



ST MARY'S HILL,  
BLANDFORD ST MARY  
TRAVEL PLAN

*Akerman Infrastructure Solutions (AIS)*

PTT3513028A/3/2.0

**FINAL**

# St Mary's Hill, Blandford St Mary

## Travel Plan

**PTT3513028A/3/2.0**

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**1 INTRODUCTION****1.1 The Development**

1.1.1 Parsons Brinkerhoff (PB) was commissioned by Akerman Infrastructure Solutions (AIS) in November 2013 to produce a Transport Assessment (TA) and Travel Plan (TP) to support a planning application for 350 residential dwellings on a site adjacent to the A354 and A350 in Blandford St Mary.

1.1.2 This Residential TP accompanies the TA that PB has prepared for the proposed development (reference PTT3513028A/2/2.0, December 2013). It sets out the sustainable transport measures that will help to encourage residents to make sustainable travel choices and meet targets in reducing the proportion of trips made by car.

1.1.3 This TP has been prepared in accordance with 'Making residential travel plans work: guidance for new development' (DfT, 2005) and 'Development Related Travel Plans in Dorset, Supplementary Planning Guidance (Dorset County Council).

**1.2 Reason for the Travel Plan**

1.2.1 *"A Residential Travel Plan is a package of measures designed to reduce the number and length of car trips generated by a residential development while also supporting a more sustainable form of travel and reducing the overall needs to travel"* (Department for Transport- Making Residential Travel Plans Work: Guidelines for New Development, 2005)

1.2.2 A Residential TP is concerned with trips made from the home to multiple and changing destinations. Residential TP's combine soft measures such as promotion and awareness, with hard measures including improvements to design, infrastructure and services, both on and off site.

1.2.3 One of the main objectives of a Residential TP is to significantly reduce the number of trips by car that would be generated by a development were a TP not created. There are additional benefits too, however, including:

- Reduced local traffic, congestion, air pollution and risk of accidents due to the reduced number of trips made by car
- Improve accessibility and increase choice of travel for reaching local facilities
- Improve public transport provision for local people as well as those in new residential development
- Promote good practice, in turn providing an educational tool to help change perceptions about car travel, whilst championing alternative sustainable methods of travel.

**1.3 Objectives of this Travel Plan**

1.3.1 The overarching objective of the TP is to reduce the number of car based trips generated by the proposed development. This will be achieved by implementing a series of sustainable transport measures matched up against short, medium and long term targets. The achievement of these targets in line with the proposed time frames will be monitored by a TP Coordinator who will report to Dorset County Council.

- 1.3.2 Other objectives of this residential TP include:
- To increase the awareness of residents about alternative transport modes available to them and to provide them with ample information about different modes
  - To increase the appeal of walking and cycling in the local area
  - To reduce the impact of the residential development upon the local highway network by reducing the number of car trips generated
- 1.4 Benefits of the Travel Plan**
- 1.4.1 If implemented successfully, this TP will benefit not only the residents of the new housing development, but also the local community of Blandford St. Mary.
- 1.4.2 The residents of the proposed development will be benefited by an increased awareness in alternative modes of transport and increased availability to alternative means of travel, both of which could potentially lead to health benefits. In addition, adopting methods of transport aside from the car could save residents money, so there are financial benefits as well. There could also be less obvious social benefits, were a car sharing scheme made successfully operational as a result of the TP.
- 1.4.3 As aforementioned, the local Blandford community may also benefit from the TP, especially if the Travel Plan successfully reduces the number of car trips expected from the development, as the local highway network will be less congested than it may have been otherwise. Also, local people may benefit from improved cycle and pedestrian networks in the area as a result of this TP.
- 1.5 Structure of this Report**
- 1.5.1 The structure of this Travel Plan is as follows:
- Section 2** - Includes a summary of the existing highway network, public transport facilities and current walking and cycling routes and sets out the background to this proposed residential development.
- Section 3** - Proposed development impact and access arrangements.
- Section 4** - Sets out the measures to be implemented in order to meet the targets.
- Section 5** - Sets out the short, medium and long term targets for reducing car based trips generated by the development.
- Section 6** - Details how the success of the Travel Plan will be monitored and actions for intervention.



