



Stanton Chase (Former Catsbrain Farm)

Travel Plan

produced 04/02/23

Current Accreditation Level : Approved TP

Accreditation Expiry Date 04/02/2033



Introduction

Site Details

| | |
|-------------------------|---|
| Type of Site | Residential |
| Modeshift URN | 000412 |
| Name of site | Stanton Chase (Former Catsbrain Farm) |
| Travel Plan Coordinator | Claire Fleming |
| Telephone Number | 07584151301 |
| E-mail address | stantonchase.wess@persimmonhomes.com |
| Address | Kingsdown Road, South Marston, Swindon, Wiltshire, SN3 4SZ |
| Website | https://www.persimmonhomes.com/new-homes/wessex/stanton-chase |
| Site Introduction | <p>This Travel Plan covers Phase One of the Catsbrain Farm development by Persimmon Homes, consisting of 120 residential units.</p> <p>There are a number of facilities located in close proximity to the proposed development, most of which are situated in the neighbouring suburbs of Kingsdown and Stratton St Margaret:</p> <p>Convenience Store: 2.0km - The Co-operative Food, Ermin St; Post Office: 2.1km - Upper Stratton Post Office, 198 Beechcroft Rd; Supermarket: 2.0km - ALDI, 9 Hobley Dr; Supermarket: 4.0km - Sainsbury's, Oxford Road; Public House: 1.4km - The Rat Trap, Highworth Rd; Dentist - 3.7km: Pinetrees Community Centre, The Circle, Pinehurst; GP: 1.5km - Merchiston Surgery, Highworth Rd; Pharmacy: 1.5km - adjacent Merchiston Surgery, Highworth Rd; Primary School: 2.0km - St Catherine's Catholic Primary School, Davenwood; Primary School: 2.4km - Grange Infant School, Delamere Dr; Secondary School: 2.0km - Kingsdown School, Hyde Rd; Post 16 College: 5.6km - New College Swindon, Queen's Drive Campus, New College Dr; Nursery School: 1.9km - Sunrise Nursery, Kingsdown School, Hyde Road; Leisure Centre: 2.2km - Kingsdown Sports Centre, Hyde Rd;</p> <p>As part of the development proposals, the ground floor level of units 113-118 is also proposed for retail use.</p> |
| Local amenities | |

Aims and Objectives

Aims & Objectives of Travel Plan

Aim The aim of this Travel Plan is to minimise the transportation impacts of the proposed development by seeking to restrain car usage, whilst simultaneously seeking to maximise the number of journeys made to and from the site by walking, cycling, and public transport.

- Objectives**
1. reduce the level of vehicular traffic generated by the development to a lower level than would otherwise occur without the Travel Plan in place;
 2. reduce single occupancy car trips to and from the site;
 3. increase the proportion of trips made to / from the site by walking and cycling;
 4. promote healthy lifestyles and sustainable travel patterns;
 5. contribute to the reduction of CO2 emissions and reduce the environmental impacts of the development; and
 6. to ensure that all residents and site users are aware of the Travel Plan.

