

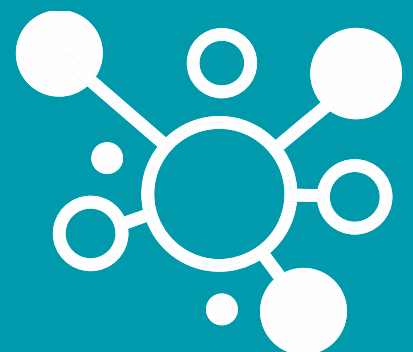
Client:  
**Serco**

Project:  
**Stafford Court, Stafford**

Project No:  
**T22520**  
Report Title:  
**Travel Plan**

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# 1.0 Introduction

## Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Serco to provide transport advice for the change of use of New Beacon Campus, Weston Road, Stafford, from student accommodation to residential accommodation for asylum seekers.
- 1.2 The site currently comprises accommodation for up to 556 students.
- 1.3 The proposed development will comprise 481 bedspaces; of these, 171 will be for Initial Accommodation (IA) and 310 will be for Dispersed Accommodation (DA).
- 1.4 The site location is shown in **Figure 1.1**.

## Structure of the Report

- 1.5 Following this introduction, the report is set out as follows:
  - Section 2.0 – Policy Review and Travel Plan Objectives;
  - Section 3.0 – Sustainable Travel;
  - Section 4.0 – Travel Plan Measures and Initiatives;
  - Section 5.0 – Implementation and Surveys.

## Limitations of the Report

- 1.6 This report has been undertaken at the request of Serco, thus should not be entrusted to any third party without written permission from Hub Transport Planning Ltd. However, should any information contained within this report be used by any unauthorised third party, it is done so entirely at their own risk and shall not be the responsibility of Hub Transport Planning Ltd.
- 1.7 This report has been compiled using data from several external sources (such as public transport information); these sources are considered to be trustworthy and therefore the data provided is considered to be accurate and relevant at the time of preparing this report.

## 2.0 Policy Review and Travel Plan Objectives

### Staffordshire County Council's Travel Plan Guidance

- 2.1 Staffordshire County Council's (SCC) *Local Transport Plan* (LTP) was published in 2011 and covers the period from 2011 to 2026. The plan sets out the main objective for improving the quality of life for the people of West Sussex. It aims to achieve this through seven main points:
1. *Supporting Growth and Regeneration.*
  2. *Maintaining the Highway Network.*
  3. *Making Transport Easier to Use and Places Easier to Get to.*
  4. *Improving Safety and Security.*
  5. *Reducing Road Transport Emissions and Their Effects on the Highway Network.*
  6. *Improving Health and Quality of Life.*
  7. *Respecting the Environment.*
- 2.2 SCC has stated however that a series of District/Borough Integrated Transport Strategies have now replaced the more general 2011 LTP.

### Stafford Borough Council Integrated Transport Strategy (2013 – 2031)

- 2.3 Staffordshire County Council published the Stafford Borough Council Integrated Transport Strategy in November 2013. This strategy seeks to bridge the gap between County Council and District Council transport strategies. The priority outcomes for the County Council are:

“Staffordshire is a place where people can easily and safely access everyday facilities and activities through the highways and transport networks.

Staffordshire's economy prospers and grows, together with the jobs, skills, qualifications and aspirations to support it.

Staffordshire's communities proactively tackle climate change, gaining financial benefit and reducing carbon emissions.”

- 2.4 The Transport Strategy (2013-2031) also indicates that the strategy for Stafford Borough Council is to:
- *Accommodate strategic employment and housing greenfield sites in Stafford, including new highway capacity*
  - *Provide highway capacity and sustainable transport connectivity to support economic and retail growth in Stafford town centre*
  - *Manage peak hour traffic levels and resulting carbon emissions on Stafford's radial routes*
  - *Support sustainable development in Stone that does not undermine the regeneration of North Staffordshire*
  - *Maintain the current condition and safety of the highway network*
  - *Improve public transport connectivity and quality of life for local communities*

- *Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions*

### **Travel Plan Objectives**

- 2.5 The specific aim of the Travel Plan for this proposed development is to promote and facilitate sustainable travel choices, particularly to reduce single-occupancy car use. In turn, this links to the principal transport aim for the site. This is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.
- 2.6 The primary objectives of the plan for the proposed development are as follows:
- To reduce the reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site.
  - To encourage the use of sustainable modes of travel, particularly walking and cycling to nearby destinations.
  - To encourage car sharing between residents of the site by raising awareness of its benefits.
  - To minimise, where possible, the impact of the site on the local area.

