

**BALTIC WHARF,  
TOTNES**

**DRAFT FULL TRAVEL PLAN**

**AUGUST 2010**



# **BALTIC WHARF, TOTNES**

## **DRAFT FULL TRAVEL PLAN**

**PREPARED FOR**



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**AUGUST 2010**

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## FIGURE

**Figure 1.1: Walking and Cycling Plan**

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## 1 INTRODUCTION

### Brief

- 1.1 TQ9 Partnership recognise that the main concern with the revival proposals for the Baltic Wharf site, despite a larger scheme being agreed with DCC Highways, relate to the perception of traffic impact. Baltic Wharf is the closest development site to the town centre and has extensive live work opportunities. The owners TQ9 Partnership are also aiming for an exemplar Travel Plan that minimises traffic impact on the site and surrounding streets. TQ9 believe that all elements of their proposal mean that the revival of Baltic Wharf is likely to have the least relative impact compared to any other development of this site and also any other potential development site in Totnes.
- 1.2 FMW Consultancy have been appointed by the TQ9 Partnership to prepare a Full Travel Plan (FTP) to accompany an outline planning application for a proposed mixed use development at Baltic Wharf in Totnes, Devon, adjacent to the River Dart. This report should be read in conjunction with the accompanying FMW Transport Assessment (TA).
- 1.3 It is intended that this draft FTP will provide sufficient detail and scope to guide and inform the final FTP following receipt of planning consent.
- 1.4 By way of background reading and research, FMW have reviewed Devon County Council's own Travel Plan guidance information published on their website. This provides guidance on the types of things that should be included in Travel Plans including possible measures and objectives.
- 1.5 Reference has also been made to the Transport Energy best practice guidance document 'A Travel Plan Resources pack for Employers', and the Department for Transport publication 'Making Travel Plans Work'.

### What is a Travel Plan?

- 1.6 A Travel Plan is a package of measures designed to promote access to a site by sustainable modes of transport and reducing reliance on single occupancy private car usage. Travel Plans are site specific and tailored to the individual requirements of the type of development and intended users of the site.
- 1.7 Travel Plans have a set of clear objectives which underpin the purpose for having a Travel Plan. Appropriate measures are identified to help achieve the stated objectives, as well as

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appropriate monitoring and marketing techniques. A robust plan can have a significant role in reducing the transport impacts of a development, though critical to its success is the commitment of the developer, local authority and other interested parties to ensuring its implementation and progress.

- 1.8 The Totnes community (represented by the Totnes Traffic & Transport Forum – TTTF) is starting to develop a Travel Plan for the whole town. This offers a great opportunity for Baltic Wharf to work together with the town for maximum impact of alternative transport solutions with the potential to become an exemplar town. TQ9 Partnership would like to work with the TTTF and others to coordinate and integrate plans and schemes.

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## 2 TRAVEL PLAN OBJECTIVES

### Travel Plan Objectives

2.1 The objectives of the Travel Plan have been identified as follows:

- ❖ *Seek to minimise the number of single occupancy car journeys made to the site, to promote travel by the more sustainable modes of transport, and to manage the overall transport impacts of the development.*

2.2 Beneath this headline objective it is possible to identify several other related objectives as follows:

- ❖ *To ensure that the predicted vehicular trip rates and car parking demand (as predicted without amelioration measures being implemented) remain worst case, with annual reductions achieved in both;*
- ❖ *To achieve annual increases in public transport, walking and cycling trip rates;*
- ❖ *To reduce those traffic and parking loads predicted as a result of development of the site;*
- ❖ *To transfer car park spaces released by the effectiveness of the Travel Plan to other better uses;*
- ❖ *To raise the awareness of Travel Plans across Devon and to promote the Baltic Wharf site as an example of best practice in effective travel planning.*

2.3 Wider environmental, economic and health objectives also apply, such as:

- ❖ *To help reduce local road congestion in Totnes;*
- ❖ *Reducing carbon emissions;*
- ❖ *Reducing dependency upon the car;*
- ❖ *Reducing living costs for site residents and employees;*
- ❖ *Improving individual health and fitness.*

2.4 These objectives should guide the setting of targets and the types of measures that are implemented. If individual travel plans are eventually created for the different land uses, they should compliment, not conflict with, these overarching objectives.

**Summary of Travel Plan Measures:**

<b>SCHEME</b>	<b>BUDGET ESTIMATE</b>
<b>1. Travel Plan Coordinator (Baltic Wharf)</b>	<b>Funded by TQ9</b>
<ul style="list-style-type: none"><li>❖ <i>To implement, monitor and develop the Travel Plan</i></li><li>❖ <i>Work overseen by a Travel Plan Steering Group consisting of stakeholders from within the site and relevant external agencies</i></li><li>❖ <i>Liaison with possible Totnes wide Travel Plan Coordinator to maximise effectiveness of schemes and share best practice</i></li><li>❖ <i>Permanent position</i></li></ul>	
<b>2. Travel Plan Coordinator (Totnes Town)</b>	<b>£50,000</b>
<ul style="list-style-type: none"><li>❖ <i>To help develop, implement, monitor and develop the Totnes town Travel Plan</i></li><li>❖ <i>To work closely with other major employers and stakeholders to promote and the Travel Plan</i></li><li>❖ <i>To be jointly managed by a partnership including DCC, SHDC, TTC and community representatives.</i></li></ul>	
<b>3. Bus Service</b>	<b>£90,000</b>
<ul style="list-style-type: none"><li>❖ <i>Regular bus service to and from the site (potentially including one or more provider from Continuous Care Retirement Community (CCRC) minibus, Totnes Town Bus, Totnes &amp; Dartmouth Ring and Ride Service)</i></li></ul>	
<b>4. Car club</b>	<b>£45,000</b>
<ul style="list-style-type: none"><li>❖ <i>3 spaces provided</i></li><li>❖ <i>Bus vouchers as incentives</i></li><li>❖ <i>Residential and employment use</i></li><li>❖ <i>3 year subsidised period to maximise take-up to enable self sustaining scheme</i></li></ul>	

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- ❖ *The presence of Moor cars in Totnes increases the potential robustness of a car club scheme for the site*
- 5. Car sharing scheme** **£5,000**
- ❖ *Promoted to employers, employees and residents using bespoke database and DCC Countywide database*
  - ❖ *Incentivised by limiting car parking spaces, free/cheap parking and other means*
- 6. Cycling and walking** **£10,000 (for Incentives and feasibility study only)**
- ❖ *Provision of good standard of facilities inc showers, changing and covered storage racks*
  - ❖ *Cycle way improvements*
  - ❖ *Incentives ie cycle vouchers, discounts, free breakfasts etc*
  - ❖ *Convenience store to reduce off-site journeys*
  - ❖ *Feasibility study of bridge linking across the Dart from Vire Island and also potentially Steamer Quay to Town Quay*
- 7. Live work facilities** **Part of development proposals**
- ❖ *Managed office facilities with video conferencing*
  - ❖ *Live / work dwellings (10-20)*
  - ❖ *Incentives i.e. first sale period restricted to people who had a job within walking distance of site*
  - ❖ *Opportunities offered to site residents to work in the wide range of employment types available on the same site*
- 8. Parking Management System** **Part of development proposals**
- ❖ *Site wide control system operated by site management company including Homezone road access only to the housing areas on the site*
  - ❖ *Central control of site parking that enables access to site users only*
  - ❖ *Charging system that can incentivise Travel Plan participants with free/cheap parking and non participants through the charging regime*

- ❖ *Incentives to spread peak travel times over a longer period*
- ❖ *Employees, visitor and some residential parking rented/leased*
- ❖ *No parking for non-site users to be permitted*

**9. Water taxi facilities** **Part of development proposals**

- ❖ *Pontoon space made available for operator*
- ❖ *Trips into town*
- ❖ *Leisure trips*
- ❖ *Subject to tides*

**10. Marketing** **Part of development proposals**

- ❖ *To promote the Travel Plan to employees and residents on/before site occupation and regular promotion to all who live and work on site*
- ❖ *Welcome Pack*
- ❖ *Site website*
- ❖ *Posters and noticeboards*

**TOTAL** **£200,000**

**Implementation**

- 2.5 The funding highlighted above could be provided by the developer as part of a Section 106 agreement in a phased way as agreed with DCC Highways. It will be necessary to establish schemes in a manner which can demonstrate that they are sustainable on an ongoing basis.
- 2.6 Many potential providers of these services have been consulted as part of the development of this Travel Plan but it will only be possible to provide detailed costings once a detailed specification is available. This will be drawn up during detailed planning and definitive plans will be made available for the reserved matters application TQ9 are willing to be conditioned on bringing forward a Full Travel Plan based on this document.

