



## **Residential Travel Plan**

**Edgehill Park Phase Four, South Whitehaven**

**July 2022**

**Prepared For: Story Homes**

TPS Transport Consultants Ltd | TPS Business Hub | Stonebridge Court | 151-153 Wakefield Road | Wakefield | WF4 5HQ



[tpsconsultants.co.uk](https://tpsconsultants.co.uk)



[info@tpsconsultants.co.uk](mailto:info@tpsconsultants.co.uk)



+44 1924 664638

Registered number: 05973261



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<b>Prepared by:</b>	SD	SD		
<b>Checked by:</b>	JH			
<b>Authorised by:</b>	JH			

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# 1. INTRODUCTION

## Introduction

- 1.1 TPS Transport Consultants Ltd (TPS) has been commissioned by Story Homes to prepare this Travel Plan in relation to the fourth phase of development at the Edgehill Park site, South Whitehaven.
- 1.2 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a package of support, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 1.3 Travel Choices, conceived and delivered by TPS, is a comprehensive package of support for the ongoing management and delivery of the approved Travel Plan strategy (including measures and monitoring/reporting requirements). In a residential context, the Travel Choices programme is currently being delivered across more than 150 developments in the UK, ensuring that experience can be drawn from best practice Travel Plan delivery across the residential development sector.
- 1.4 Within this Travel Plan, further details of the Travel Choices programme will be provided, including but not limited to:
  - Details of how the plan will be managed by the experienced Travel Choices team;
  - Details of a package of engagement materials used to inform residents of their local travel choices;
  - Details of the support available to residents through the Travel Choices programme;
  - Details of a package of offers and discounts, available through the Travel Choices programme; and
  - Details of the monitoring and reporting strategy to be put in place.
- 1.5 The Travel Plan for phase 4 will, as detailed further within this report, be an extension of the existing Travel Plan delivered across the already permitted phases at Edgehill Park. TPS has acted in the role of Travel Plan Coordinator at Edgehill Park since 2016, when initial occupations took place.

## Development Proposals

- 1.6 The development to which this Travel Plan relates consists of 109 dwellings, on land to the north east of the permitted Edgehill Park site. Phase 4 is bound by an area of open green land to the north, beyond which is Wastwater Road, Valley View Road to the east, High House and the ravine to the south and the permitted Edgehill Park development to the west. The site is accessed via the internal estate roads through the permitted Edgehill Park site (Wilson Pit Road).
- 1.7 This travel plan has been prepared to cover Phase 4 of Edgehill Park and will ensure a joined up approach to travel plan marketing and implementation across all of the Story Homes development.
- 1.8 The location of the development is shown in **Figure 1.1** below; whilst **Appendix A** includes a layout plan of Phase 4.

**Figure 1.1: Indicative Site Location**



(Source: Google Earth)



## **Permitted Edgehill Park Development**

- 1.9 The permitted Edgehill Park site is located on the southern periphery of Whitehaven, to the south of the Woodhouse residential area, yet is within just 2.5km of the town centre and the facilities this encompasses.
- 1.10 Planning permission was granted for 570 dwellings to be constructed as part of the Edgehill Park site. This scheme was split into a number of phases, with a number of dwellings already constructed. A breakdown of the phases and level of current construction is presented below:
- Wilson Howe: 30 dwellings (fully built)
  - Edgehill Park Phases 1 and 2: 205 dwellings (fully built)
  - Edgehill Park Phase 3 and 5: 335 dwellings (construction commenced in 2021)
- 1.11 Access to the permitted scheme will, once complete, be provided from a number of points along Wilson Pit Road and Woodville Way. At the time of writing this report, three access points have been constructed; Wilson Howe, Dallam Way and Claredon Drive. A further access will be constructed onto Woodville Way as part of the Phase 5 development. This will provide an internal link to Clarendon Drive. Each access point provides pedestrian, cycle and vehicle access to the site.

## **Developers Commitment to Travel Planning**

- 1.12 Story Homes recognise that by developing a Travel Plan, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.
- 1.13 Residential travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage a proactive Travel Plan can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents. This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the



knock on effect this may have upon reducing the need to use a car for regular or one-off journeys.

- 1.14 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.
- 1.15 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.
- 1.16 Recognising these benefits, Story Homes are fully committed to the process of delivering this Travel Plan in taking the development forward. Furthermore, they are committed to providing the appropriate level of resource to ensure the continued strategic implementation of the measures contained within this document, monitoring the progress of the plan, and amending it where necessary.
- 1.17 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing Travel Plans for a wide range of developers. The content of this Travel Plan and the specific measures proposed, therefore, pays due regard to the Travel Plans prepared previously for the wider Wilson Howe / Edgehill Park development and the experiences of TPS in preparing Travel Plans for other similar developments.

### **The Travel Plan Vision**

- 1.18 The vision for this Travel Plan, and the resultant Travel Choices programme, is to:  
  
*"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce their reliance upon the private car and the resultant impact on the local environment."*

### **Travel Plan Aims and Objectives**

- 1.19 To achieve this vision, the aims of this Travel Plan are to:



- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
- Minimise the effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.

1.20 As a result, the objectives of the Travel Plan are to:

- Identify the range of travel options available to the site;
- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this Travel Plan can be monitored and reported upon.

## 2. LOCAL TRAVEL CHOICES

### Introduction

- 2.1 This section of the Travel Plan describes the existing infrastructure that will facilitate and encourage future residents to walk, cycle or use public transport, rather than to travel by car. A range of amenities that can be accessed locally, by non-car modes, will also be identified.

### Local Active Travel Options

#### Pedestrian Facilities

- 2.2 The Institution for Highways and Transportation (IHT) offers guidance on walking distance by journey purpose, as summarised in **Table 3.1** below.