## 2 BACKGROUND

### 2.1 Site Location

- 2.1.1 The proposed residential development is for 350 dwellings on a 27 acre site bordered by the A354 to the west and the A350 to the north, as shown in Figure 2-1 below. The proposed site is situated on the edge of Blandford St Mary; a village approximately 1 kilometre to the south west of Blandford Forum town.



Figure 2-1: Proposed Development within Blandford Forum

### 2.2 Highway Network

#### A350

- 2.2.1 The A350 runs adjacent to the development in the north east of the site, and one of the two proposed access points will be from this road, with an existing 40mph speed limit from the roundabout past the development. The A350 has a footway along one side only, with the other side lined by trees, although there is a small paved area where the bus stop on the A350 is located, approximately 140 metres from the roundabout. At the entry of the A350/A354 roundabout, the A350 flares from one lane into two on the approach, although there no road markings to specify which lane to turn right from.

A354

2.2.2 The A354 runs parallel to the entire north face of the development site as it approaches the A350/A354 roundabout from the south west, and has a 50mph speed limit. There is a crossing on the A354 in close proximity to the roundabout which will serve the development, but there are no footways on either side of the A354 as you move away from the roundabout. Like the A350, the A354 is single lane carriageway, but visibility is excellent for vehicles exiting the roundabout, so overtaking is common moving away from the roundabout, as was observed during the site visit. Approaching the roundabout, cars slow down considerably as the single lane becomes two at the entry to the roundabout. Again, these lanes are not marked with which specific destinations.

2.2.3 As you move away from the A350/A354 roundabout in a north easterly direction, the speed limit of the A354 changes from 50mph to the national speed limit. There is a footway along the northern side of the A354 but it becomes very narrow and ends about 700 metres from the roundabout. It is therefore unlikely to be used.

A350/A354 Roundabout

2.2.4 The A350/A354 roundabout is directly adjacent to the northern corner of the development. It has a diameter of approximately 40 metres, and the central island is about 18 metres in diameter. The circulatory carriageway is unmarked but there is space for two cars to use it.

Bournemouth Road

2.2.5 Bournemouth Road goes north west from the A350/A354 roundabout into the village of Blandford St. Mary. The road has a 30mph speed limit and has a maximum width of about 7 metres. Both sides of the road have footways leading from the A350/A354 roundabout. As Bournemouth Road approaches the Bournemouth Road/Stour Park roundabout, 100 metres from the A350/A354 roundabout, it flares into two lanes.

Bournemouth Road/Stour Park Roundabout

2.2.6 The Bournemouth Road/Stour Park roundabout is smaller than the A350/A354 roundabout, with a diameter of approximately 35 metres. The central island is also comparatively smaller, with an estimated diameter of only 11 metres. Like the A350/A354 roundabout, however, the roundabout's lanes should be wide enough to allow for two cars to go round it at once. The Bournemouth Road/Stour Park roundabout is situated approximately 150 metres from the development site itself.

Stour Park

2.2.7 Stour Park leads away from the roundabout in a north easterly direction towards the Tesco Superstore, Homebase and the entry to the Hall & Woodhouse Brewery. Tesco and Homebase are accessed from a mini roundabout located approximately 50 metres from the Bournemouth Road/Stour Park roundabout. In between the two roundabouts, there is a dual carriageway with a central reservation with dropped kerbs at both ends to provide crossing points for pedestrians wanting to cross the road to access Tesco or Homebase, which are on opposite sides of Stour Park. After the mini roundabout, however, Stour Park continues towards the brewery as an unmarked single carriageway. Stour Park has a footway on both sides.

Birch Avenue

- 2.2.8 Birch Avenue is the fourth arm of the Bournemouth Road/Stour Park Roundabout, which leads into a residential area and as a result has a speed limit of 20mph. Both sides of the road have footways, and like all other approaches to the Bournemouth Road/Stour Park roundabout, the road flares to two lanes upon entry.

**2.3 Public Transport**

- 2.3.1 Blandford Forum has not had a railway station since 1969, so the nearest railway station is 13.5 miles (22km) away in Holton Heath. Trains leave Holton Heath to travel to Weymouth to the south-west and London Waterloo to the north-east.