### 3 SITE LOCATION

#### Site Location

- 3.1 The site is located to the south of the town of Totnes on the western bank of the River Dart, approximately 750 metres south of Totnes town centre. It is bounded to the northeast in part by St Peter's Quay and to the east by the River Dart, to the north by Moat Hill, and to the south and west by existing field boundaries.
- 3.2 The site measures approximately 10.5 hectares and is currently used as a boatyard with supporting marine facilities as well as light industrial, office and storage areas.
- 3.3 Totnes railway station is located approximately 1.5 kilometres to the north of the site whilst the A381 Western By-Pass is approximately 1 kilometre to the west. Brixham is 16 kilometres to the south east, Paignton is 10 kilometres to the east, Plymouth is 38 kilometres to the west and Exeter is 47 kilometres to the north. The predominant land uses in the vicinity of the site are residential, agricultural and marine related uses. The location of the site is shown in Figure 1 of the TA.

#### Local Highway Network

- 3.4 The local highway network is illustrated in Figure 2 of the TA. Totnes lies on the cross roads (albeit staggered) of the A385 which provides links to Dartmoor, and via the A38 to Plymouth and the west, and the A381 Western By-Pass which leads south towards Dartmouth, Kingsbridge and Salcombe. Locally these roads are called:
- ❖ A385 Ashburton Road (8.0m wide) which provides links to the A38 to the west;
  - ❖ A385 Bridgetown Hill (8.0m wide) which leads east towards Paignton and Torquay;
  - ❖ A381 Newton Abbot Road (6.7m wide) which leads north to Newton Abbot; and
  - ❖ A381 Western By-Pass (9.7m wide) which heads south towards Kingsbridge and Salcombe.
- 3.5 These four roads are linked together by Coronation Road / Station Road (8.0m wide), which connects the Ashburton Road and Western By-Pass in the west of Totnes, and Brutus Bridge (6.8m wide) which connects to Newton Abbot Road to the east of the River Dart.

- 3.6 There are only two bridges crossing the River Dart in Totnes. The northern crossing point is Brutus Bridge which is mentioned above and forms part of the strategic through route. The southern crossing point is Totnes Bridge (6.1m wide) which connects Bridgetown to the east with Coronation Road, Fore Street and The Plains at The Plains Roundabout to the west. These bridges are the two lowest bridging points on the River Dart local transport network (there are two road traffic ferries across the Dart downstream to the south in Dartmouth).
- 3.7 Other significant local roads include:
- ❖ Coronation Road (8.0m wide) leads from The Plains Roundabout north past the Totnes Hospital and connects with Station Road at a standard five arm roundabout;
  - ❖ Fore Street (6.0m wide) is a one way street (presently west bound), it leads from The Plains Roundabout west to the priority T-junction of High Street and South Street;
  - ❖ Station Road South (7.6m wide) leads north from Fore Street and connects with Station Road and a standard five arm roundabout;
  - ❖ The Plains (8.0m wide) which leads from The Plains Roundabout south towards the priority T-junction with New Walk and St Katherine's Way;
  - ❖ St Katherine's Way (5.2m wide) leads west from The Plains and New Walk and connects to Cistern Street at a priority T-junction;
  - ❖ Cistern Street (7.0m wide) leads north east and becomes High Street. To the south west, Cistern Street connects with the Western By-Pass and Harpers Hill at a priority cross roads;
  - ❖ New Walk (5.3m wide) leads south and connects with Shute Road and St. Peter's Quay at a priority T-junction;
  - ❖ Moat Hill (4.0m wide) leads west from Shute Road at its junction with St Peter's Quay;
  - ❖ St. Peter's Quay (5.5m wide) leads south from Shute Road into the development site.
- 3.8 The site is currently used as a boatyard with supporting marine facilities as well as light industrial, office and storage areas.

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## 4 ACCESSIBILITY BY SUSTAINABLE MODES OF TRANSPORT

### Cycle Network and Facilities

- 4.1 The Institution of Highways and Transportation (IHT) state that three quarters of journeys by all modes are less than five miles and half are less than two miles. These are distances that can be cycled comfortably by a reasonably fit person. Additionally, Planning Policy Guidance Note 13 (PPG13) states that cycling offers potential to substitute for short car trips, particularly those less than 5 kilometres. The majority of Totnes is no further than 1.5km from the site, making cycling to and from the site a viable commuting option to potential local employees.
- 4.2 The topography of Totnes is in part conducive to cycling as it is reasonably flat on the outskirts however it is relatively steep in the middle. There are adequate cycle facilities near the site, with National Cycle Route (NCR) 2 located adjacent to the site as shown in Figure 6 of the TA. This cycle route provides a sustainable link from the development site to Totnes town centre and the local area. The majority of the roads on the site will be unadopted and therefore will be designed more flexibly to encourage and assist travel by cycle and foot throughout.
- 4.3 NCR 2 also provides links to Buckfastleigh to the north and Salcombe to the south.
- 4.4 The majority of Totnes is within 1.5km of the site, although the eastern fringe of the town area is up to 2.0km from the site due to the location of the river crossings. Based on a cycling speed of 4.0 m/sec, or just over 14.4 km/h, the majority of the Totnes to the west of the River Dart is just over 6 minutes from the site. For the eastern fringes of Totnes, the cycling time to the site may be up to 8 minutes.
- 4.5 It has been suggested that cycle links would be greatly enhanced by joining the bridge over the Dart from Vire Island to Town Quay as the route via the Town Bridge is a difficult route currently especially with children. This study could also be extended to a bridge linking Vire Island to Steamer Quay - this would open up a much easier link to the town for all the Riverlink tourists and others but a means of resolving boat users concerns would need to be found. A feasibility study to look at how this might be implemented has therefore been included within the travel plan costings above.

### **Pedestrian Facilities**

- 4.6 Walking routes from the site towards Totnes town centre are, in the main, provided as footways alongside the carriageway. The site will be designed to encourage and assist travel on foot throughout.
- 4.7 Acceptable walking distances will vary considerably depending on various factors such as fitness and land topography; however guidelines by the Institution of Highways and Transportation (IHT) state the acceptability of distances in metres to various attractions, is as shown below:

<i>Desirable</i>	<i>Acceptable</i>	<i>Preferred Maximum</i>
500m (6min 24secs)	1,000m (12min 48secs)	2,000m (24mins 56secs)

- 4.8 Based on a walking speed of 1.3 m/sec or just over 4.5 km/h, the majority of the Totnes to the west of the River Dart is less than 18 minutes from the site. For the eastern fringes of Totnes, the walking time to the site may be up to 25 minutes walk, which would still be within the preferred maximum distance. The accessibility of the site on foot is further evidenced when it is considered that the following facilities are accessible within a 2 kilometre radius:

- ❖ Totes Railway Station;
- ❖ Totnes Hospital;
- ❖ Totnes town centre;
- ❖ Primary and secondary schools;
- ❖ Borough Park; and
- ❖ Babbage Road Industrial Estate

### **Public Transport**

- 4.9 Several bus services presently operate through Totnes stopping at the Seven Stars Hotel some 700m north of the site and are shown in Figure 7 of the TA. The operational details of these are outlined in Table 4.1:

Service	Route	Comments	Frequency	Operator
<b>TS1</b>	Town Circular	Mon – Fri	Hourly (from 0900 – 1500)	Totnes Bus Company
<b>TS2</b>	Totnes – Stoke Gabriel	Friday only	3 per day	Totnes Bus Company
<b>X64</b>	Exeter – Kingsbridge Via Newton Abbot & Totnes	Mon – Sat	2 Hourly	Stagecoach Devon
<b>X80 / X81</b>	Plymouth - Torquay	Mon – Sat	½ Hourly	First
<b>88</b>	Newton Abbot – Paignton Via Totnes	Mon – Sat	Hourly	Stagecoach Devon
<b>111 / 112</b>	Dartmouth – Torquay Via Totnes	Mon – Sat	Hourly	Stagecoach Devon
<b>164</b>	Totnes – Kingsbridge Via Haberton & Halwell	Mon – Sat	2 Hourly	Tally Ho!
<b>165</b>	Totnes – Dartington Hall	Mon – Sat	2 Hourly	Country Bus
<b>167</b>	Totnes - Follaton	Mon – Sat	4 per day	Country Bus

**Table 4.1: Summary of Existing Bus Services**

- 4.10 Table 4.1 demonstrates that there are a considerable number of bus services accessible within a short walk from the site.
- 4.11 The Totnes Town Bus ('Bob the Bus') also provides a regular service around the town via two routes. Route 1 links Bridgetown to Totnes and Follaton every hour Monday to Thursday. Route 2 links Totnes to Stoke Gabriel three times a day on a Friday (when a reduced Route 1 service is also operated).