**Table 2.1: Walking Distances by Journey Type**

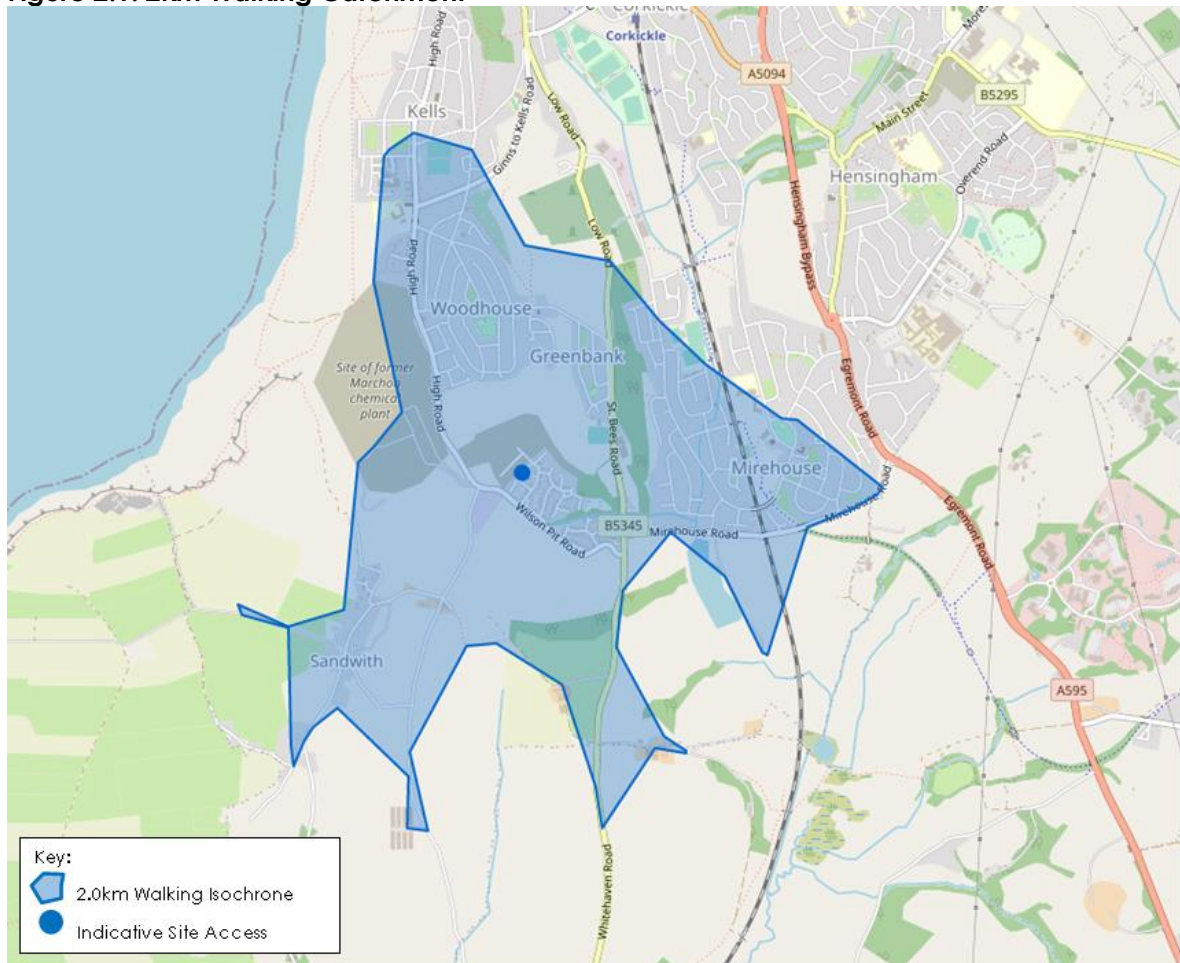
Criteria	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

(Source: IHT)

- 2.3 As **Table 2.1** shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school' trips. This 2km walking catchment is shown overleaf in **Figure 2.1**, as measured from the centre of the wider Edgehill Park development. As can be seen, this catchment covers Woodhouse, Greenbank, Mirehouse and Sandwith.



**Figure 2.1: 2km Walking Catchment**



(Source: Open Street Map)

- 2.4 Given the previously undeveloped nature of the Phase 4 site, existing facilities for pedestrians are limited. However, the Public Right of Way (PRoW) running through Edgehill Park will be enhanced to become a 'Linear Park', an important east - west connection through the site.
- 2.5 The development proposals (for the South Whitehaven site in its entirety) will see connectivity within the site, and between the developments and the surrounding highway network, enhanced significantly; a shared use pedestrian / cycleway is provided through the existing parts of the site, and consists of a segregated route across the ravine, which separates the Wilson Howe and Edgehill Park developments.



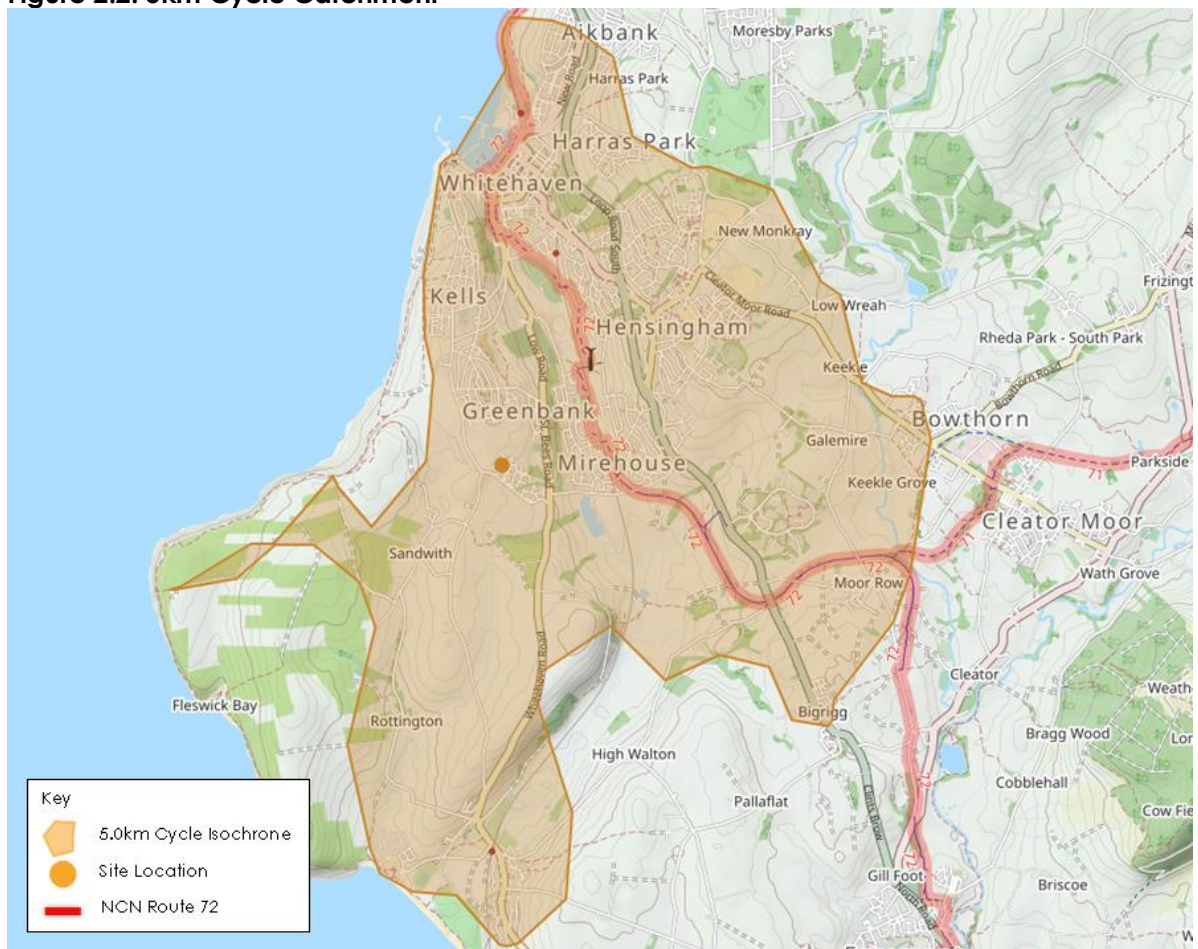
- 2.6 At the south eastern corner of the site, it is proposed to reconfigure the existing pedestrian island to provide dropped kerbs, to facilitate pedestrian movements between St Bees Road and Mirehouse Road, connecting into the internal shared use route.
- 2.7 The existing footway on the eastern side of High Road, which currently extends as far as the route to Sandwith, will be extended southwards along Wilson Pit Road to the central site access (which serves Edgehill Park). From here, internal routes connect to the external network.