### **Methodology for Formulating the Travel Plan**

- 2.7 A detailed timetable is provided in Section 5.0, however the implementation process for the Travel Plan, once the site is close to being in use as a residential development, is likely to be as follows:
- Appoint a Travel Plan Co-ordinator (TPC).
  - Implement initial measures/initiatives.
  - Derive potential travel patterns to/from the site and investigate incentives for residents to use more sustainable modes of travel.

## 3.0 Sustainable Travel

### Sustainable Transport Accessibility

- 3.1 It is generally understood that walking and cycling provide important alternatives to the private car and should be encouraged to form part of longer journeys via public transport.
- 3.2 There is the potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips.
- 3.3 The National Travel Survey 2020, highlights that the average cycle trip for 2019 was 6.1km (assuming a 16kph cycle speed).
- 3.4 With regards to walking, Manual for Streets (MfS) states that 'walkable neighbourhoods' are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which residents may access comfortably on foot.
- 3.5 MfS also states that the 800m walking distance is not an upper limit and references the former PPG13 guidance in respect of walking replacing short car trips, particularly those under 2km.
- 3.6 In addition to the above, it is pertinent to note that the National Travel Survey (published in August 2020), which provides a summary of results of travel survey data for 2019, reports that the average walk trip distance is 1.36km.
- 3.7 As such, it is reasonable to assume that the average person will walk between 800m and 2.0km to a defined destination (such as local facilities), whilst also being mindful of the 1.36km average walk distance.
- 3.8 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the site.

### Accessibility by Foot

- 3.9 The main pedestrian access will be provided from the A518 Weston Road and Hydrant Way via the existing pedestrian footway and footpath routes into the site.
- 3.10 In the vicinity of the site, signalised pedestrian and cycle crossing facilities are provided across Weston Road and Hydrant Way. A footway also connects through Kingston Pool Covert, a local nature reserve and provides access to both Birkdale Drive to the west and Tixall Road to the south, two streets that are predominantly residential in nature.
- 3.11 The majority of local amenities are located towards the centre of Stafford, to the west of the site. However, there are some facilities located to the north of the site including Beacon Park Hospital and some retail facilities.
- 3.12 A list of local facilities and their distances from the centre of the site are shown in **Table 1** below and mapped out in **Figure 3.1**.

**Table 1 – Local Facilities**

Facility	Distance
New Beacon Sport & Fitness	210m
Beaconside Health Centre	250m
The Morris Man (Indian and Nepalese Cuisine)	800m
Kingston Pool Covert (to centre of reserve)	900m
Alliss Convenience Store	950m
Knot & Plough	1.0km
The Co-Operative Food, Brereton Way	1.2km
Beacon Park Hospital	1.3km
County Hospital	1.4km
Grace Church Stafford	1.5km
Prince of Wales	1.6km
Tomlinson J & Son Butchers	1.6km
Littleworth Community Centre	1.6km
St John's Church	1.7km
Weston Road Pharmacy	1.7km
The Metropolitan Pub	1.7km
Littleworth Post Office	1.7km
The Co-operative Food, Weston Road	1.7km
Sunnyhouse Chinese Takeaway	1.8km

- 3.13 **Table 1** demonstrates that the site benefits from a range of facilities within comfortable walking distance of the site.
- 3.14 All the facilities listed in Table 3 are within the 2km walk distance referred to in the MfS guidance and the 1.36km average walking trip distance from the NTS, with several within the 800m walkable neighbourhoods' distance.
- 3.15 Therefore, it is considered that the site is suitably located for accessing a range of facilities on foot.
- 3.16 The walk distances for the site are shown on **Figure 3.2**.