- 2.3.2 There are two bus stops within 250 metres of the development site. The closest is 100 metres from the proposed access point off the A350, whilst the second is 250 metres away, on Bournemouth Road near the entrance to Tesco. A third stop is located directly outside the Tesco supermarket with its own lay-by, but at present this stop appears to not be in operation. *Guidelines for Planning for Public Transport in Developments* (1999) states that the preferred walking distance from a development to a bus stop is 300 metres, with the maximum walking distance 400 metres. Under these guidelines, the development's access points fall within the preferred walking distances.

- 2.3.3 The location of the Bournemouth Road bus stops is detailed within Figure 2-2 below.



Figure 2-2: Bournemouth Road Bus stop

- 2.3.4 The bus stop is outside the Tesco supermarket, immediately before the Bournemouth Road/Stour Park roundabout. There is a paved waiting area for pedestrians to stand with a post listing the bus service activity from this stop. To allow passengers to board and alight the bus at this location all buses have to stop in the main carriageway.

- 2.3.5 The southbound location of the A350 bus stop is detailed within Figure 2-3 below.



Figure 2-3: A350 Bus stop location

- 2.3.6 This bus stop also has a hard standing area for pedestrians but, given its location alongside the A350 could be regarded as intimidating for some users as it is so close to the main road. To allow passengers to board and alight the bus at this location all buses have to stop on the main carriageway.
- 2.3.7 A northbound bus stop on the A350 adjacent to Wards Drive is also available to public transport users. This stop however is unmarked with no bus stop post to identify to existing and future users of its location. To allow passengers to board and alight the bus at this location all buses have to stop partially on the main carriageway and partially across a private entrance.
- 2.3.8 These stops are utilised by three services on a regular basis. These are the X8, 83, and 183 services. The X8 service runs hourly to and from Poole Bus Station. The 83 is a service running from Shaftesbury to Wimborne, and back again, via Blandford St. Mary, departing the latter every two hours. Lastly, the 183 service goes to and from Weymouth via Dorchester, again at two hour intervals. These three services also stop in Blandford Forum, for those wanting to make a short bus journey into town. However the infrequency of the services will not attract those wishing to make short bus journeys such as these. Services X8, 83 and 183 are summarised in Table 2-1.

Bus Service	Route	Frequency (minutes)		First Bus	Last Bus
		Weekday	Saturday		
X8	Poole Bus Station – Blandford St. Mary	60	60	07.45 (Weekday) 08.50 (Sat)	23.30 (Weekday) 23.30 (Sat)
	Blandford St. Mary – Poole Bus Station	60	60	06.58 (Weekday) 07.48 (Sat)	22.58 (Weekday) 22.58 (Sat)
83	Shaftesbury Town Hall – Blandford St. Mary – Wimborne High Street	120	120	07.00 (Weekday) 07.00 (Sat)	15.00 (Weekday) 17.00 (Sat)
	Wimborne High Street – Blandford St. Mary – Shaftesbury Town Hall	120	120	07.10 (Weekday) 09.15 (Sat)	17.15 (Weekday) 17.15 (Sat)
183	Weymouth (King's Statue) – Dorchester – Blandford St. Mary	120	120	09.10 (Weekday) 09.10 (Sat)	17.15 (Weekday) 17.20 (Sat)
	Blandford St. Mary – Dorchester – Weymouth (King's Statue)	120	120	07.51 (Weekday) 07.51 (Sat)	15.55 (Weekday) 15.39 (Sat)

Table 2-1: Summary of public transport services

2.3.9 As Table 2-1 demonstrates, there will usually be three buses departing from and arriving in Blandford St. Mary per hour, so during the AM peak from 8am to 9am there will be three services operating. Similarly, in the PM peak from 5pm to 6pm there will be three buses arriving and departing from the village.

2.3.10 Further from the development site, in Blandford Forum itself, residents will be able to access a number of other services, such as the 368 service to Sherborne and Yeovil, the 310 to Sturminster Newton, 309 to Gillingham and Shaftesbury, the 311 service to Dorchester, and the 185 serving Blandford Military Camp, approximately 3 miles (4.8km) outside of Blandford Forum.

