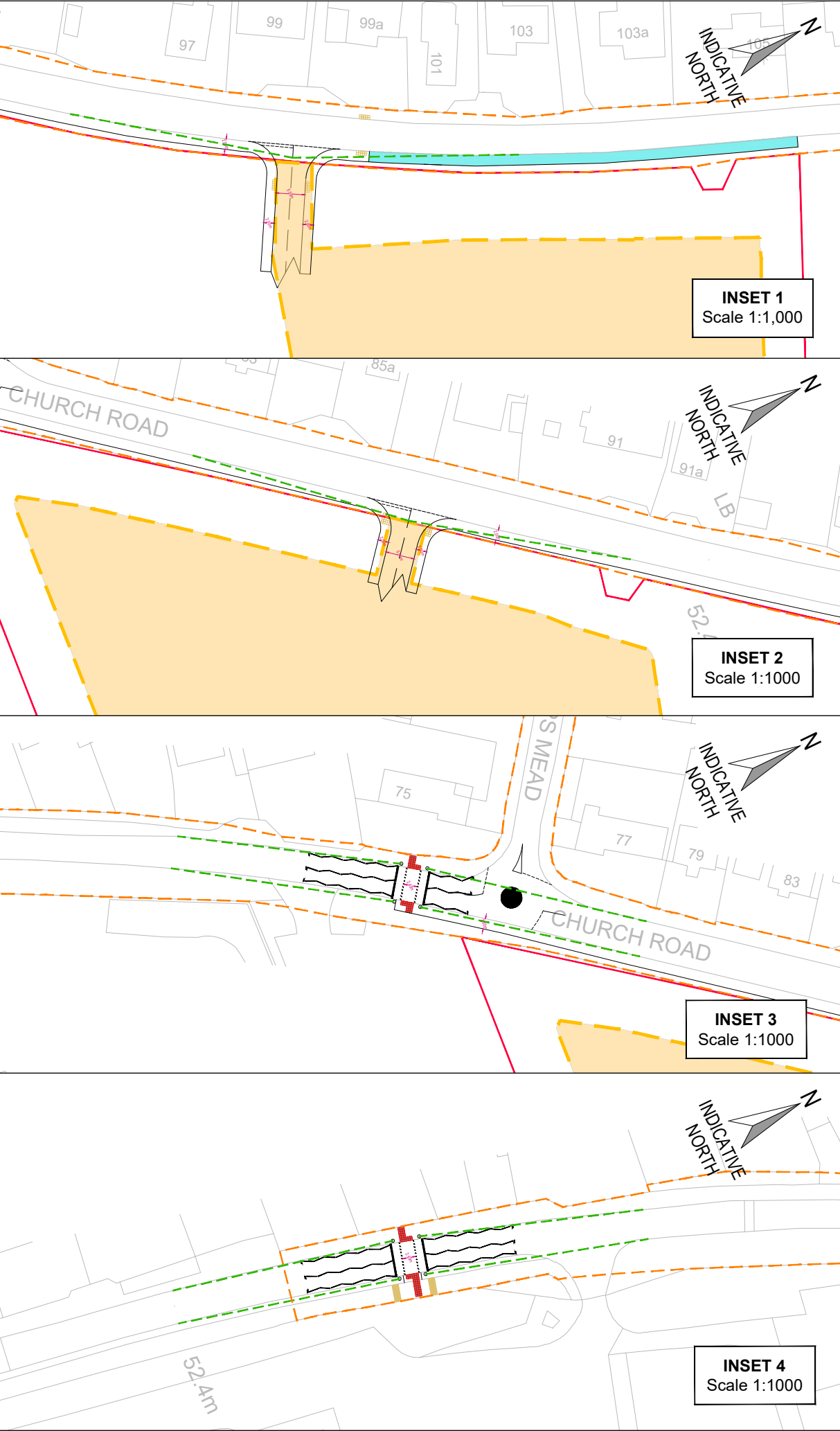
@connectingwilts

www.facebook.com/connectingwiltshire

Connecting Wiltshire Travel made simple

Wiltshire Council Where everybody matters

Appendix C: Proposed Access Design



KEY

- Site Boundary
- Extent of Adopted Highway
- Visibility Splay
2.4m x 43m (MfS 30mph)
- Highway land providing the ability for a 2m footway to be provided if required to deliver a safe walking route for future developments.