## 5 DEVELOPMENT PROPOSALS

5.1 The development proposals comprise the redevelopment of the Baltic Wharf site to provide the following:

Description	Planning Use	Size
Marine and Business Centre	B1, B2	3,320m <sup>2</sup>
Boat Storage	Sui Generis	11,000m <sup>2</sup>
Continuous Care Retirement Community		60 beds
Assisted Living Units		75-80 units
Cafe / Restaurant / Retail	A1, A2, A3	500m <sup>2</sup>
Residential	C3	180-190 units

**Table 5.1: Development Schedule**

### **Vehicular Access**

5.2 Vehicular access to the site will be from the existing access road (St Peter's Quay). It is proposed to provide localised improvements to St Peter's Quay to facilitate the safe passage of larger vehicles. At present St. Peter's Quay is bounded on the northern side by a steep bank covered in undergrowth and small saplings, and on the southern side by existing buildings. The current width of the road varies between 6.5m in some areas to a pinch point of 4.0m and by maintaining the existing road layout; traffic will be kept at low speeds by avoiding having wider two lane roads, in line with many existing roads in Totnes. Lower vehicle speeds will result in making walking and cycling more attractive.

5.3 A new section of footway is also proposed to facilitate improved pedestrian links between the site and the wider footway networks. The proposed access arrangements including proposed improvements to St. Peter's Quay are shown as Figure 9 of the Transport Assessment.

### **Pedestrian and Cycle Access**

- 5.4 Pedestrian and cycle access can be taken along St Peter's Quay. Additional pedestrian accesses to the site can also be gained from the existing Public Footpath which runs adjacent to the western boundary of the site along Sharpham Drive.
- 5.5 Cycle access to the site can also be gained from NCR 2 which runs within the north western boundary of the site from Sharpham Drive. It should be noted that the existing licence for the Sustrans route runs out in 2011 and as part of the development the land will be donated in perpetuity.

### **Public Transport Access**

- 5.6 Bus access can be made along St Peter's Quay if required. Bus shelters and a bus turning facility can also be provided within the development if required.

### **Parking**

- 5.7 The redevelopment proposals for Baltic Wharf are intended to be highly sustainable, not just in respect of the construction and design of the buildings on site, but also in terms of reducing travel by single occupancy vehicles and increasing the number of journeys made by sustainable modes of transport. Parking is acknowledged by both central and local government as being an important factor affecting the sustainability of a site.
- 5.8 Existing car ownership levels within Totnes have been determined from 2001 census data and are summarised below in Table 5.2.

<b>Number of cars owned</b>	<b>Percentage of Households</b>
Households with No Cars	27%
Households with One Car	51.7%
Households with Two Cars	16.5%
Households with Three Cars	3.7%
Households with Four or more Cars	0.8%

**Table 5.2: 2001 Census car ownership data for Totnes**

- 5.9 Based on the proposed number of residential units at Baltic Wharf (180-190), future resident car ownership would be as follows:
- ❖ Households with no car – 51
  - ❖ Households with 1 car - 98
  - ❖ Households with 2 cars – 31

- ❖ Households with 3 cars – 7
- ❖ Households with 4 cars – 2

5.10 Based on the above, future residents (excluding CCRC residents) at Baltic Wharf are anticipated to own a total of 188 cars. The slight apparent shortfall can easily be absorbed due to the site location, live work units and extensive Travel Plan.

5.11 FMW have also examined 2001 census data for 'Distance Travelled to Work' for Totnes residents. The number of people that both live and work within Totnes could also have a bearing on parking demand. The relevant data is summarised within Table 5.3 below.

	Totnes Bridgetown		Totnes Town		Average %
	Number	Percentage	Number	Percentage	
Work mainly from Home	160	10.48	271	14.33	12.41
Less than 2km	615	40.30	702	37.12	38.71
2km to less than 5km	124	8.13	157	8.30	8.21
5km to less than 10km	167	10.94	153	8.09	9.52
10km to less than 20km	202	13.24	274	14.49	13.86
20km to less than 30km	24	1.57	45	2.38	1.98
30km to less than 40km	107	7.01	121	6.40	6.71
40km to less than 60km	5	0.33	6	0.32	0.32
60km and over	26	1.70	41	2.17	1.94
No Fixed Place of Work	91	5.96	112	5.92	5.94
Working outside the UK	5	0.33	9	0.48	0.40
Working at Offshore Installation	0	0.00	0	0.00	0.00

**Table 5.3: 'Distance Travelled to Work'**

- 5.12 Although, from Table 5.3 it can be determined that approximately 39% of employed people resident in Totnes travel less than 2 kilometres to work (or 51% if people working mainly from home are included) with 47% of people travelling less than 5 kilometres to work. Approximately 25% of people travel between 5 kilometres and 20 kilometres to work, with approximately 18% travelling more than 20 kilometres to work, with 7% travelling between 30 and 40 kilometres to work. Approximately 12% of people are defined as working mainly from home. Nevertheless, 34% of Totnes town residents travel more than 5km to work.
- 5.13 The relatively high proportion of people working within 5 kilometres of the site suggests that there is considerable potential for future Baltic Wharf residents to work locally within Totnes and its immediate hinterland, and subsequently potential for reduced car ownership levels (provided that jobs can be created and employment space made available through the LDF). Provision of live / work units on site will further reduce this need. It is also envisaged that the proposed managed offices will provide a range of on and off site office facilities for local residents therefore reducing the need to travel further afield.
- 5.14 It is proposed to provide 399 car parking spaces to serve the Baltic Wharf development. Communal parking is acknowledged in Manual for Streets as being desirable to cater for parking demand from non-residential uses in mixed-use areas, which will tend to peak during the daytime when residential demands are lowest. The proposed parking associated with each use is summarised below in Table 5.4 below.

Use	Total
Employment inc CCRC	100
Residential inc CCRC	255
Visitors	44
<b>Totals</b>	<b>399</b>

**Table 5.4: Proposed Parking Provision**

- 5.15 It is envisaged that some form of car parking charging for non residents will be implemented at the site; this parking control will act as a disincentive for people driving to the site and further promote travelling to and from the site by more sustainable modes other than the private car.
- 5.16 The ratio of residential parking ratio for the Baltic Wharf site equates to 1 space per unit which is extremely low for a town such as Totnes. The designated parking for the

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employment element is 100 spaces in total. These are 15% below the SHDC (South Hams District Council) maximum parking standards. These reductions are expected to be absorbed due to the highly sustainable location of the site, extent of live work opportunities, comprehensive Travel Plan schemes and tightly managed parking control systems.

- 5.17 As an incentive to reduce the daily number of vehicular trips to and from the site, it is proposed that priority housing would be offered to people with jobs on site for a limited period.

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## 6 THE CASE FOR CHANGE

### Sustainability

- 6.1 Current studies indicate that carbon dioxide (CO<sub>2</sub>) is one of the important greenhouse gases and that its emission from the combustion of fossil fuels is one of the major causes of global warming. It is also argued that transport is the fastest growing source of climate change gases in the UK; road transport alone now accounts for 26% of emissions (source: Campaign for Better Transport, September 2008).
- 6.2 Everybody can play a part in reducing in these greenhouse gas emissions, especially when choosing a sustainable mode of travel to places of work or study in lieu of a Single Occupancy Vehicle (SOV).
- 6.3 The use of more sustainable modes of travel such as:
- ❖ Walking and Cycling – by far the most sustainable modes of travel;
  - ❖ Bus or Train – mass transit systems offer a far more sustainable mode of travel per passenger than SOVs;
  - ❖ Car Sharing – two or more people sharing a car generates half or less of the emissions from a SOV.
- 6.4 For example, the Institution of Highways and Transportation (IHT) states that three quarters of journeys by all modes are less than five miles (8km) and half are less than two miles (3.2km). These are distances that can be cycled comfortably by a reasonably fit person. Based on an average cycling speed of 4.0m/s (14.4kph) 8 kilometres can be cycled in just over half an hour and 3.2 kilometres can be cycled in less than 15 minutes. Given that the furthest extents of Totnes' urban conurbation is less than 2.0 kilometres from the site, most of Totnes' population are within an 8 minute cycle of the Baltic Wharf site.