#### Cycle Access

- 2.8 Cycling can be a substitute for car trips, particularly those of up to 5km, as well as forming part of longer journeys by public transport. Cycling, therefore, plays an important role in reducing the need to travel by car. A 5km catchment of the site includes the entirety of Whitehaven as well as the surrounding residential areas of Kells, Hensingham, Mirehouse and more. **Figure 2.2** illustrates a 5km cycle catchment from the centre of the wider Edgehill Park development.



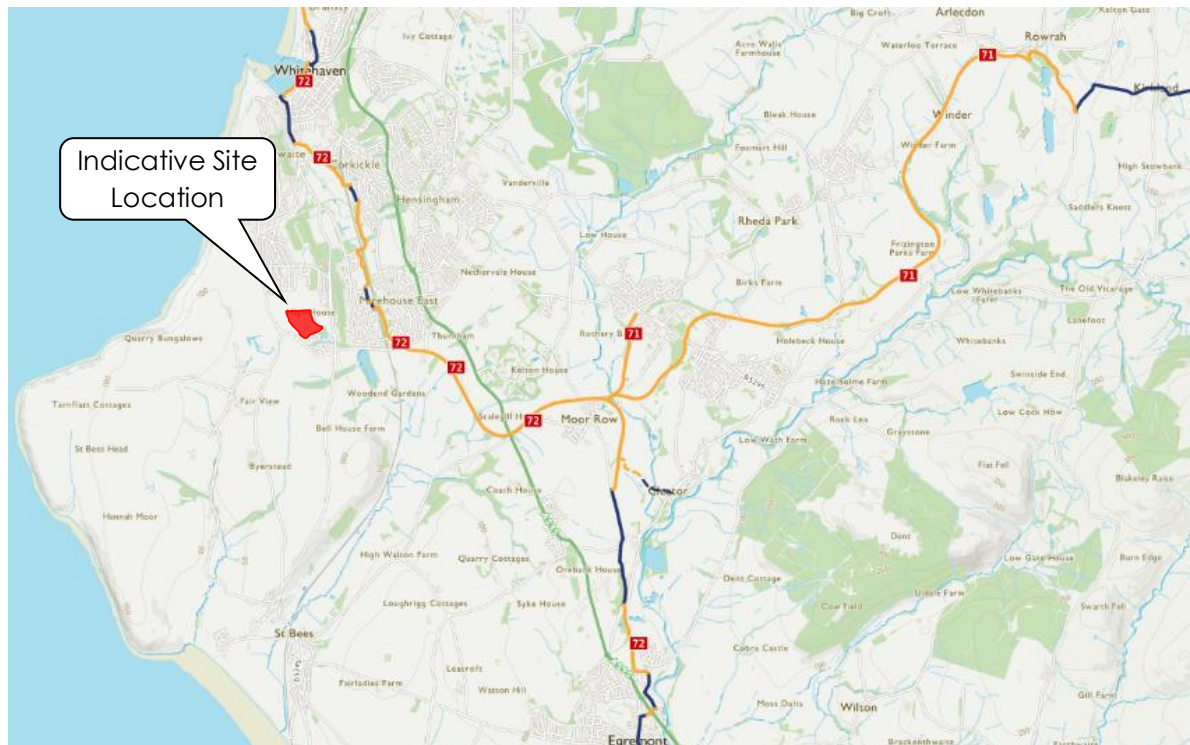
**Figure 2.2: 5km Cycle Catchment**



(Source: Open Street Map)

- 2.9 National Cycle Network (NCN) Route 72 is accessible to the east of the Edgehill Park and Wilson Howe developments from Mirehouse Road. **Figure 2.3** (an extract from the Sustrans website) shows the route and its location in relation to the development site. NCN Route 72 runs coast to coast from Whitehaven to South Shields and locally, provides great cycling links with Whitehaven centre, Carlisle and more.