**Accessibility by Cycle**

- 3.17 There are multiple shared footway/cycle routes surrounding the site, along Weston Road and also Hydrant Way, providing connections through the residential and commercial areas.
- 3.18 The site is therefore suitably located for accessing the significant employment, and leisure facilities in the centre of Stafford, by cycle.



3.19 The cycle distances for the site are shown on **Figure 3.3**.

**Accessibility by Bus**

3.20 The nearest bus stops to the site are located on Weston Road A518, between 450m and 650m from the centre of the proposed development site. The bus stops take the form of either flagpole stops or shelters and are easily accessible via the pedestrian routes and signalised crossings.

3.21 A summary of the frequency and destinations served by these services are provided in **Table 2**.

**Table 2 – Local Bus Services**

Service No.	Route	Frequency (approx.)		
		Mon-Fri	Sat	Sun
828	Stafford – Great Haywood – Rugeley - Lichfield	60 mins (06:45-19:15)	60 mins (07:55-19:15)	-
841	Stafford – Weston – Hixton - Uttoxeter	60 mins (07:45-18:30)	60 mins (08:25-18:30)	-

3.22 **Table 2** demonstrates that there are a number of local bus services available for residents of the site, providing access to significant employment, leisure and shopping facilities across the area.

3.23 Therefore, the site is well located when considering the opportunity for residents to travel for employment, leisure or shopping reasons.

**Accessibility by Rail**

3.24 The nearest rail station to the site is Stafford station in Stafford Town Centre, approximately 4km southwest from the site. It is therefore considered to be outside a reasonable walking distance but is accessible via the no.828 and 841 bus services or via bicycle.

3.25 Stafford station benefits from 75 car parking spaces of which 2 of these are accessible, as well as 126 cycle storage spaces.

3.26 The station provides services regular services to local and national destinations including Birmingham, London Euston, Manchester Piccadilly, and Liverpool Lime Street. All of these services have approximately one service per hour with the services to London Euston and Liverpool Lime Street operating two service per hour during morning and evening peak times.

**Summary**

3.27 The development site benefits from having a wide range of facilities within walking and cycling distance, including appropriate local retail, health, and leisure facilities.

3.28 Good cycle and pedestrian facilities are located along key routes that residents at the site can utilise for their daily needs.

3.29 The site also benefits from being near Stafford Rail Station for accessing destinations further afield if needed.

3.30 The above review demonstrates that the site is readily accessible by a variety of modes of transport that have the potential to reduce reliance upon the private car.

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3.31 It is therefore considered that residents will have a real choice about how they travel and that the proposals therefore accord with guiding principles of the National Planning Policy Framework.

## 4.0 Travel Plan Measures and Initiatives

### Introduction

- 4.1 Travel Plans provide a package of measures to encourage site users to choose alternative travel options in preference to single occupancy car use.
- 4.2 There are also further, equally important, reasons for promoting sustainable travel including health and environmental benefits.

### Promotion of Sustainable Modes of Travel

- 4.3 In addition to the physical infrastructure improvements proposed the residents will be encouraged to travel via sustainable modes, particularly walking and cycling, in order to minimise traffic impacts of the site on the local area; this will be done through the following sustainable travel initiatives:
  - Promote walking to/from the development by:
    - Providing a map of local walking routes from the site to key local facilities in the surrounding area.
    - Promoting the health benefits of walking: <https://walk4life.info/>
    - Promoting national campaigns such as walking month.
  - Encourage cycling to/from the site by:
    - Providing secure on-plot cycle storage.
    - Working with charities such as The Bike Project (<https://thebikeproject.co.uk/>) to provide bicycles to residents to encourage cycling for work and leisure.
    - Providing maps of the designated local cycle routes within vicinity of the site.
    - Promoting cycling information websites for the local area <https://www.cyclinguk.org/cycle/cycling-staffordshire>
  - Promote the use of public transport through:
    - Providing detailed public transport information, including timetables and fares, in Travel Packs provided to residents on occupation; and
    - Providing a dedicated shuttle bus service to local centres.
  - Promote the Travel Plan and its measures by:
    - Preparing and distributing Travel Packs to every household on occupation.
- 4.4 Travelwise is a national campaign that encourages people to cut down on their car journeys and use sustainable transport alternatives.
- 4.5 Stafford Borough Council is in full support of this campaign as they aim to make other modes of transport, such as cycling, walking, public transport, and car sharing a real alternative to the car. These initiatives would be promoted by the Travel Plan Coordinator.