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### **Personal Health and Fitness**

6.5 Choosing to cycle or walk, even from the bus stop or Totnes Railway Station, to the Baltic Wharf site will have positive benefits to one's health, fitness and well being. The Government, through the National Health Service, recommends that everybody should exercise to:

- ❖ reduce the risk of heart attack and death after heart attack,
- ❖ reduce the risk of developing long-term diseases,
- ❖ increase life expectancy and improve quality of life in later years,
- ❖ increase confidence,
- ❖ improve appearance - muscle definition is improved; body fat reduced and skin improves in appearance as more oxygen is delivered to body tissue,
- ❖ improve posture,
- ❖ provide natural pain relief, and
- ❖ have a positive effect on breathing, blood supply, muscles, and bones.

### **Financial**

6.6 There are also significant financial benefits associated with sustainable travel modes. For a number of years fuel prices have been steadily increasing (with the exception of the current economic climate). Coupled with increased parking charges, increased car tax, vehicle maintenance, and vehicle depreciation, the costs of using the private car as the commuting mode of choice is spiralling.

6.7 With the exception of purchasing a bicycle, cycling and walking to the Baltic Wharf site do not have any cost implications whereas driving to the site will incur parking charges for non residents. It is likely that cost savings would be made by choosing not to drive to the site which will in effect provide other social and ethical benefits such as:

- ❖ better social inclusion within Totnes and the wider community as a whole;
- ❖ to encourage greener community which could prompt employees, visitors and residents to Baltic Wharf to car share, join the car club, walk and cycle to the site;
- ❖ parking charges will generally discourage driving to and from the site by promoting more sustainable modes of travel.

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## 7 SITE AUDIT AND APPRAISAL

### Existing and Proposed Sustainable Transport Facilities

- 7.1 As part of the development of the site various facilities would be identified that will assist and encourage travel to and from the site by sustainable modes of transport; namely bus, cycle and foot.
- 7.2 The facilities presently envisaged to be provided are listed below:
- ❖ New and improved pedestrian links from north to south boundaries;
  - ❖ New and improved cycle links from north boundary joining existing NCR2 route;
  - ❖ Donating in perpetuity Sustrans cycleway arrangements (currently on licence due to expire in 2011);
  - ❖ New permanent realignment to public footpath from Moat Hill to Dart Trail;
  - ❖ New and improved footway provision from site entrance along river to boatyard;
  - ❖ Provision of quality on-site cycle facilities for employees;
  - ❖ Possible provision of quality bus facilities within the development site;
  - ❖ Improved river-side access and facilities for river craft including water taxi facility subject to demand
  - ❖ Possible provision of a new bridge link from Steamer Quay to Town Quay.
- 7.3 It is therefore considered that the provision of the above facilities would have positive impact on the travel modes adopted by residents, employees and visitors alike at the Baltic Wharf site.

## 8 TRAVEL PLAN TARGETS

8.1 In order to establish whether a travel plan is working successfully it is necessary to identify a set of targets. The Transport Energy Best Practice Guide for Travel Plans identifies that travel plans should be SMART:

- ❖ Specific
- ❖ Measureable
- ❖ Achievable
- ❖ Realistic
- ❖ Time-bound

8.2 In identifying suitable travel plan targets, use has been made of the Transport Energy Best Practice guide on Travel Plans, and DCC's own Travel Plan guidance document.

8.3 A number of 'Action-Type' targets have been identified as being suitable for the proposed development. These are non-quantifiable targets and take the form of actions which need to be achieved including target dates. These targets are summarised in Table 8.1 below:

Action	Target Date
Appoint TPC to provide personal induction as soon as people move onto the site	Beginning of Phase 1
Set up a Travel Plan Steering Group (TPSG) involving the TPC, local business, residents, community (TTTF) and local authority representatives.	Completion of Phase 1
Dissemination of sustainable travel information in the form of 'Welcome Packs', notice boards and web-site updated regularly.	Completion of Phase 1
Promoting public transport use through the timetable, route maps and provision of a bus voucher for first time residents.	Completion of Phase 1
Promotion of site wide car sharing scheme and giving parking priority to car sharing members.	Completion of Phase 1
Provision of a Car Club to be operated by a third party (designated parking will be provided in prime locations)	Completion of Phase 1
Car Parking Management systems will be used to monitor, allocate and control parking, giving preference to car sharers and the car club.	Completion of Phase 1
Provision of on-site facilities to encourage travel by foot or cycle such as secure storage, shower and changing facilities and drying facilities.	Completion of Phase 2

**Table 8.1: Summary of 'Action-Type' Targets and Dates**

8.4 A number of 'Aim-Type' targets can be identified. These are targets with a quantifiable result and are realistic and achievable, whilst at the same time challenging. The progress towards achieving these targets will need to be monitored and reviewed on a regular basis.

8.5 It is proposed that there will be three phases of development as shown below:

- ❖ Phase 1: Construction of Northwestern Residential Sector
- ❖ Phase 2: Construction of Boatyard/Commercial Units
- ❖ Phase 3: CCRC/Riverside Residential

8.6 Table 8.2 shows the 'aim-type' targets for this development. These are based on Performance Indicators of Objective 1, Chapter 4 of the DCC Local Transport Plan (LTP) 2006/7 to 2010/11 as shown in Appendix A. The Performance Indicators are based on a five year period from 2005/6 to 2010/11 (It should be noted that the LTP only identifies performance indicators for increasing cycling trips and bus patronage only. Walking, car sharing and reduced SOV journeys are based on initial assumptions):

Aim	Within 3 Years	Within 5 Years
Increase walking by 12%	✓	✗
Increase cycling trips by 33%	✓	✗
Increase public transport patronage by 12%	✓	✗
Increase car sharing by 9%	✓	✗
Reduce Single Occupancy Car Journeys by 10%	✓	✗
Increase walking trips by 20%	✗	✓
Increase cycling trips by 55%	✗	✓
Increase public transport patronage by 20%	✗	✓
Increase car sharing by 15%	✗	✓
Reduce Single Occupancy Car Journeys by 16%	✗	✓

**Table 8.2: Summary of 'Aim-Type' Targets and Dates**

8.7 A summary of 2001 Census Data for Totnes Town 'Method of Travel to Work – Daytime Population is shown below in Table 8.3:

Mode	Persons	Percentage
All People	4,050	100%
Works mainly at or from home	271	9.5%
Public Transport	106	3.7%
Driving a car or van	1,595	55.8%
Passenger in a car or van	175	6.1%
Motorcycle, scooter or moped	35	1.2%
Bicycle	51	1.8%
On foot	611	21.4%
Other	15	0.5%
Not currently working	1,191	na

**Table 8.3: Totnes Town Ward 'Method of Travel to Work – Daytime Population  
2001 Census**

- 8.8 The results in Table 8.3 show that based on existing travel patterns, the majority of those who commute into Totnes Town to work do so as a car / van driver (55.8%) whilst the second largest mode is on foot (21.4%). The high proportion of walkers is probably attributed to the fact that some 39% of the population of Totnes travel less than 2.0km to work as demonstrated previously in Table 5.3.
- 8.9 Applying the proposed modal shift targets in Table 8.2, to the current travel patterns shown in Table 8.3, the future travel patterns (five years from the start of the travel plan) for the daytime population of the Baltic Wharf site can be calculated as shown in Table 8.4 overleaf:

Mode	Existing Percentage	5 Year Target Shift	5 Year Modal Split
On foot	21.0%	+20%	26%
Bicycle	2.0%	+55%	3%
Public Transport	3.5%	+20%	4%
Passenger in a car or van	6%	+15%	7%
Driving a car or van	56%	-13%	49%
Other	11.5%	-	11%
Total	100%	-	100%

**Table 8.4: Totnes Town Ward 'Method of Travel to Work – Daytime Population  
Post Travel Plan (5 Years)**

8.10 Table 8.4 demonstrates that after a five year period and the travel plan hits its targets the proposed modal split for the method of travel to work for the daytime population would reduce car drivers to 49% of all trips and increase walking to 26% of all trips.