**Figure 2.3: National Cycle Route 72**

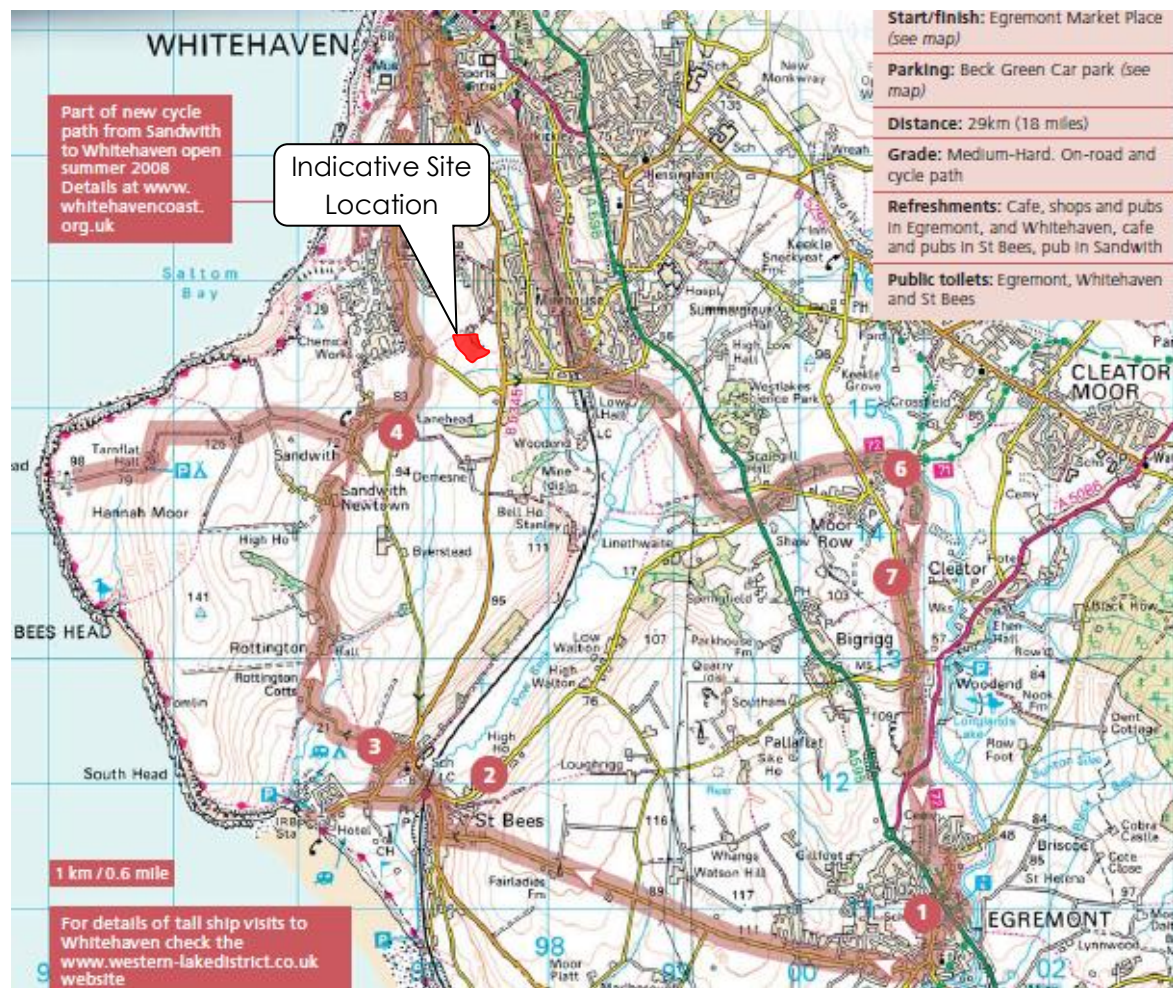


(Source: Sustrans)

- 2.10 **Figure 2.4** highlights several other cycle routes which run through the centre of Whitehaven, to the north of the site. The Coast to Coast (C2C) route runs from Whitehaven to Sunderland, to the north east of the site, via Hensingham.



**Figure 2.4: Local Cycle Routes**



(Source: cumbria.gov.uk)

- 2.11 As part of the development, a shared use pedestrian / cycle link will be provided through the site (in its entirety), encouraging linkages for active travel modes within the site itself and linking into the wider cycle network on High Road and St Bees Road.

## Local Public Transport Options

### Bus Services

- 2.12 Due to the partly developed nature of the site, the nearest serviced bus stops are currently located some distance from the Wilson Howe and Edgehill Park developments on St Bees Road and Meadow Road. The bus stops on St Bees Road can be accessed in 850m from

the centre of the Edgehill Park development whereas the bus stops on Meadow Road can be accessed in 1.3km.

- 2.13 Services are also available from the Woodhouse estate to the north, with the closest stops being on Loweswater Avenue, circa 800m and 1.1km from the centre of Edgehill Park and Wilson Howe respectively. Stops are also available from Woodhouse Road, accessible using the PROW which connects to Valley View Road from the site. **Table 2.2** summarises the services from these stops.

**Table 2.2: Bus Service Frequency**

Service		Approximate Daytime Frequency Per Hour (one-way)		
		Weekday	Saturday	Sunday
<b>St Bees Road</b>				
HB01	Seascale – Whitehaven	1 AM Service 1 PM service per day	-	-
<b>Meadow Road</b>				
3	Whitehaven – Corkickle – Mirehouse – Whitehaven Circular	30 mins	30 mins	2 services per day
<b>Woodhouse Road/ Loweswater Ave</b>				
2	Whitehaven – Woodhouse – Whitehaven Circular	30 mins	30 mins	4 services per day

(Source: Bus Operator Websites)

- 2.14 The Section 106 Agreement, for the entire site, details the requirement for the developer to make a 'Bus Service Contribution' of £108,000 per annum to CCC for a period of 5 years towards a 30-minute daytime frequency service to the site; the first payment being made on occupation of the 50th dwelling on any part of the site. The first of these contributions has been made and when delivered, this service will significantly enhance public transport accessibility to the site. Measures aimed at promoting and encouraging use of the service are described in Section 3.



### Rail Services

- 2.15 Whitehaven benefits from two railway stations; the closest is Corckickle, located on Station Road approximately 2.8km to the north east of the development. Whitehaven station is located on Bransty Road to the north of the town centre and is around 3.8km from the development site.
- 2.16 Both stations sit on the Cumbria Coast Railway Line - and are served by hourly trains in both directions. Services operate between Carlisle and Barrow, via Harrington, Workington, Maryport, Aspatria, Wigton, St Bees, Sellafield, Drigg and Millom. The approximate journey time between Corkickle and Carlisle is 1 hour 10 minutes, whilst trains to Barrow take circa 1 hour 20 minutes.

### **Local Amenities**

- 2.17 Typically, it is considered that 2km represents the maximum distance that residents might be prepared to walk to access local facilities, whilst a distance of 5km is considered a reasonable cycling distance. The following sections consider the facilities that are available within walking and cycling distance. Distances have been calculated from the centre point between the Wilson Howe and Edgehill Park sites.

### Retail

- 2.18 The closest convenience store is McColls newsagent on Meadow Road in Mirehouse; this is some 800m from the development. A Co-op food store and a Nisa Local are located to the north of the site in the Woodhouse residential area, and are approximately 1.5km and 950m away, respectively.
- 2.19 A small row of shops is located on Meadow Road in Mirehouse; this includes a Post Office and Premier Stores local convenience shop. These are located approximately 1.4km from the development and can be accessed via Mirehouse Road and Meadow Road.
- 2.20 Whitehaven town centre is located circa 3km from the wider development; this includes a number of larger supermarkets (Morrisons being the closest, as well as Tesco and ASDA), and smaller non-food retail shops. There's also a range of banks, cafes and pubs.
- 2.21 Bridge Retail Park is located some 2.6km from the development and encompasses a number of non-food retail outlets and a McDonalds.