## 5.0 Implementation and Surveys

### Travel Plan Information Packs

- 5.1 A key aspect in achieving the Travel Plan measures and initiatives will be the distribution of travel information to residents as the site is occupied.
- 5.2 Each resident will be provided with a Travel Pack which will contain information about the modes of transport which are available for journeys to and from the site. The information packs will include public transport and sustainable travel information about services and routes within the local area.
- 5.3 The packs will make residents aware of transport provision which is available to the nearest towns, local shops, health and leisure facilities, bus stops, rail station and nearby employment areas for those applicable.
- 5.4 The packs will also include maps giving details of safe pedestrian and cycle routes to and from the site, together with fare, contact and timetable information for public transport services.
- 5.5 A simple statement outlining the benefits of sustainable transport will also be set out in the information pack, as well as the aims of the Travel Plan. This and all the information contained within the pack will be researched and published prior to occupation and will be reviewed annually and updated, as necessary.

### Travel Plan Co-ordinator (TPC)

- 5.6 A fundamental aspect of any Travel Plan is the identification and appointing of a TPC for the site.
- 5.7 The TPC will be approachable, amenable to suggestions and possess a high level of interpersonal skills; they will be required to converse with outside bodies such as public transport operators and the local authority.
- 5.8 The TPC will be responsible for setting up, promoting, and monitoring the majority of the initiatives and schemes listed in **Table 3** below.
- 5.9 The management and implementation of the Travel Plan will be the responsibility of Serco who will either appoint a member of their office team, or an external consultant, to be the TPC.

**Table 3 – Action Plan**

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Cycling	Providing residents with secure cycle storage	Prior to occupation	Housebuilder	
	Providing details of local cycle routes to key facilities	On occupation	TPC	
	Promoting cycling information websites	On occupation	TPC	
	Seek to agree discounts at local cycle store	Prior to occupation	TPC	

Public Transport	Provision of detailed public transport information, including appropriate bus/rail services and fares	On occupation	TPC	Public transport providers
	Setting up and implementation of dedicated shuttle bus service for residents	On occupation	TPC	
Walking	Providing a map of local walking routes to key local facilities	On occupation	TPC	
	Promoting healthy walking and local/national walking campaigns	On occupation	TPC	
Promoting the Travel Plan	Preparation and delivery of Travel Packs	On occupation	TPC	

### Travel Surveys

- 5.10 Initial travel surveys will be undertaken within the first six months of the first occupation at the site.
- 5.11 The surveys will then be undertaken on an annual basis, avoiding holiday periods, for a period of three years to monitor the effectiveness of initiatives.
- 5.12 The Travel Plan and its objectives will be reviewed by the TPC on an annual basis, the survey results summarised and then discussed with the local highway authority.