8.11 The same principal can be applied to the resident 2001 Census data for the Method of Travel to Work – Resident Population, i.e. commuters that live in Totnes Town Ward. A summary of the Totnes Town Method of Travel to Work – Resident Population is given in Table 8.4 below:

Mode	Persons	Percentage
All People	3,084	100%
Works mainly at or from home	271	14.3%
Train	32	1.7%
Bus, minibus or coach	36	1.9%
Taxi or minicab	7	0.4%
Driving a car or van	890	47.0%
Passenger in a car or van	95	5.0%
Motorcycle, scooter or moped	30	1.6%
Bicycle	51	2.7%
On foot	470	24.8%
Other	11	0.6%
Not currently working	1,191	na

**Table 8.5: Totnes Town Ward ‘Method of Travel to Work – Resident Population  
2001 Census**

8.12 The results in Table 8.5 show that based on existing travel patterns, the majority of those who live, but not necessary work, in Totnes Town to work do so as a car / van driver (47.0%) whilst the second largest mode is on foot (24.8%). The high proportion of walkers is probably attributed to the fact that some 39% of the population of Totnes travel less than 2.0km to work as demonstrated previously in Table 5.3.

8.13 Applying the proposed modal shift targets in Table 8.2, to the current travel patterns shown in Table 8.5, the future travel patterns (five years from the start of the travel plan) for the daytime population of the Baltic Wharf site can be calculated as shown in Table 8.6 overleaf:

Mode	Existing Percentage	5 Year Target Shift	5 Year Modal Split
On foot	25%	+20%	30%
Bicycle	3%	+55%	4%
Public Transport	3.5%	+20%	4%
Passenger in a car or van	5.0%	+15%	6%
Driving a car or van	47.0%	-17%	39.0%
Other	16.5%	-	17%
Total	100%	-	100%

**Table 8.6: Totnes Town Ward ‘Method of Travel to Work – Resident Population  
Post Travel Plan (5 Years)**

- 8.14 Table 8.6 demonstrates that after a five year period and the travel plan hits its targets the proposed modal split for the method of travel to work for the daytime population would reduce car drivers to from 47% to 39%. Whilst this would appear only a modest amount, given the existing modal split for car driver is already very low, it would be difficult to reduce this by a considerable margin.
- 8.15 Furthermore, it is envisaged that this travel plan has the potential of exceeding normal reductions in car drivers within Totnes based on the combination of local factors such as the Totnes alternative ethic, live/work facilities, site location, strength and comprehensiveness of other measures contained within this travel plan.

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## 9 TRAVEL PLAN MEASURES

### Agreed Initiatives and Measures

- 9.1 As part of the development proposals, Travel Plan measures will be introduced to encourage the use of more sustainable modes of transport by maximising the opportunity to influence future occupants travel patterns and to minimise the need to travel. Given the mixed use nature of the proposals, the Travel Plan will need to target 3 core groups.
- ❖ Residents
  - ❖ Employees
  - ❖ Visitors
- 9.2 The key to a successful travel plan is to identify which transport alternatives staff, residents and visitors will be prepared to use, and to then make these more attractive than driving alone. It is, however, important to get the incentives (the 'carrots') such as discounts at local cycle shops, dedicated car sharing parking spaces etc in place so that the travel plan is supported and to encourage a change in behaviour. Disincentives ('sticks'), such as variable car parking charging, issuing permits or restricting access to car parking spaces etc, could all be introduced at the Baltic Wharf site. The combination of other measures such as car share/club and live/work facilities on the site will ensure that the demand supply ratio can be sensitively adjusted to reflect modal patterns.
- 9.3 The various travel requirements (in terms of travel time, distance, frequency and purpose) of the 3 core groups will be key to the development of Travel Plan measures. Residents, employees and visitors will make journeys at different times and for different purposes and it is important that this is reflected in the measures and targets.
- 9.4 Although a travel plan should seek to facilitate long terms changes in travel behaviour, it is important to make sure that some of the measures put in place have an immediate effect. This helps to inspire confidence in the travel plan making it easier to implement other measures.
- 9.5 The list of initiatives and measures agreed with DCC Travel Plan Officer Highway Officers is set out below.

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### **Provision of Facilities to reduce all Types of Trips**

- ❖ provision of appropriate changing areas for staff and visitors to the site including showers and drying facilities where practicable;
- ❖ the provision of a welcome information pack for new residents within a month of occupancy;
- ❖ the inclusion of sustainable travel information within sales literature to ensure that new residents are made aware that the development is designated to be pedestrian, cycle and public transport friendly;
- ❖ the inclusion of sustainable travel information on company websites to increase awareness to potential staff and visitors that the development can be accessed by modes other than the private car.
- ❖ the provision of travel noticeboards within the Baltic Wharf development to inform and promote sustainable modes of transport. The noticeboards will be located at the entrance to the development and in communal areas of each element of the development;

### **To Reduce Car Borne Trips**

- ❖ car parking set at levels to restrain car trips and ownership;
- ❖ the provision of designated parking spaces for a car club to serve the anticipated demand from the development, this measure will reduce the need to own a car (particularly second cars) and as such, reduces the overall number of vehicular trips;
- ❖ there are now serviced offices with meeting rooms and computer stations designed primarily for site residents to enable them to live and work on site. There is space for 20 which means due to the part time nature of work that a large number of residents could utilise this facility. In addition a number of the houses will have office/studio facilities within for the same purpose;
- ❖ the provision of an on-site convenience / sandwich shop will reduce the number of trips made off the site over the course of the day. When considered in more the detail, the convenience store would most likely stock newspapers, bread, milk and other such provisions. It is therefore highly likely that residents within Baltic Wharf would become

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regular visitors of the convenience store to purchase everyday items such as newspapers or everyday provisions such as bread and milk.

- ❖ the measures mentioned above are considered in more detail later in this chapter;

#### **To Encourage Pedestrian Travel**

- ❖ the extension of footways to link to existing network which provides connections from the site to the town centre and local bus stops;
- ❖ appropriate pedestrian signage, crossing points and street lighting would be provided to encourage walking at all times;
- ❖ the provision of footways within the site will also be added value in encouraging walking to and from the site;

#### **To Encourage Cycling and Motorcycle Travel**

- ❖ the extension of cycle ways to link to existing network which would provide more permeability and connections from the site to the town centre and beyond;
- ❖ secured covered (Sheffield stands) and motorcycle spaces would be provided for use by residents, employees and visitors to the Baltic Wharf development;
- ❖ new permanent realignment of public footpath from Moat Hill to Dart trail;
- ❖ new improved cycle links from north boundary joining existing NCR2 route as agreed with DCC;
- ❖ a Bicycle User Group (BUG) would be set up to maintain and improve cycling provision at the site;

#### **To Encourage Public Travel Use**

- ❖ provision of annual bus tickets (vouchers) to first time residents as recommended by DCC which is valid for unlimited travel on all Stagecoach buses in the South West;
- ❖ provision of travel noticeboards to inform, promote and encourage travel by sustainable modes of travel;

- ❖ bicycle incentive schemes
- ❖ flexible loans to encourage alternative forms of transport
- ❖ the Travel Plan Co-ordinator (TPC) will provide a point of contact for discussions with local public transport operators;

### **Public Transport - Potential Providers**

#### Continuing Care Retirement Community Mini-Bus

- 9.6 Two dedicated demand-responsive minibus with appropriate disabled access will be available on site to provide transport for residents of the CCRC into Totnes town centre and to medical facilities etc on a daily basis. This will provide a significant benefit for residents and will contribute significantly towards minimising the number of vehicular trips to and from the site.
- 9.7 Dependent on future public bus service provision, the CCRC minibus could also potentially be made available to staff and visitors if the demand existed but would have to be flexible to suit the primary use for residents. The owner / operator of the CCRC will have the ultimate responsibility for the mini-bus's wider use.

#### Totnes Town Bus – 'Bob the Bus'

- 9.8 This is a local community bus, available to all, including 'National Concessionary Bus Pass' holders. As the only bus that has access up the main street, it provides excellent access to key facilities within the town centre such as the historic Museum and local shops. A hire bus is also available to all for use at anytime through a booking system; bus timetable information would be made available by the TPC to all new residents, employees and visitors to the site.
- 9.9 Contact has been made with Totnes Town Bus (Mike Hannaford – 01803 865211) to discuss the feasibility of extending this provision to serve the site. It is understood that there is interest and scope to implement this, and with more support from the wider community this would benefit new residents and Totnes community as a whole.
- 9.10 Further discussions will be held with the applicant to discuss the strategy and practicality of providing an extension of the service to cater for demand from the Baltic Wharf site.