Travel & Transport Infrastructure

Transportation Links

| | |
|-----------------------------------|--|
| Details of Walking Access to site | <p>New footways will be provided along Kingsdown Road to the south of the site and along Highworth Road to the west of the site, with those on Kingsdown Road being separated from the road by a grass verge. New footpaths will also be provided along the northern and western boundary of the site connecting onto Highworth Road and Kingsdown Road. Footways will be provided along most roads within the development itself, with those not provided with footways featuring shared surfaces. Additional connections will be made through the centre of the development to Kingsdown Road and Highworth Road. Dropped kerbs are proposed on Highworth Road to the north of Vickers Roundabout (located adjacent to the development) to enable safe crossing towards South Marston Industrial Estate. The existing joint foot and cycleway that runs along the western side of Highworth Road as far as the northern end of the B&Q distribution centre approximately 120m to the south of Vickers Roundabout, will be extended right up to the roundabout where dropped kerbs will be fitted across Kingsdown Road to facilitate easy walking and cycling access into the development. The joint foot and cycleway (which initially runs along the eastern side of Highworth Road), runs towards Stratton St Margaret, where a number of local amenities are situated.</p> |
| Details of Cycling access to site | <p>A Joint foot and cycleway runs from Vickers Roundabout located at the south eastern corner of the development into Stratton St Margaret. This currently runs on the eastern side of the road for a short stretch, before transferring over to the western side approximately 120m south of the roundabout. This will be altered as a result of the proposed development, with the existing foot and cycleway extended on the western side as far as Kingsdown Road to provide access into the development. The foot and cycleway provide a segregated cycle route along Highworth Road as far as Stratton St Margaret, where a recommended on-road cycle road commences to the southern end of Grange Drive. A segregated cycle route re-commences from Greenbridge retail park (situated a short distance from Grange Drive), providing an off-road cycle route as far as the edge of Swindon town centre.</p> |
| Details of Bus access to site | <p>The nearest bus stops to the development are situated on Stirling Road (South Marston Park Bus Stops), located a maximum of 240m from Vickers Roundabout (adjacent to the development). Bus service 7 operated by Stagecoach, calls at these stops and operates between Swindon Bus Station and Highworth, also serving Stratton St Margaret (for BMW and the Industrial Estate), Greenbridge Retail Park and Ocotal Way (for the Tesco Supermarket). Service 7 normally operates every 10-15 minutes during the daytime on Monday to Saturday. During early mornings (before 6am on weekdays and 8am on Saturdays) and early evenings (from 6:30pm on weekdays and 5pm on weekends until 7.30pm) there is bus every 20-30 minutes. After 7.30pm until 10.30pm there is bus every hour. The first bus on a weekday is at 5am and on a weekend is 5.50am. The last bus Monday - Saturday is at 10.30pm. On Sundays and during Public Holidays there is a bus service every 30 minutes between 8.30am and 6.30pm, with no late evening or early morning service. The service is currently operating a reduced service and may be subject to change once restrictions on COVID-19 have eased.</p> |
| Walking Route to closest bus stop | <p>As part of the development proposals, new footways will be created along the northern side of Kingsdown Road and western side of Highworth Road, adjacent to the development. Dropped kerbs will be introduced on Highworth Road, at the northern approach to Vickers Roundabout to enable pedestrians to cross over safely to Stirling Road. Pedestrians wishing to catch a bus towards Swindon should cross Stirling Road to the west the Roundabout junction with Hunts Rise, whilst those heading towards Highworth, should cross Hunts Rise.</p> |
| Details of Rail access to site | <p>Swindon is the nearest railway station, located close to the town centre and approximately 5.7km to the proposed development. Bus service 7 operates to Swindon Bus Station, which is only a short walking distance from the railway station. Cycling to the station takes just under 30 minutes.</p> |

Transportation Links

| | |
|--|--|
| | <p>This is a summary of the services operating from Swindon station - the frequency applies during the daytime, seven days a week:</p> <p>Five trains per hour to London Paddington via Reading. Some trains also serve Didcot Parkway;</p> <p>Two trains per hour to Bristol Temple Meads via Chippenham and Bath Spa. Some peak hour services continue to Weston-Super-Mare;</p> <p>Two trains per hour to Cardiff Central via Bristol Parkway and Newport. One train per hour continues to Swansea via Bridgend, Port Talbot Parkway and Neath, and occasional journeys extend beyond this to Carmarthen;</p> <p>One train per hour to Cheltenham Spa via Kemble, Stroud, Stonehouse and Gloucester; and</p> <p>Between seven and eight trains per day to Westbury via Chippenham, Melksham and Trowbridge.</p> |
| Walking route to closest train station | The train station is 5.7km to the site. This can be walked in just over an hour using footways along Kingsdown Road, Beechcroft Road, Cricklade Road and Station Road. The footways are continuous and lit. |
| Details of Road Access to site | A priority junction off Kingsdown Road, to the west of Vickers Roundabout will be created to serve the new development, with roads circulating around the development feeding onto this. |