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## Figures



**Legend**

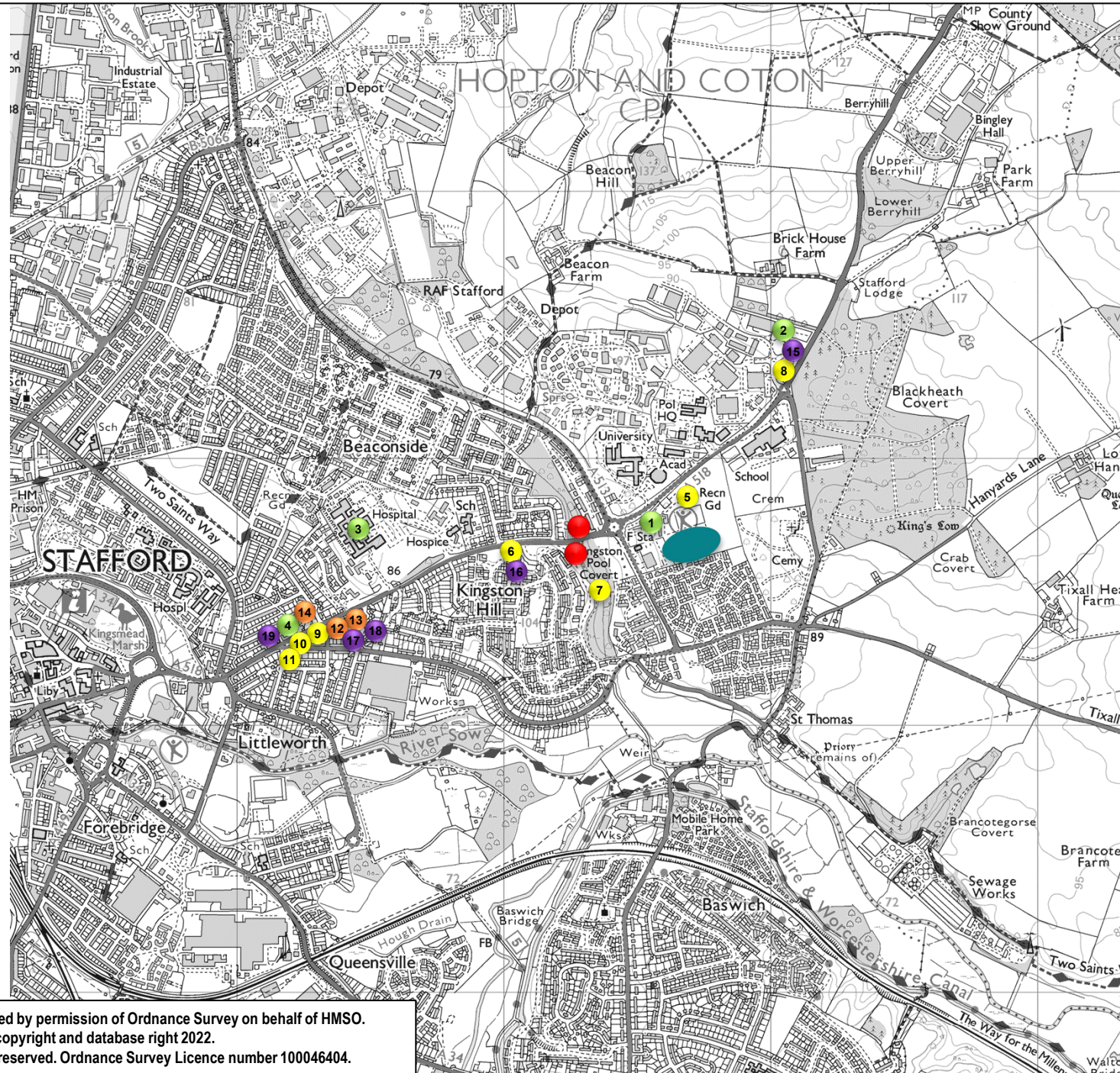
 Bus Stops



*Not to Scale*  
T22520  
Stafford Court, Stafford  
**Figure 1.1 – Site Location**

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### Legend

-  Bus Stops
-  1 Beaconside Health Centre
-  2 Beacon Park Hospital
-  3 County Hospital
-  4 Weston Road Pharmacy
-  5 New Beacon Sport & Fitness
-  6 The Morris Man (Indian and Nepalese Cuisine)
-  7 Kingston Pool Covert (to centre of reserve)
-  8 Knot & Plough
-  9 Prince of Wales
-  10 The Metropolitan Pub
-  11 Sunnyhouse Chinese Takeaway
-  12 Littleworth Community Centre
-  13 Grace Church Stafford
-  14 St John's Church
-  15 The Co-Operative Food, Brereton Way
-  16 Alliss Convenience Store
-  17 Tomlinson J & Son Butchers
-  18 Littleworth Post Office
-  19 The Co-operative Food, Weston Road