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### Tuk Tuk Service

- 9.11 A dedicated non-profit 'Tuk-Tuk' service provided by the Totnes Rickshaw Company CIC offers connections from Steamer Quay to the Rotherfold. A meeting with the project manager (Julian Wright – 07943 854157) has been held to discuss and explore the feasibility of improving the service, and more importantly, promoting the service as a realistic substitute to less sustainable modes of transport especially within the town centre.
- 9.12 The service currently only operates on Tuesdays and Fridays between 10am-3pm; it was observed during a site visit that the demand for this service is popular among visitors and local residents alike. Due to the high number of elderly people that visit Totnes especially during the summer months, it is highly likely that increase in service provision of this mode will be met with the anticipated demand from visitors and local residents; a view echoed by the operator.
- 9.13 The Totnes Rickshaw Company CIC Company feel greater support and financial contribution will be welcomed as it will enable the 'Tuk-Tuk' service run through every day throughout the week. At present, it is subsidised by the District Council with donations from users for rides from Steamer Quay to the Rotherfold. In addition, there is scope for the service to be extended to the site which can also provide users with more sustainable choice of travel.
- 9.14 It is proposed that the information about the 'Tuk-Tuk' service will be provided on all noticeboards and leaflets to new residents and employees of the Baltic Wharf site.
- 9.15 The applicant is keen to promote this service to new residents, employees and local residents as it is a more sustainable mode to single occupancy vehicle (SOV) especially for short trips within the town centre.

### Ring and Ride Service

- 9.16 The Totnes & Dartmouth Ring and Ride service runs a daily bus throughout Totnes and Dartmouth; this is a dedicated elderly and disabled bus scheme which people can book in advance.
- 9.17 Contact has been made with Lesley Clarke (01803 867878) to investigate and consider various options for the developer to improve this service and literature about the service to be included within the welcome pack. At present, the service is being partly funded by several Parish Councils, community groups, DCC and SHDC (major funders).

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9.18 Further discussions have taken place with Totnes & Dartmouth Ring and Ride in order to improve the service and acquire information about the service accordingly. The TPC will be responsible for updating all the information provided.

### **Welcome Pack**

9.19 A welcome pack containing public transport timetables and route maps, local cycle networks and a map detailing the provision and location of local services and amenities will be made available to all new residents and members of staff. This will ensure all site users and their families will have the necessary information to choose more sustainable modes of transport and make full use of local services. Sales staff should also be well informed about the sustainable characteristics of the site and be able to promote the site's non-car accessibility to prospective purchasers / tenants etc.

9.20 The above information would also be provided to new employees as part of the staff induction pack.

9.21 It is proposed that all the public transport information be included within the 'welcome packs' and displayed in communal areas of the site. This information would be updated regularly. Public transport information would also be printed on the back of compliment slips, giving the number of the travel plan coordinator for any further information or specific journey planning.

9.22 The residents' welcome packs would contain a voucher for the purchase of bus and rail tickets to help establish sustainable travel habits right from the start of the development. It is easier to influence people's travel habits towards sustainable modes before they have become used to travelling by a particular mode.

9.23 Employers will be encouraged to offer their staff an interest-free loan for the purchase of bus/rail season tickets. Alternatively a salary-sacrifice scheme could be introduced providing a tax-efficient way for staff for purchase season tickets. Such schemes would need to be widely publicised to help maximise the uptake. If the message is to be conveyed to employees that sustainable forms of transport are preferred to the private car, then it is essential that adequate information is available on the site.

9.24 Provision of a guaranteed lift home is also an important measure to alleviate staff fears of being stranded at work if they have to work late or if there is an emergency, as such employers would provide this information in leaflets to new employees.

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- 9.25 The co-ordinator will also be responsible for updating this information every 4 weeks, or as required, on the communal information boards and also in the form of leaflets to all staff, for example in the internal post as well as a mail drop to all residents. Information would also be available on the Intranet/Internet as appropriate. A dedicated website would be set up for the site, which would contain electronic walking, cycling and public transport information, including links to real time information and bus/rail ticket purchase websites.
- 9.26 Regular sustainable travel events will be organised throughout the year and will coincide with national travel events such as:
- ❖ Walk to work week (April);
  - ❖ Bike week (June); and
  - ❖ Car free day (September).
- 9.27 In summary, information would be provided on communal information boards so that staff and residents can plan journeys by public transport. This information will also be included as part of residents' welcome packs and as part of employee's induction packs to ensure all residents and employees are informed from the outset. Information that will be made available would include:
- ❖ Bus timetable information;
  - ❖ Local cycle routes;
  - ❖ Local pedestrian routes;
  - ❖ Contact details of the internal company co-ordinator;
  - ❖ Contact details of the Devon County Council cycling and public transport officers;
  - ❖ Contact details/ Web site address of the Devon County Council sustainable travel co-ordinator;
  - ❖ Contact details/Web site address of Sustrans – the national cycling charity;
  - ❖ Contact details of local reputable taxi firms; and
  - ❖ Information on the benefits of sustainable transport on health and the environment.

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### **Walking and Cycling Strategy**

- 9.28 As outlined in the previous section, the site benefits from a network of footways and cycleway that provide convenient connections from the site to the town centre, railway station, neighbouring residential areas, local bus stops and other day to day services and facilities. The walking and cycling routes to key facilities within Totnes are shown in Figure 1.1 of this Travel Plan.
- 9.29 The Travel Plan will encourage employees, residents and visitors to walk and cycle to the site. An increase in the number of pedestrians and cyclists will have many benefits including reduced commuting costs and improved health for employees, reduced demand for parking spaces and a further reduction on the impact of the development on the surrounding roads.
- 9.30 The staff travel survey will determine how many staff already cycle, or could do so under the right conditions. PPG 13 identifies that cycling offers potential to substitute for short car trips less than 5 kilometres. However, some people will be prepared to cycle considerably further. The whole of the built area of Totnes can be accessed within a 5 kilometre cycle from the site.
- 9.31 One common barrier to use of more sustainable modes of transport is the lack of suitable storage, showering, drying and changing facilities. Showering and changing facilities with adequate room to store dry clothing and hang damp clothing will be provided for employees. This measure will aim to encourage more site users to walk, run or cycle to and from the site.
- 9.32 As part of the proposed development, cycle storage facilities will be provided for all households, although some of these will be located in communal areas as appropriate.
- 9.33 Appropriate pedestrian signage should be provided across the site, and footpath links surrounding the site should be regularly maintained and street lit. The pedestrian route from the nearest bus stop should be attractive and convenient, with appropriate crossing points provided.
- 9.34 The development will include installation of adequate secure and covered cycle parking spaces. It is proposed that secure and sheltered cycle stands (Sheffield stands) will be provided for new residents and visitors to the development to accord with DCC standards.
- 9.35 A discount at a local cycle shop would be negotiated for staff and residents wishing to purchase a bicycle and other cycling equipment; a voucher of approximately £50 will be offered to new residents at the development. Umbrellas would be issued to staff to encourage

walking even during inclement weather. Personal attack alarms would also be issued to address any personal security issues.

- 9.36 A Bicycle User Group (BUG) should also be established by the TPC to provide a formal forum for cyclists to meet and to discuss any site specific travel issues. A regular visit from 'Dr Bike' should be considered, allowing people to have their bikes repaired/serviced at work free of charge. Sustainable travel breakfasts could be held every so often, providing staff with a free, locally sourced breakfast provided they have walked or cycled to work on that day, or can present a valid public transport ticket.
- 9.37 As an additional confidence builder and a further incentive to cycle, appropriate cycle training would be provided through the BUG using qualified instructors from a recognised organisation such as Cycle Training UK upon request.
- 9.38 Contact has been made with Cycle Training UK and it has been confirmed that the organisation can offer training within its training centres or a private course can be arranged for a group as required. The TPC will consider the options once request have been made by new residents.
- 9.39 Employers should look into joining the cycle scheme that offers employees the opportunity to purchase a bike tax free, saving up to 50% off the cost of a bike. Devon County Council can advise on this. The Inland Revenue allows cycle mileage for employment purposes to be claimed at a maximum of 20p per mile and employers will encouraged to take advantage of this facility.
- 9.40 Employers should look into joining the cycle scheme that offers employees the opportunity to purchase a bike tax free, saving up to 50% off the cost of a bike.