### Education

- 2.22 In the longer term, the majority of primary school trips are likely to be made to the school within the wider South Whitehaven development (within 800m of the Wilson Howe and Edgehill Park developments). Other primary schools within 2km include: Hensingham Community Primary School (approximately 1.2km), Valley Primary School (approximately 1.5km) and Monkway Junior School (approximately 2.1km).
- 2.23 There are two secondary schools within cycling distance of the site; Whitehaven Academy on Cleator Moor Road and St Benedicts Catholic High School on Red Lonning.

### Employment

- 2.24 There are several key employment areas within the vicinity of the wider site including Whitehaven town centre (and other surrounding town centres), Bridge Retail Park, Sellafield, Westlakes Science Park and West Cumberland Hospital. There are also lots of smaller employment opportunities within Whitehaven and the surrounding towns.
- 2.25 As demonstrated previously, there is a good public transport network (both bus and rail) within close proximity to the site and as such many of these destinations will be accessible by means other than the private car.

### Healthcare

- 2.26 There are several GP surgeries within Whitehaven town centre; whilst not within walking distance, they can be accessed by bike or by bus (the service that will be subsidised as part of the development will provide a frequent link between the site and the town centre). Services 3 and 1 also serve the town centre.
- 2.27 The nearest pharmacy is located approximately 1.3km from the centre of the wider site on Meadow Road, in Mirehouse.
- 2.28 West Cumberland Hospital is located within 2.8km of the wider site on Homewood Road; this is, therefore, outside the recommended walking distance, but remains within a convenient cycling distance and can also be accessed by bus services 3 / 3A and 30 from Whitehaven town centre.



## **Travel Choices Summary**

- 2.29 In summary the development benefits from accessibility (by foot or bike) to a range of facilities in the locale, including education facilities, employment opportunities, food retail and healthcare facilities. The implementation of the new bus service to connect the site with Whitehaven town centre, will serve to enhance existing accessibility, further encouraging trips by non-car modes of travel. Whilst two local train stations provide access to the regional rail network.
- 2.30 Taking the above into account, this Travel Plan will focus principally on the promotion of existing opportunities and the Travel Plan Coordinator will work to support and encourage sustainable travel choices amongst residents – both at the point of occupation and on an ongoing basis.

### 3. THE TRAVEL CHOICES PACKAGE

#### Introduction

- 3.1 Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.
- 3.2 The programme is structured around the following themes, which will be expanded upon below:
- Engagement on Travel Choices
  - Support for Sustainable Travel Choices
  - Management of the Travel Choices Programme
- 3.3 At the time of preparing this report, over 150 residential developments make up the Travel Choices network of sites, providing the delivery team with vast experience of the measures which offer maximum benefit and value for money, within a residential context.
- 3.4 The following section will outline the package of Travel Choices measures that will be delivered at Phase 4; these measures are an extension of the measures already being delivered at the Wilson Howe site as well as Phase 1, 2 and 3 of the Edgehill Park site.

#### Engagement on Travel Choices

- 3.5 One of the key aims of the Travel Choices programme is to ensure that those who live at the site are fully aware of their local travel options, and the benefits of making a switch away from habitual use of the car.
- 3.6 For many journeys the car can provide a convenient or practical travel option and may continue, therefore, to be used through choice or need by some. There are also, however, many occasions where the car is used purely due to familiarity or habit, and where people may be inclined to travel differently if made aware of the choices available to them.
- 3.7 Through the Travel Choices programme residents will, therefore, be provided with information on their local travel options. This information will be presented in an engaging and professional format, helping to ensure that it is appealing to the widest possible audience. At Phase 4, the following Travel Choices materials will be prepared, in line with those being delivered at Wilson Howe and Edgehill Park Phase 1, 2 and 3:





### **Edgehill Park Travel Choices Website**

- 3.8 Websites offer an ideal means of providing people with access to up to date information, and direct links to useful information and tools, such as journey planning websites, car share schemes, timetables and maps. They are more flexible and environmentally friendly than provision of hard copies of travel information, which is likely to change over time.
- 3.9 The existing Edgehill Park website provides residents with access to the latest local information, advice, and news. Once the Edgehill Park development is built out and every home is occupied, control of the website will be offered to a local residents' group (or willing individual) to ensure that the opportunity exists for travel planning to continue at the site.
- 3.10 The website contains a wide range of site-specific travel information and advice and provides direct links to external sources of information, including but not limited to:
- Public transport timetables and maps for download;
  - Links to journey planning software;
  - Information and advice on car sharing, with a link to the Liftshare car share scheme;
  - Cycle maps to download;
  - Advice on walking and cycling in the local community;
  - A map illustrating the key local travel options and key local trip destinations; and
  - Real time information for the closest bus stops.
- 3.11 The website will be promoted to prospective residents via the sales office, in the sustainable travel guide and sustainable travel newsletters (see below).
- 3.12 The website can be viewed here: <http://www.edgehillpark-travel.co.uk/>

### **Travel Choices Guide**

- 3.13 A bespoke Travel Choices guide has been prepared for the Edgehill Park development. The guide can be viewed at **Appendix B**.
- 3.14 The Travel Choices Guide contains the following information:
- A map, illustrating the location of key local destinations relative to the site;
  - An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
  - Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;



- An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
- Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
- A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
- Details of local (and appropriate national) car share schemes and car clubs, which can be used to connect with others undertaking a similar journey by car;
- Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
- Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below);
- Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.

- 3.15 The Travel Choices guide will be made available through the sales office, to both prospective purchasers and new homeowners.
- 3.16 The provision of the guide prior to the point of purchase will help to ensure that people are aware of the local travel options from the outset, and it is hoped that, in some cases, it will provide people with the comfort that they can move to the Phase 4 site without a reliance upon the car.
- 3.17 All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.
- 3.18 The Travel Choices team will be responsible for engaging with the onsite sales team to inform them of the purpose of the Travel Choices programme and the support that residents can access through it. The Travel Choices team will also assume responsibility for reviewing the content of the guide on a regular basis, to ensure that any changes to local travel options are reflected.

#### **Annual Travel Choices Newsletter**

- 3.19 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.



- 3.20 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them, and in some cases provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.
- 3.21 The Travel Choices newsletter will also act as an opportunity to promote nationally and internationally recognised walking and cycling events / campaigns such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September, and Clean Air Day (among others).
- 3.22 For this reason, all occupied homes at the development will be sent a Travel Choices newsletter. An example of a previous Edgehill Park newsletter can be found within **Appendix C**. This newsletter will be published annually, throughout the delivery of Travel Choices programme at Edgehill Park Phase 4.