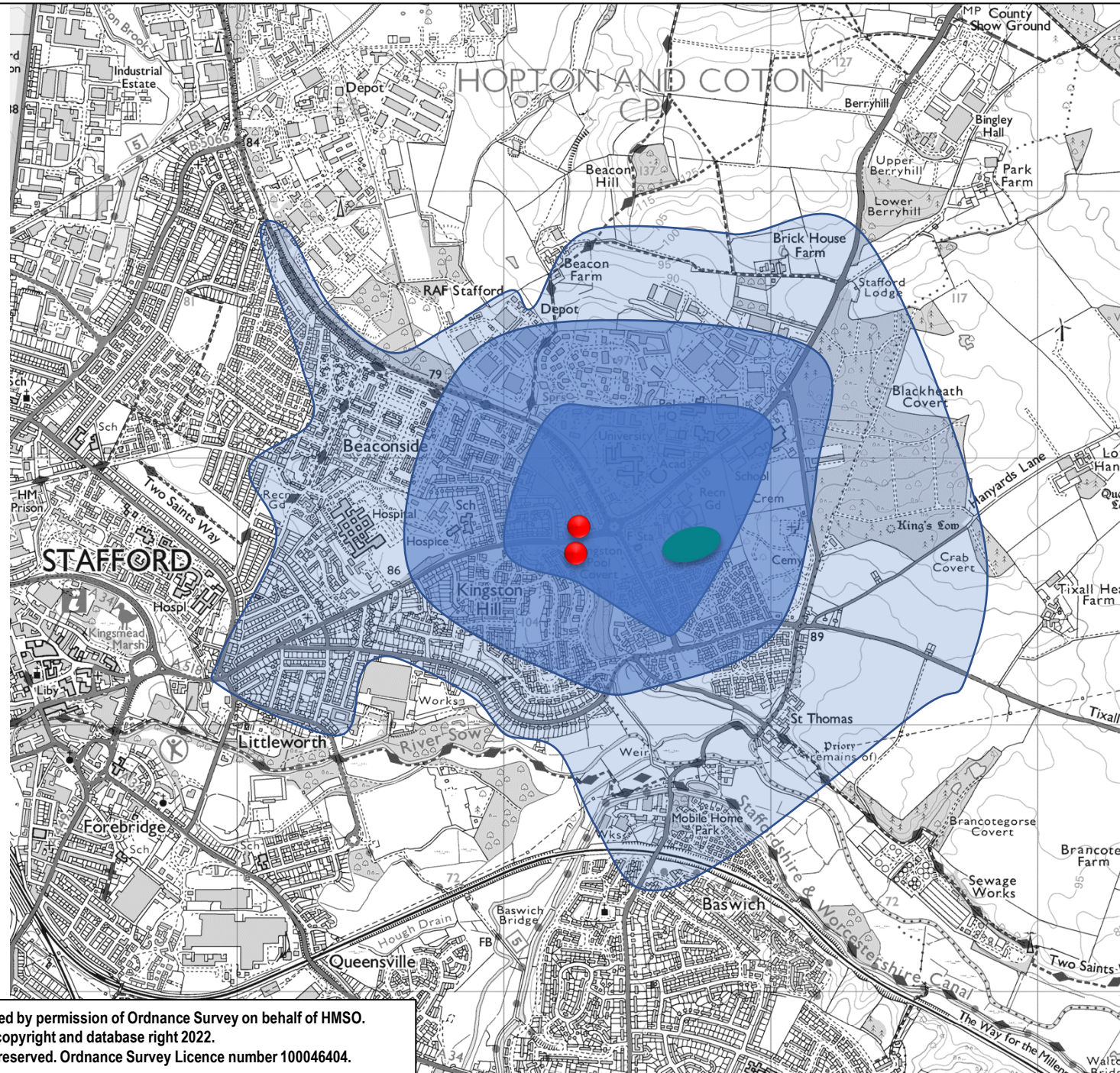
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Stafford Court, Stafford