### **Motorcycle Parking**

- 9.41 It is proposed that adequate motorcycle parking would be provided within the development for residents and employees and visitors which will accord to SHDC standards.

### **Car Club**

Car clubs have become a recognised travel choice for many. UK membership of car clubs has grown six fold from 10,000 members in 2006 to over 60,000 members by 2008 (source Local Transport Today 13 March 2009).

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- 9.42 Several discussions have taken place with Moor Car (Jeremy Farr – 07753 325014) to explore the feasibility and options to implement and operate a car club for the Baltic Wharf site. At present, Moor Car are implementing a car club within Totnes by providing two vehicles which will serve the railway station and Totnes as a whole.
- 9.43 It has been advised that Moor Car have recently secured two parking spaces within the station to enable users to book vehicles from the station. This will provide a better integrated system and essentially help to reduce car ownership within Totnes.
- 9.44 Following discussions with Moor Car, it has been expressed that in order to achieve a realistic target of influencing travel behaviour for residents of the Baltic Wharf development and Totnes as a whole, it is vital that demand for the car club be met by the supply of adequate number of car spaces and cars. Moor Car have confirmed that it will expect a contribution towards setting up and operating the car club and will be willing to discuss all options with the applicant in achieving this prior to occupation of the Baltic Wharf site.
- 9.45 In addition, it is imperative that in order to influence behaviour, discourage SOV and reduce car ownership within Totnes; a well run car club such as Moor Car can assist in targeting new residents at Baltic Wharf who own two or more cars and promote the use of the car club. In order to make a realistic difference in reducing car ownership in Totnes it is envisaged that the provision of a minimum of three cars and three car spaces at the site will assist in achieving this; and depending on the demand for this service the level of provision can be increased in the future.
- 9.46 Moor Car have confirmed an interest in setting up a car club at the Baltic Wharf site; the applicant is keen to set this up within the development and as such is offering three car parking spaces within the site. The three spaces will be located at a safe and well lit area of the development which will be available for use by all new residents, employees and visitors to the site.
- 9.47 Moor Club have requested £5,000 per car for three years totalling £45,000 which they say will allow ongoing provision on a self funding basis.

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## **Car Sharing**

- 9.48 As stated in the Travel Plan objectives, one key aim of the Travel Plan is to ensure that parking demand does not exceed supply.
- 9.49 Car sharing is an excellent way of minimising the number of private car journeys on the highway network. The development cannot dictate car sharing, however it would seek to influence employees to adopt this form of travel by providing information and provoking interest where this is feasible.
- 9.50 A bespoke database for the Baltic Wharf site will be developed by the developer as well as using Carshare Devon ([www.carsharedevon.com](http://www.carsharedevon.com)). Both systems will be free to join and members have no obligation to take up matches.
- 9.51 The safety of all members' details are stored securely in the database and only the members' intended travel information can be accessed by other members. The website contains all the frequently asked questions and general information about the service.
- 9.52 In order to promote this scheme further, people who state on their travel survey questionnaire that they are interested in car sharing would be e-mailed or passed car sharing literature from the TPC. The TPC will offer appropriate incentives to encourage a high number of responses.
- 9.53 Free/cheaper car parking spaces will be allocated specifically for those cars that arrive at work with 2 or more passengers and are bona fide members of Devon carshare scheme; this will encourage employees to car share. The TPC will monitor the use of the car share spaces and will adjust the allocation accordingly. Car share spaces will be located closer to the main building entrances and their usage monitored so as to prevent any unauthorised use.
- 9.54 For those employees who car share, a complimentary emergency ride home service will be investigated, using a local taxi firm. The coordinator will negotiate with local taxi firms for discounted rates.

## **Travel Plan Steering Group**

- 9.55 A Travel Plan steering group will also be set up to:
- ❖ Provide management support;
  - ❖ Steer the travel plan in the desired direction;
  - ❖ Agree any necessary funding required;

- ❖ Monitor and review progress and identify realistic targets for taking the travel plan forward:

9.56 The steering group should ideally be no more than 6 to 8 people and should include representatives from senior management, the travel plan coordinator and a representative of residents. Other people, such as local authority representatives, public transport operators etc can be invited to attend meetings as and when necessary.

### **Water Taxi along River Dart**

9.57 It is proposed that a standing point would be provided to cater for a water taxi service along the dart river on the eastern boundary of the Baltic Wharf development.

9.58 Contact has been made with Assistant Harbour Master (Nick Clarence – 01803 832337) at Dart Harbour to seek professional advice and to explore the feasibility of implementing a taxi service around Baltic Wharf to transport people through Totnes heading north with potential connections through Ford Road where a final stop can be made; this has the potential to provide easier links to the Totnes railway station and areas to the north of Totnes.

9.59 We have also been advised by Dart Pleasure Craft (01803 834488) that operating and running a water taxi along Baltic Wharf would essentially be tidal and demand dependant as there are low tides experienced along Baltic Wharf through the year especially during spring. However, it is envisaged that the provision of a standing point to cater for a water taxi service and facilities for river craft along Baltic Wharf would steer and promote the likelihood of implementing it within Totnes subject to demand and tidal levels.

### **Live-Work Units**

9.60 As part of the Baltic Wharf proposals, there are a number of live-work facilities which will enable people to live and work on site, further enhancing this feature of the mixed nature of the site. It will have the potential to significantly reduce the number of daily trips to and from the site. Some of the benefits that can be gained include:

- ❖ mitigation and reduction of traffic within the town centre and wider highway network;
- ❖ providing flexibility for prospective new residents especially those with families;
- ❖ helps to reduce transportation costs for business locally based;

- ❖ benefits local community as businesses located within the site are likely to serve Totnes as a whole;
  - ❖ it is expected that the businesses accommodated by the live work units will travel to and from the site for business and/or expect delivery of supplies, however it is envisaged that this will be minimal due to the nature of the businesses that will be located at the Baltic Wharf site;
- 9.61 It is proposed that among the proposals there will be serviced offices which will provide facilities such as:
- ❖ offices spaces for small sized companies;
  - ❖ rooms for conferencing and meetings to be used by on-site companies and the wider community;
  - ❖ there will be an excellent standard of showers available for the cyclists as well as boat users;
- 9.62 The live work facilities will offset and help mitigate traffic impacts in Totnes and further promote a more sustainable living and working.

### **Car Parking Management System**

- 9.63 An effective way of discouraging travel to a site by private car is through the management of the car parking provision. Examples of car parking management measures include:
- ❖ Allocation of car parking spaces to Car Club vehicles and Car Share vehicles;
  - ❖ Introduction of parking charges (determined by the site management company);
  - ❖ Financial incentives for people choosing not to park;
  - ❖ Site wide parking control system
  - ❖ Incentives for new residents to live and work on the site
  - ❖ Reduce vehicular trips by providing housing for people with jobs on site for a limited initial period.
- 9.64 Car parking demand will be monitored regularly. As more usage is made of sustainable modes of transport, so the amount of space given over to car parking will be reduced, or allocated to Car Club and Car Share vehicles, as the Travel Plan targets are met . Car

parking management measures will be introduced as a 'stick', if the carrots do not appear to be achieving the desired results. The spaces potentially released in the medium-long term would be consolidated and put to better uses.

- 9.65 The ratio of residential parking ratio for the Baltic Wharf site equates to 1 space per unit; the designated parking for the employment element is 100 spaces in total which is in accordance with SHDC standards less 15%. As part of the construction management programme all transport options for the delivery of materials to the site will be considered including the use of the river if feasible.
- 9.66 This level of provision will discourage travel to the site by the private car and more importantly it will facilitate a reduction in car ownership within the development.

#### **Travel Plan Coordinator**

- 9.67 A Travel Plan Co-ordinator will be appointed as part of the Site Management Team, s/he will be appointed to promote, implement, monitor and develop the Travel Plan. An on-site employee, traditionally from the Human Resources or Property Management sector, with the ability to communicate with people at all levels, will take on the role of travel plan co-ordinator. The role will include offering travel plan information and advice to all site users and the promotion of Travel Plan measures.
- 9.68 A contact name for the nominated TPC should be provided to the Travel Plan Officer at DCC as soon as it is known. They should have committed time set aside each week to dedicate to TP work.
- 9.69 This person will act as a focal point for information for employees. This role would not necessarily be full-time and could be performed by a member of staff with other professional duties. This could include a wider role in site sustainability.
- 9.70 The responsibilities of the travel plan coordinator are many and varied and could include:
- ❖ Contact the DCC Travel Wise officer (01392 382081) to obtain sustainable transport literature to promote sustainable travel.
  - ❖ Overseeing the development and implementation of the travel plan;
  - ❖ Designing and implementing effective marketing and awareness-raising campaigns to promote the travel plan;
  - ❖ Coordinating the necessary data collection exercises required to develop the travel plan;

- ❖ Acting as a point of contact for all staff and residents requiring information; and
- ❖ Coordinating the monitoring programme for the travel plan, including target setting.