### **Support for Sustainable Travel Choices**

- 3.23 Whilst in some cases, the provision of information alone can be enough to influence an individual's travel behaviour, in other cases there can be a need to offer additional support or incentive. For this reason, a number of further measures will be delivered through the Travel Choices programme at Edgehill Park Phase 4.

#### **Travel Choices Offers, Discounts and Savings**

- 3.24 Prospective residents will be able to access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.
- 3.25 These offers will be promoted through the engagement materials and through the website [savings-travelchoices.uk](https://savings-travelchoices.uk), and include:
- Halfords: 10% off bikes, cycle accessories and cycle servicing;
  - Bike Dock Solutions: 10% off home bike storage and security solutions
  - Bikmo: 5% off the cost of bike insurance;
  - Bike Register: 10% off the cost of Membership Plus Kits, Permanent Marking Kits, and UV Covert Kits.



- Cotswold Outdoors: 10% off outdoor clothing and footwear;
- Runners Need: 10% of clothing and footwear for runners;
- Snow and Rock: 10% off outdoor clothing and footwear;
- EO: 10% of home EV charging solutions.

### **Personal Journey Planning Support**

- 3.26 Where residents remain unsure of their travel options, the Travel Choices team will be on-hand to help. Promoted through the Travel Choices engagement materials will be the offer of a free 'personal journey plan', which will help to inform residents of the journey options available for a regular journey of their choice.
- 3.27 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team will present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

### **Provision of Electric Vehicle Charging Points**

- 3.28 To support the transition to electric vehicles, each home at the development will be provided with an electric vehicle charging point, whether that be within the integrated garages or on driveways.
- 3.29 The availability of EV charging points will be promoted within the Travel Choices materials.

### **Provision of Cycle Storage**

- 3.30 To encourage and facilitate the ownership of a bike, each home at the development will be provided with a cycle parking option. Where available this will be within a garage, or via direct access to gardens, where cycle storage could be provided.
- 3.31 The availability of cycle storage options will be promoted within the Travel Choices materials.

### **Management of the Travel Choices Programme**

- 3.32 It is recognised that an important element of the success of any Travel Plan is the appointment of a suitable individual, or team, to manage the programme through its duration. This role is often referred to as that of a Travel Plan Coordinator (TPC).



- 3.33 The Travel Choices team at TPS has been appointed by Story Homes to act as the TPC for Phase 4. This appointment is an extension of TPS' role as TPC at Wilson Howe and Phase 1, 2 and 3 of Edgehill Park.
- 3.34 Contact details are provided below:
- Travel Choices  
A: TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ  
T: 01924 664638  
E: info@travelchoices.uk
- 3.35 The role will commence prior to first occupations taking place and will continue until the entire site is built out. It is anticipated that the site will continue to be developed for a further seven to eight years. Responsibilities of the Travel Choices team will include (but not be limited to):
- Overall management of the Travel Choices programme, including fulfilment of the Travel Plan obligations;
  - Preparation, distribution and ongoing updating of the Travel Choices materials;
  - Stakeholder engagement, including with the local council;
  - Engagement with residents, including the provision of a Personal Journey Plan on request;
  - Maintaining an understanding of local travel options, and updating Travel Choices materials as appropriate;
  - Engagement with the sales team; and
  - Preparation of an annual monitoring report.
- 3.36 Through the appointment of the Travel Choices team, Story Homes has made suitable budget provision to cover the implementation of this Travel Plan, in compliance with the conditions of planning approval.

## 4. TARGETS, MONITORING AND REPORTING

### Travel Plan Targets

4.1 Targets are essential to ensure everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic;
- **T**ime-bound

### Action-type Targets

4.2 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.

4.3 The action-type targets specific to this Travel Plan can be found in **Section 4**, where specific measures for delivery have been identified. **Appendix D** provides an action plan, detailing roles, responsibilities and timescales for delivery.

### Aim-type Targets

4.4 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed. In this case the aim-type target is set as the predicted trip generation at full development build out of the phase 4 development (109 dwellings), with the trip generation and derived trip rate per dwelling shown in **Table 4.1**.

**Table 4.1: Edgehill Park Phase 4 Target Trip Generation and Trip Rates (based on 109 dwellings)**

	Baseline Trip Generation (109 dwellings)		
	Arrivals	Departures	Two-Way
<b>AM</b>	14	39	53
<b>PM</b>	35	18	53
Baseline Trip Rate per Dwelling			
<b>AM</b>	0.125	0.357	0.482
<b>PM</b>	0.325	0.164	0.489

- 4.5 At full occupation it is anticipated that the development will generate 53 two-way vehicle trips in the AM peak hour and 53 two-way vehicle trips in the PM peak hour. A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of **5** two-way trips in the AM peak hour (to **47**) and **5** in the PM peak hour (to **48**), as compared to the baseline.
- 4.6 There is, however, a need to monitor progress towards the targets over time (and not just at full occupation). Clearly, the number of car trips generated at any given point during the development build out is a direct function of the number of dwellings occupied at that time. Thus to enable the Travel Choices team to monitor the progress made towards the 10% target reduction throughout the monitoring period a target 'trip rate per dwelling' has been derived.
- 4.7 This allows the Travel Choices team to easily determine progress at any given point by simply multiplying the number of occupied dwellings by the trip rate per dwelling and comparing this with vehicular trip counts. **Table 5.2** identifies the target trip rates per dwelling for the AM and PM peak hours.

**Table 5.2: Target Vehicular Trip Rates per Dwelling**

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Target Trip Rates	0.113	0.321	0.434	0.293	0.148	0.440
Target Trips at Full Occupation	12	35	47	32	16	48

Note: discrepancy is due to rounding



- 4.8 Targets will be considered to be met, if the actual number of counted two-way trips per dwelling is less than or equal to the target, averaged across the peak hours.

### **Travel Plan Monitoring**

- 4.9 Monitoring for the fourth phase of the Edgehill Park development will be combined with the current monitoring taking place at Edgehill Park and Wilson Howe, until the end of the Travel Plan period.

### **Monitoring and Review Strategy 1: Annual Traffic Counts and Reporting**

- 4.10 Traffic counts will continue to be undertaken annually until full occupation. These counts will allow the TPC to monitor the success of the Travel Plan over time in achieving the agreed targets to reduce the number of private vehicular trips generated by the development.
- 4.11 The TPC will feed results of these vehicle counts back to Travel Plan officers at Cumbria County Council annually and will make appropriate and practical changes to the Travel Plan programme moving forward, if required and as agreed with the Council. This reporting will take the form of the submission of an 'Annual Monitoring Report'.