P9	13.03.26	Amendments	BT	JD
P8	16.05.24	Amendments	DL	AW
P7	10.04.24	Amendments	DL	JD
P6	26.03.24	Access Amendment	BT	JD
P5	18.03.24	Amendments	DL	JD
P4	25.01.24	Amendments	DL	AW
P3	26.04.23	Annotation Amendment	JF	MG
P2	18.04.23	Annotation Amendment	JF	MG
P1	04.12.20	Preliminary Issue	TB	MG

Rev

Date

Description

By

Apvd

PROJECT:
LAND OFF CHURCH ROAD
LAVERSTOCK

TITLE:
PROPOSED VEHICULAR AND
PEDESTRIAN ACCESS

CLIENT:
HALLAM LAND

SCALE@A3:
SEE WINDOW

PROJECT REF:
14150

DRAWING No:
SK_T_012

REV:
P9

Revision Referencing
P = Preliminary A = Approval T = Tender C = Construction

RIDGE

Appendix D: Method of Travel to Work Data

QS701EW - Method of travel to work

ONS Crown Copyright Reserved [from Nomis on 8 October 2020]

population All usual residents aged 16 to 74
units Persons
area type 2011 super output areas - middle layer
area name E02006672 : Wiltshire 057
rural urban Total

Method of Travel to

2011

All categories:	2,963	100.00%
Underground, r	6	0.20%
Train	70	2.36%
Bus, minibus o	132	4.45%
Taxi	7	0.24%
Motorcycle, scr	24	0.81%
Driving a car or	2,067	69.76%
Passenger in a	176	5.94%
Bicycle	97	3.27%
On foot	384	12.96%

Appendix E: Sample Leaflet

Walking

Walking is the most environmentally friendly mode of transport and is an ideal form of exercise and relaxation. Walking briskly for 30 minutes a day can half the risk of heart disease.



[INSERT TEXT RELATING TO THE OPPORTUNITIES FOR WALKING TO AND FROM THE SITE]

Cycling

Cycling is another economic, reliable travel option that can be enjoyed by people of all ages, fitness and body type. It is a fast way of travelling up to 8 kilometres and a realistic alternative to the car for many short trips.



[INSERT TEXT RELATING TO THE OPPORTUNITIES FOR CYCLING TO AND FROM THE SITE]

Bus Services

Buses are an efficient and environmentally friendly way to travel, particularly to/from town centres. Modern buses are comfortable and smooth allowing you to make the most of your journey time by catching up on reading, phoning or simply relaxing.



[INSERT TEXT RELATING TO THE OPPORTUNITIES FOR BUS USE TO AND FROM THE SITE]

Car Sharing

Car sharing is when two or more people share the journey to work.

This is one of the most effective ways of reducing solo car usage. Benefits of car sharing include;

- Savings in travel and parking costs
- Reduced wear and tear on your vehicle
- Meeting new people
- Less stressful travel
- Help reduce traffic pollution



[INSERT TEXT RELATING TO THE OPPORTUNITIES FOR CAR SHARING TO AND FROM THE SITE]

Welcome to Our Residential Estate at [INSERT LOCATION]

A Travel Plan has been produced for **[INSERT DEVELOPMENT NAME]** to encourage Active Travel and save our precious environment.

By reducing your car journeys you will help reduce pollution and congestion. This will make **[INSERT LOCATION]** and the environment around your home more pleasant and safe for everyone, and don't forget using sustainable modes of travel will save you money.

This document summarises nearby Sustainable Travel opportunities and provides you with travel solutions to and from **[INSERT DEVELOPMENT NAME]**. Overleaf is a plan of the neighbourhood area showing walking and cycling routes and facilities available locally.



-  GP Surgery
-  Pharmacy
-  Dental Practice
-  Veterinary Hospital
-  Post Office
-  Library
-  Bank
-  Public House

[INSERT MAP SHOWING LOCAL FACILITIES AND SERVICES IN THE SURROUNDING AREA]

[INSERT PHOTOGRAPH SHOWING A NEARBY LANDMARK]

[INSERT MAP SHOWING WALKING AND CYCLING ROUTES]