STARS (Sustainable Travel and Road Safety) Audit

| | |
|--|---|
| Name of road (outside main entrance) | Kingsdown Road |
| Name of other roads surrounding the site | Highworth Road, Stirling Road, Hunts Rise, Vickers Roundabout |
| Date of assessment | 05/03/2021 |
| Speed limit of the road outside main entrance | 40mph |
| Speed limit on other roads surrounding your site | 30mph,40mph,50mph |

How many of the following crossings facilities are present within 500m of your site?

| | |
|------------------------|---|
| Pelican Crossing | |
| Puffin Crossing | |
| Toucan Crossing | 1 |
| Zebra Crossing | |
| School Crossing Patrol | |
| Pedestrian Refuge | 6 |

Further Questions

| | |
|--|----|
| Is there any traffic calming within 500m of the site, e.g. speed bumps, build outs | No |
| Are there railings present outside or near the main entrance? | No |

Further Questions

| | |
|---|---------|
| Is the main vehicular entrance used for pedestrians/cyclists as well as cars? | No |
| Are there any dedicated cycle lanes leading to the site? | Yes |
| What is the quality of the pavements like within 500m of the site? | Average |
| Any other obstacles or road layout issues within 500 metres | |

Travel & Transport Policies

Travel & Transport Policies

| | |
|-----------------------------------|---|
| Public Transport Season Tickets | <p>To encourage more public transport trips within the development, first time buyers within the development will be offered a free Flexi 5 bus pass, which can be used on all bus services operated by Stagecoach Swindon within the Swindon Borough Area.</p> <p>Additionally, a £20 GWR rail voucher is available to each household.</p> |
| Sustainable Travel Voucher Scheme | <p>A 'borrow a bike' scheme is proposed, providing residents with free use of a bicycle for up to six weeks. Once this has ended, residents will be provided with a bike discount to encourage them to make a purchase of a bicycle.</p> |
| Car sharing incentives | <p>Residents who take part in Travel Plan surveys will be asked if they would like further information on car sharing, as well as help in finding car share partners within the development. If there is interest the Travel Plan Coordinator will speak to residents and arrange for car sharing to be organised.</p> |

Sustainable Travel Tools

| | |
|--|--|
| Information provided to staff/ visitors (e.g. information board) | <p>Sustainable travel information will be provided to residents via the Travel Information Pack issued to each household. A noticeboard will also be located in a prominent position within the development (possibly adjacent to the retail area). This will be updated on a regular basis, so that up-to-date information is available. This will be useful to visitors as well as existing residents.</p> |
|--|--|

Targets

| Status | Type | Due Date | Target |
|------------|-------|-------------|---|
| Registered | Other | 2024 / 2025 | Baseline survey to retain car driving to below 2011 census levels (66%) |
| Registered | Other | 2023 / 2024 | Achieve Modeshift STARS bronze accreditation |

Action Plan

| Action | Target Date | Monitoring | Reporting | Complete |
|--|----------------------------|---|--|----------|
| Cycling | | | | |
| BC4 Cycle Hire / Bike Loan scheme in place Borrow a bike scheme in place - leaflet included in Welcome Pack | 1st occupation and ongoing | TPC to keep spreadsheet of participants | Scheme is in place – leaflets printed. Participation to be reported annually as part of travel plan review. | YES |
| BC13 Cycling maps available to residents Up to date Cycle maps included in Household Welcome Pack | 1st occupation and ongoing | TPC to ensure maps are included | The updated 2023 cycle map is available and included in packs / on website. | YES |
| BC25 - Secure discounts with local bike shops | 1st occupation and ongoing | TPC to set up and promote | Secured 10% discount for new residents with Mitchell Bike shop - redeemable on bikes, clothing and accessories. Flyers put in household welcome packs, and available to download from development website. | YES |
| BC29 Other cycling initiative Provide summer cycle roadshow – linked to 'Bike Week' and 'Cycle to Work Day', which both fall on the same week. | June 2024 | TPC to note number of attendees | | |