# Appendices



# Appendix A

## Site Layout Plan









## Appendix B

### Edgehill Park Travel Choices Guide



TRAVEL GUIDE

Explore your  
**TRAVEL CHOICES**  
**@EDGEHILL PARK**  
WHITEHAVEN

**OFFERS  
FOR  
RESIDENTS**

See inside



[edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)

# WELCOME

## MOVING HOME IS AN EXCITING TIME THAT CAN MEAN CHANGES TO YOUR LIFESTYLE AND DAILY ROUTINES.

Whether you are thinking about moving to Edgehill Park or you are already settling into your new home, you may be wondering what local travel options are available to you. This guide provides a summary of the travel choices you could make, with a focus on more sustainable and environmentally friendly options.

Story Homes recognise our responsibility to reduce the impact of our developments upon the local community and the environment, and

by publishing this guide we hope to minimise the amount of unnecessary car journeys made.

Complementing this guide we have published a travel choices website, providing access to some really useful information and resources. Plan a journey by public transport, explore local cycle maps, read up on the benefits of electric vehicles and much more ...

[edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)







# LET'S GET ACTIVE

We all know that regular physical activity is incredibly beneficial to us. On a personal level it can, therefore, make a lot of sense to walk, cycle or run when we can rather than getting in the car.

Beyond the health benefits, we should not overlook the wider benefits that riding a bike or walking more regularly can have on our local community and the wider environment.

Undertaking local journeys on foot or by bike can help contribute towards reduced local congestion, less parking pressures, and improved air quality, making the streets around your home more pleasant and safe for all.

Not to mention the fact that active travel choices are extremely cheap (even free) when compared to other options!

## APPROX TIME TO TRAVEL ON FOOT







Cycling is a great way to get around, and there has never been a better time to get out on your bike whether alone, with friends or with your family.

Many local amenities are around 10 minutes away by bike including shops, pubs, the post office and the train station. The closest primary schools are also less than 10 minutes away, making the school run doable by bike too.

As you can see from the map at the start of this guide, NCN route 72 is nearby (around 5 minutes away) and offers a

mostly off-road route into Whitehaven town centre to the north. When considering traffic and the time it can take to park, cycling may be quicker than a journey by car!

We've packed the Edgehill Park travel choices website with a range of information, tools and resources relating to local active travel options. Plan a journey, explore more of the NCN, view a cycle map or even learn how to repair a puncture.

[edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)

#### APPROX TIME TO TRAVEL BY BIKE



# EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

Edgehill Park is well connected to the surrounding area by public transport. Your nearest bus stops are located on **Meadow Road** and **Woodhouse Road**, both a short walk away, with services towards Whitehaven town centre.

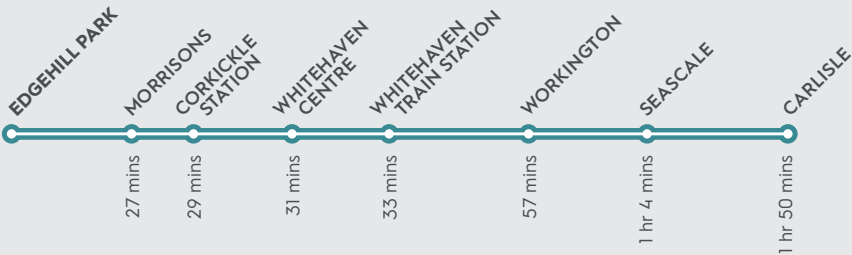
If you're travelling further afield, travel by rail is a great option! Corkickle station is your closest station, around 10 minutes away by bike. Whitehaven station can also be reached in just under 15 minutes by bike, or under 10 minutes by car, with parking available. Both stations are served by hourly trains in both directions between Carlisle and Barrow via other local stations.

Key local bus services include:

**Service 3/3A:**  
**Whitehaven – Mirehouse Circular (Meadow Road)**  
Service runs every 30 minutes Monday to Saturday, with two services on Sunday

**Service 2/2A:**  
**Whitehaven – Kells Circular (Woodhouse Road)**  
Service runs every 30 minutes Monday to Saturday, with five services on Sunday

## APPROX. PUBLIC TRANSPORT JOURNEY TIMES



## MAKE THE MOST OF BUS OPERATOR APPS

The way that we plan and pay for bus journeys is changing. Gone are the days of fingering through printed timetables, standing at the bus stop in the hope that your bus is around the corner, or fumbling around for loose change.

Bus operators have been embracing the technology now available. Handy apps show the location of your bus on a real time map, allow you to easily plan a journey between A and B, and even let you buy and store your tickets for easy and safe access. Visit the Edgehill Park travel choices website to find out more.



Visit the Edgehill Park travel choices website for further information and resources to help plan a journey by public transport, including online route planners, downloadable timetables and more.

**[edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)**

Still unsure about your public transport options? Get in touch with our team who will be happy to help.

# SUSTAINABLE CAR USE

**Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.**

Have you considered whether you could share your journey by car, reducing the number of vehicles on the road? Or could you switch to an electric or hybrid vehicle, helping to reduce transport related CO<sub>2</sub> emissions?

## **FIND A CAR SHARE COMPANION**

Do you often drive alone in your car, maybe to work on a daily basis? If you share the ride with just one other person you could halve the costs of your journey, by splitting the cost of petrol and parking.

Whilst a lot of car sharing is arranged informally, with friends, family or colleagues, there are now ways of identifying other people undertaking a similar journey. The nationwide Liftshare scheme is easy to use and allows you to see if there is anyone else you could share a car journey with. Simply enter your journey details and some basic preferences, and let the system do the rest.

[liftshare.com](https://liftshare.com)





Visit the Edgehill Park travel choices website for further information on sustainable car use: [edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)

## ARE YOU READY TO JOIN THE EV REVOLUTION?

Could your next car be an electric or hybrid model?

Electric vehicles (EVs) are the future of driving. With an ever-increasing number of charging points available, as well as new and exciting vehicles on the market, drivers now have greater choices and flexibility when it comes to choosing an EV.

Whilst EVs can initially be more expensive to buy or lease, reduced running costs and exemptions mean whole-life costs can work out much lower.

So, whilst you are doing your bit to help the environment, you could also be saving money!

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. To try and help out we've pulled together some useful information, resources and tools on the Edgehill Park travel choices website. Find out more about vehicle options, how to charge and how much money you could stand to save.