9.71 The TPC will be responsible for initially completing a staff audit in order to understand staff and resident demographics and will also develop a staff travel survey to understand existing travel behaviour and mode splits. The results of the survey would inform the travel plan by enabling appropriate targets to be set etc. The travel survey should be undertaken within 3 months of the travel plan being adopted.

### **Construction Traffic Management Principles**

9.72 In order to construct the proposed development it is important that construction traffic and traffic on the existing highway network are managed to maximise construction efficiency and safety while minimising risk, inconvenience and nuisance to the public. This will be achieved through careful management, programming and co-ordination of all works on the existing highway network and traffic accessing the site, including residential traffic associated with initial occupations.

9.73 To minimise the impact of construction traffic on the existing road network it is suggested that the following construction traffic management principles be observed:

- All construction works on the existing highway network will be planned around the peak hours with unimpeded access to the network given to the public during peak hours whenever possible and safe to do so;
- The main access routes to and from the site will be signed and approved by the Local Authority with all contractors and suppliers to the site being advised of the routes. Appropriate signage to be installed prior to full start on site;
- The safety of the public and the contractor's work force is paramount therefore temporary road closures will be sought if there is a health and safety risk to either the public or the work force on the public highway;
- The number, duration and length of any road closures or diversions will be kept to a minimum;
- Large numbers of access points and repetitive diversions and closures will be avoided to reduce the risk of driver error and confusion;

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- All traffic management proposals will be free running where safe to do so (i.e. the use of temporary traffic signals will be kept to a minimum) while also operating under the existing and proposed traffic regulation orders and general directions wherever possible;
  - To minimise the impact that the construction works will have on the local residents and surrounding environment, the contractor will appoint a delivery and transportation manager.
  - The delivery and transportation manager will be responsible for ensuring all construction and delivery vehicles to and from the site are managed efficiently and reduce nuisance or unnecessary disruption to the operation of the existing highway network. The role will also include advising delivery companies and their drivers of the most appropriate route to follow when approaching the site in particular providing advice on local width and weight restrictions;
  - To minimise disruption to the existing highway network, the delivery and transportation manager will ensure that deliveries to the site and export of waste from the site are not undertaken during the highway peak hours, namely 07.45 to 09.15 and 16.30 to 18.00 Monday to Friday;
  - Drivers of delivery vehicles will be required to contact the delivery and transportation manager or banksman by mobile telephone to advise of approach to the site so that the appropriate access route can be cleared and security gates opened. This will ensure minimal delays to other road traffic;
  - To minimise the volume of traffic accessing the site from outside the area, local suppliers and businesses will be used wherever practical and suitable with support from specialised companies and suppliers not located within the area;
  - Parking for contractors vehicles deemed essential will be provided within the site boundary;
  - Any member of the contractor's work force not requiring a vehicle on site will be expected to arrive by sustainable modes or to Pay and Display within the town centre public car parks;
  - As an incentive to reduce the daily number of vehicular trips to and from the site, it is proposed that priority housing would be offered to people with jobs on site for a limited period as mentioned in Section 5;

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- Banksmen will be provided at all access and exit points to the site to ensure that access restrictions to the site are adhered to and that pedestrian/cyclist safety in the vicinity of the access points is ensured at all times;
  - In the interest of safety and effective management, designated accesses and routes around the site will be well defined so that construction and residential traffic from early occupations are segregated as far as reasonably possible;
  - Emergency access points will be designated and emergency services informed of these locations.

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## 10 TRAVEL PLAN MARKETING

10.1 The target audiences for this Travel Plan are all staff, residents and visitors. It is essential that all aspects of this travel plan be effectively communicated to all those who travel to the site. A vital part of the success of this plan will also be in letting people know how it is progressing. This would be done through the following means:

### **Marketing and promotion**

10.2 A key aspect to prolonged Travel Plan success is continued marketing and promotion of the Travel Plan through specific events. This would include employees taking part in national and local sustainable transport events such as National Bike Week or in-house events. Guidance will be sought from Devon County Council in regard to planned Green Travel Events. The following are suggested travel plan marketing measures.

### **Launch Event**

10.3 The Travel Plan will be launched to staff and residents to promote the work that has been carried out, and to inform people of their new travel choices. Following this, people should be kept regularly updated as regards the progress of the travel plan. The launch event should be as high profile as possible and should include stands with travel information and free pens and mouse mats etc. with sustainable travel messages on.

10.4 It might also be beneficial to arrange for representatives from Devon County Council and public transport operators to be present to provide additional information. The travel plan should also be strongly branded, and have a catchy slogan as a strap line.

10.5 10.5 Employers will be asked to produce their own Travel Plan which complies with and preferably adds to the site Travel Plan.

### **Posters**

10.6 Posters on notice boards around the buildings will be used to highlight transport information and to keep staff informed of special days and events that are being organised. A travel plan newsletter should also be distributed containing details of forthcoming events and informing people of the travel plan's progress.

### **Email**

- 10.7 From time to time, emails will be sent out by key people (such as the Travel Plan Coordinator) to help promote special days and events. Staff would be kept up to date with the progress of the travel plan and advised of forthcoming events by email, and could also make email contact with the travel plan coordinator.

### **Welcome packs**

- 10.8 The staff and resident welcome packs will inform new staff and residents of the key aspects of the Travel Plan and promote it as fully as possible.

### **Recruitment Information**

- 10.9 Alternative travel details regarding how to get to the site via public transport, walking and cycling will be sent out either with application forms or with information about coming to interviews.

### **Website**

- 10.10 Public transport information and maps of walking and cycling links will be included in more detail and more prominently on the site website.

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## 11 TRAVEL PLAN MONITORING AND REVIEW

- 11.1 It is important to recognise that Travel Plans are live documents and as such develop over time with changing conditions. Monitoring and review is an integral part of a good travel plan and its results can help recognise success, and generally raise awareness.
- 11.2 The TPC will organise the reviews and monitoring. The surveys will be distributed through each employer to be passed on to each employee. The TPC will distribute to each residential property for each resident to complete and return.
- 11.3 Visitor surveys will be carried out on a continual basis, however the staff and resident reviews would be carried out as follows:
- ❖ Review at completion of Phase 3
  - ❖ Review within 6 months of completion of Phase 3 (first year only)
  - ❖ Annual reviews thereafter.
- 11.4 The travel plan coordinator would carry out the reviews and ensure that the following items are examined, in addition to the regular update of public transport information:
- ❖ Staff and resident travel characteristics (modal split);
  - ❖ Car parking management – in particular staff car share space usage;
  - ❖ Cycle parking usage for staff and visitors;
  - ❖ Videoconferencing facilities usage;
  - ❖ Uptake of season ticket loans;
  - ❖ Number of BUG members;
  - ❖ Usage of car share scheme;
  - ❖ Amount of cycle mileage claimed; and
  - ❖ Number of staff homeworking;
  - ❖ And any other measures introduced
- 11.5 The review of the travel characteristics would take the form of a compulsory survey of all staff and residents and an optional visitor survey, which can be a paper based survey or alternatively as a web-based survey via the Internet. An incentive will be offered to encourage

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- people to respond to the survey – this could be in the form of winning a bike and/or vouchers for bus travel, local bike shop, local deli etc
- 11.6 All progress reports and results of the travel surveys will be sent to the Travel Plan Officer at Devon County Council.
- 11.7 Once the site is fully developed and a TPC has been appointed, meetings can be held with the planning and highway authorities, initially on a frequent basis upon full site opening, to help implement the travel plan. As the travel plan is established, these meetings will become less frequent.
- 11.8 Eventually an annual review can replace the frequent meeting to evaluate the effectiveness of the travel plan and to consider amendments to the plan as necessary.
- 11.9 Alongside the annual review would be an action plan to demonstrate how the plan is being effectively managed and developed, what are the problems and benefits and how parking spaces can be released for other uses.

**Figure 1.1**

**Walking and Cycling Plan**