Figure 3.1 – Local Facilities

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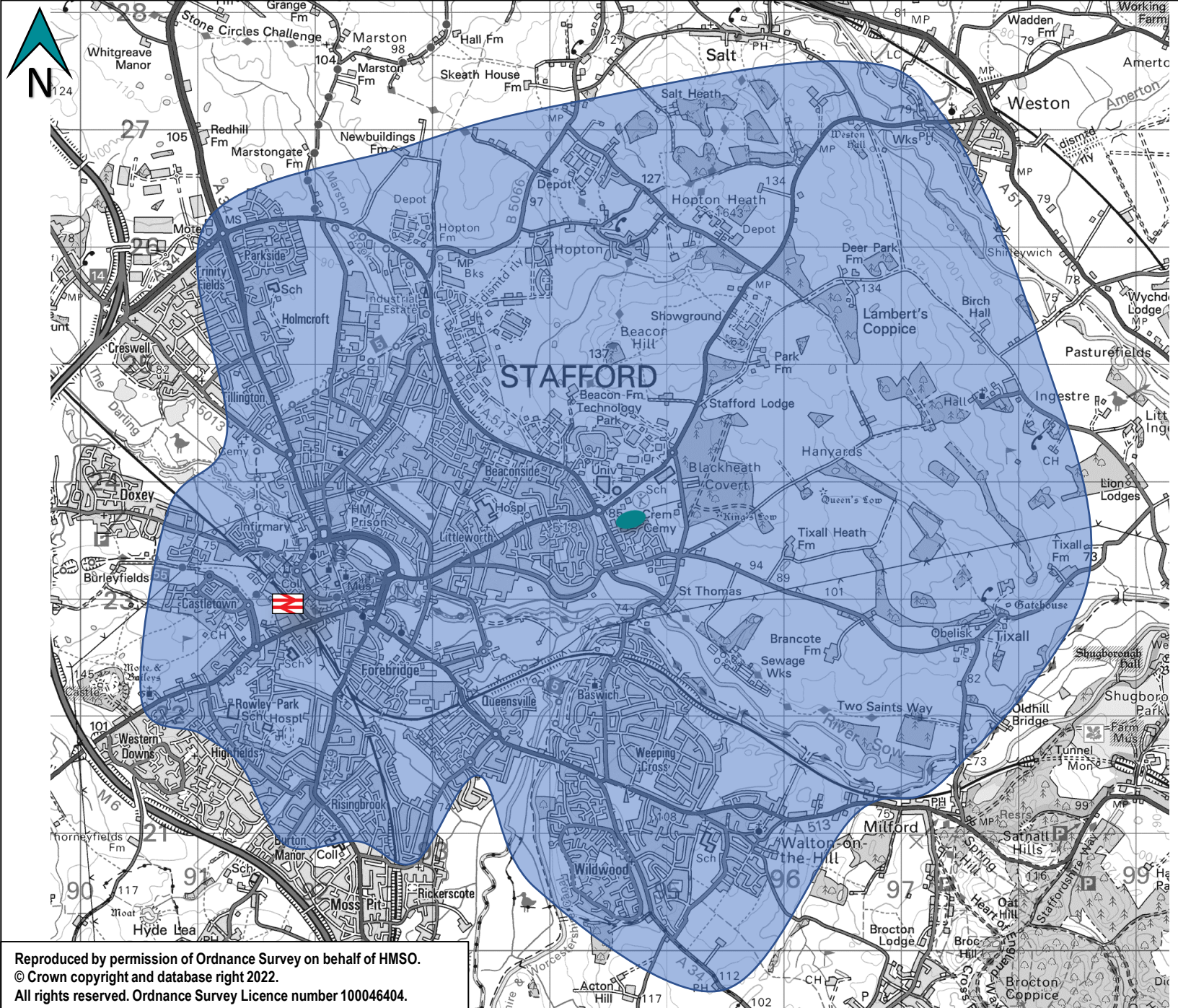
**Legend**

-  Bus Stops
-  800m Walk Distances
-  1.2km Walk Distances
-  2km Walk Distances





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Stafford Court, Stafford  
**Figure 3.2 – Walk Distances**

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**Legend**

-  Rail Station
-  5km Cycle Distances

**hub**  
TRANSPORT PLANNING LTD

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Stafford Court, Stafford  
**Figure 3.3 – Cycle Distances**

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