# OFFERS, DISCOUNTS & SAVINGS

To help minimise the cost of your sustainable transport choices we have arranged a range of discounts and offers which Edgehill Park residents can take advantage of. We've also identified a number of further opportunities to save on the cost of your journeys:



**HALFORDS:** Save on the cost of a new bike, accessories and servicing at the UK's leading cycle retailer.



**RUNNERS NEED:** In need of some new trainers or running equipment? Get exclusive discounts at Runners Need.



**BIKEDOCK SOLUTIONS:** Save 10% on the cost of home bike storage and security solutions, including stands, lockers and wall hanging products.



**COTSWOLD OUTDOORS:** Need a new pair of walking shoes or some outdoor clothing? Save 10% on the full range at Cotswold Outdoor.



**CYCLE TO WORK:** Save up to 47% on the cost of a new bike and equipment if your employer is part of a cycle to work salary sacrifice scheme.

Find out more about these and other savings at [edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)



# FURTHER INFORMATION AND ADVICE

## FIND US ONLINE

[edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk)

The Edgehill Park travel choices website is packed full of further information, advice, and tools to help you explore and plan your daily or one-off journeys.

## EMAIL US

[info@travelchoices.uk](mailto:info@travelchoices.uk)

Request a Personal Journey Plan (PJP)

If you are unsure about your local travel choices, we are here to help!

We can provide you with a PJP for a journey of your choice. Based upon your destination and time of travel you will receive an interactive email which sets out your journey choices in a user-friendly format. View your route options on a map, find out how long your journey will take by different choices, and even receive detailed directions and tips.

Simply email us or complete the form on the travel choices website.





## CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at: [info@travelchoices.uk](mailto:info@travelchoices.uk)

[edgehillpark-travel.co.uk](http://edgehillpark-travel.co.uk)





## Appendix C

### Edgehill Park Travel Choices Newsletter

# OFFERS DISCOUNTS & SAVINGS

 halfords

**10%** Off bikes, bike accessories  
and bike servicing



**10%**  
Off outdoor  
clothing and  
footwear



**10%**  
Off Home  
EV Charging  
Points

**runnersneed**  
the running specialists

**10%** Off new  
running gear

## LOOKING TO MAKE A CHANGE?



We can help you to plan a local journey of your choice, if you are unsure of the options available.

Simply drop us an email and we will be happy to help:  
[info@travelchoices.uk](mailto:info@travelchoices.uk)

To take advantage of these offers and much more simply visit  
[www.edgehillpark-travel.co.uk/offers](http://www.edgehillpark-travel.co.uk/offers)

# EDGEHILL PARK

WHITEHAVEN

2021

## WELCOME TO THE 2021 NEWSLETTER FROM THE EDGEHILL PARK TRAVEL CHOICES TEAM

The focus of this year's newsletter is public transport. It may have been a while since you were last on public transport, but a lot has been done since the start of the pandemic to make public transport safe for both staff and passengers.

Inside you'll find useful information and practical advice on getting back on public transport in your local area, whether you're commuting to work, doing the school run or heading out for leisure.



Explore your travel choices further at  
[www.edgehillpark-travel.co.uk](http://www.edgehillpark-travel.co.uk)

# BACK IN BUSINESS

Using public transport over the last 18 months or so has definitely been strange, with temporary timetables, reduced capacity and changing guidance. Now that life is getting back to normal, many of the services are too. Below we've put together some of our top tips for getting back to using public transport if you've avoided it recently.

COMMUTE  
WHEN IT  
SUITS!

## PUBLIC TRANSPORT JUST GOT FLEXI

Many operators have introduced new flexible season tickets offering 2 or 3 days of travel per week, perfect if you're now commuting on fewer days.

National Rail even have a season ticket calculator which will let you know the best ticket for you!

## PLAN AHEAD

Many timetables have altered, and routes may be different to before, but planning your journey doesn't have to be difficult! Online or app based tools are really easy to use and can give you great peace of mind.

For travelling around the Whitehaven area, we'd recommend using the Traveline online journey planning tool [traveline.info/](https://traveline.info/)

Scan this QR code or visit [edgehillpark-travel.co.uk](https://edgehillpark-travel.co.uk) to find out more about your local public transport options, including access to journey planners, details of ticket options and much more.



## COMMUTE SMART

Many of us have adopted a more flexible approach to working recently, which is something that you can still take advantage of if you're now travelling to work again.

Why not try commuting outside of peak times? Maybe you could start earlier and finish earlier, or leave before peak time and finish your work at home?

## TRAVEL BY BUS

Your nearest bus stops are located on Meadow Road and Woodhouse Road, just a few minutes' walk away, with services towards Whitehaven town centre.

### 3/3A (Meadow Road)

#### Whitehaven – Mirehouse Circular

Service runs every 30 minutes Monday to Saturday, with an hourly service on Sunday.

### 2/2A (Woodhouse Road)

#### Whitehaven – Kells Circular

Service runs every 30 minutes Monday to Saturday, with five services on Sunday.

## TRAVEL APPY

Apps have changed the way that we are able to plan and pay for public transport journeys - no more standing around waiting for your bus to show up!

So, if you haven't downloaded your mobile travel companion yet, what are you waiting for?

Stagecoach Bus has a mobile app which allows you to purchase tickets, plan your trip, see timetables and service changes, and much more!

The Trainline app is a great tool for planning train travel and will even help you save money with price alerts for the cheapest tickets and the SplitSave feature, which will find clever combinations of tickets to get you the best overall fare!



## TRAVEL BY TRAIN

Corkickle station is your closest station, around 10 minutes by bike or 20 minutes by bus. Corkickle is served by hourly trains in both directions between Carlisle and Barrow via other local stations.



## Appendix D

### Action Plan

Measure Name	Action	Responsibility	Target Delivery Date
<b>Travel Plan Management</b>	Appoint Travel Plan Coordinator	Story Homes	Achieved
<b>Travel Plan Engagement</b>			
Engagement Strategy 1	Travel Choices website	Travel Plan Coordinator	Achieved
Engagement Strategy 2	Travel Choices guide	Travel Plan Coordinator	Achieved
Engagement Strategy 3	Annual Travel Choices newsletter	Travel Plan Coordinator	Annually throughout delivery period
<b>Support for Sustainable Travel Choices</b>			
Support Strategy 1	Promote the Travel Choices offers, discounts and savings	Travel Plan Coordinator	Ongoing throughout delivery period
Support Strategy 2	Offer free personalised journey plan to each household	Travel Plan Coordinator	Ongoing throughout delivery period
<b>Monitoring Strategy</b>			
Monitoring Strategy 1	Undertake annual traffic counts and reporting	Travel Plan Coordinator	Annually until completion of development