| | | | | |
|--|--|---|--|--|
| BC1 Bike security marking takes place As part of cycle roadshows | July 2024 | TPC to note number of bikes marked | | |
| BC6 Cycle parking / storage installed Each unit within the development will have secure space for two bicycles to be stored in line with the standards contained in SBC's technical guidance on parking standards. | October 2024 | | | |
| BC16 Doctor Bike session delivered Dr Bike session should be arranged in a central point within the development (as part of roadshow). The sessions will help to provide residents with the skills diagnose problems with bicycles and provide advice to residents on how to keep their bicycle in good required to fix their own bikes. Technicians will be able to help repair | July 2024 | The events should be organised in time for the cycling season and good weather. | | |
| Monitoring Activities | | | | |
| M5 Other Undertake baseline survey 1 year after 1st occupation SURVEY DUE JUNE 2024 | 1 year after 1st occupation | Generate results on STARS | | |
| M1 Keep records of participation levels in sustainable transport schemes and incentives Produce annual report to monitor progress towards targets, and report on activity over the past 12 months. Submit to developer and LPA | 1 st September 2024 and annually thereafter | TPC to produce | | |
| Promotion, Communications and Events | | | | |
| BP14 New residents welcome pack with travel information Resident pack ready for first occupation and kept up to date during build out. | 1 st Occupation and ongoing | TPC to produce | Packs have been compiled and delivered to sales office teams in line with their occupation | |

| | | | | |
|--|---|---|--|-----|
| | | | predictions for the forthcoming months. | |
| <p>BP9 Sustainable travel options promoted on websites</p> <p>Development site to have own section on STC website</p> <p>Work with community to ensure information or links posted on community website and social media feeds.</p> | Prior to 1 st occupation and ongoing updates | TPC to ensure the HIP and offers are loaded | Web page set up at https://www.swindontravelchoices.co.uk/newdevelopments/stanton-chase/ | YES |
| <p>BP12 Travel maps set up</p> <p>Bespoke travel maps for the site set up</p> | Prior to 1 st occupation and ongoing updates | TPC to ensure maps are produced and included in welcome pack and online | Mapping produced by PFA and included in new household pack | YES |
| <p>BP18 - Eco driving promoted</p> | 1 st Occupation and ongoing | | Guide to EV benefits and ownership produced - available to download as a PDF from the development website, and hard copies put into household welcome pack. | YES |
| Public Transport | | | | |
| <p>PT10 Participate in Catch the Bus Week</p> <p>Run event or promotion in September for catch the bus month.</p> | September 2024 | TPC to monitor response | | |
| <p>PT8 Provision of public transport smart cards for residents</p> <p>Provide scheme for residents to try the bus for free</p> | 1 st Occupation and ongoing | TPC to keep records of take up | Scheme set up – Residents use code in their welcome pack | YES |

| | | | | |
|--|--|---|--|-----|
| PT9 Provision of timetables/maps/information Provide timetables as part of household welcome pack | 1 st Occupation and ongoing | TPC to ensure timetables are included and up to date. | Timetable included in welcome pack | YES |
| Reducing car use | | | | |
| RC10 Carpooling/sharing scheme established Promotion of Car Share Swindon - leaflets in Welcome Pack | 1 st Occupation and ongoing | TPC to monitor take up from residents. | Leaflets included in the pack. | YES |
| RC23 Other Car share coffee morning to introduce car sharers and promote car club | October 2025 onwards | TPC to monitor take up | | |
| RC12 Installation of electric vehicle charging points | 1 st Occupation and ongoing | | Every home with parking will be wired for chargepoints | |
| Walking | | | | |
| W7 Provide walking maps Distribute Get walking magazines as part of household info pack | 1 st Occupation and ongoing | TPC to ensure these are distributed | Get walking East magazine included in pack. | YES |
| Walking BW5 - Offer led walks | Aug 2024 | | | |

Sign off and Formal Approval

| Title | Signoff |
|--|---|
| Senior Management Team - Name | Philip Martlew |
| Senior Management Statement of Endorsement | This travel plan conforms to the requirements of the Swindon Travel Plans SPD and will be implemented in accordance with it. The developer has committed to funding the travel plan and its coordinator for the life of the travel plan (defined as full build out plus five years) and will make a considerable contribution to the sustainability of the Kingsdown area as it develops. |
| Senior Management Team Sign Off | Y |