**2.4 Walking and Cycling**

2.4.1 There are no footways on either side of the A354, which runs alongside the northern edge of the site, but the A350 has a footway along the north-east edge of the development. The A354 north of the site can be crossed at the roundabout over the central island, as there are dropped kerbs at this location. Although the A354 has a speed limit of 50mph south of the roundabout, vehicles approaching the roundabout slow down a considerable distance before the roundabout. During the site visit it became apparent that adequate visibility at the crossing, coupled with the cars slowing down, ensured safe and reasonable crossing conditions. A review of Personal Injury Collision data over a recent five year period (see section 3.8 of St Marys Hill Transport Assessment) showed that no pedestrians were involved in collisions at Blandford St Mary Roundabout. The crossing point in question is shown in Figure 2-4.



Figure 2-4: Crossing on the A354

- 2.4.2 After crossing the roundabout, pedestrians can continue down Bournemouth Road, which provides access to the Tesco supermarket, Homebase, and central Blandford St. Mary. It is also the direction pedestrians would walk to get to Blandford Forum town centre.
- 2.4.3 For pedestrians walking to Blandford Forum town centre from the development site, the quickest way would be a traffic free route through Langton Meadows, an open area which crosses over the River Stour into Blandford Forum. This walk is about 0.6 miles (1 km) in length, and took approximately 10-12 minutes to complete during the site visit. This route from the proposed development site involves crossing the A354 and Bournemouth Road via existing uncontrolled crossings located at the west side of Blandford St Mary Roundabout and to the south of the Bournemouth Road/Stour Park roundabout respectively. Pedestrians may be disinclined to take this route to the town centre, however, as there is no lighting through the park. In addition, the signage to the town centre is fairly poor, as there are only signs at the beginning and end of the route through the meadows. The footway/cycleway through Langton Meadows is shown in Figure 2-5.



Figure 2-5: Footpath through Langton Meadows to town centre

- 2.4.4 The footpaths are generally in adequate condition, and the dedicated footway/cycleway through Langton Meadows; apart from the aforementioned lack of lighting, is well maintained and wide enough to support a number of pedestrians and cyclists.

2.4.5 There are three routes of the National Cycle Network which can be accessed in Blandford Forum; Routes 25, 250 and 253. Route 25 runs from Bournemouth through Blandford Forum and Gillingham and links with Route 24 near Longleat. Route 250 is a fairly short route which runs from near Sturminster Marshall in the south to Sturminster Newton, north of Blandford Forum. Lastly, Route 253 runs in a loop taking in Blandford Forum, Shaftesbury, Gillingham and Sturminster Newton.

2.4.6 There are no dedicated cycle paths around the development site, so cyclists may feel safer using the pavement, despite it being illegal, as is shown in Figure 2-6.



Figure 2-6: Cyclist riding on pavement on A350

2.4.7 Route 253 runs through Langton Meadows, which provides the quickest route to Blandford Forum town centre, but there is no cycle lane here either, despite the footpath through the park being wide enough to support one for the majority of its length. The cycle route through the meadows is marked, as shown in Figure 2-7.



Figure 2-7: Marker in Langton Meadows showing NCN Route 253

2.4.8 As aforementioned, the proposed residential development is situated approximately 0.6 miles (1km) away from Blandford Forum town centre. The *North Dorset District-Wide Local Plan* (2003) recommends situating housing developments within 1 mile (1.6km) of a town centre, putting the Blandford St. Mary development comfortably within this distance.

2.4.9 The *North Dorset Local Accessibility Study* (2010) highlights the importance of a housing development having access to a supermarket, such is the regularity in which food shopping is undertaken by households. The proposed residential development is located within a five minute walk to the Tesco superstore 300 metres away, providing good accessibility to food supplies which will help reduce the need to travel by car.

**2.5 Pedestrian Survey**

2.5.1 A survey of pedestrian movements crossing the A354 at the Blandford St Mary Roundabout was undertaken from a 12 hour video survey of the roundabout on the 30 April 2013.

2.5.2 A total of 74 people; including all walking pedestrians, and cyclists using the footway, used the crossing between 07:00am and 19:00pm on 30<sup>th</sup> April 2013. Out of the 74 people crossing the junction, 20 (27%) were cyclists whilst the remaining 54 (73%) were pedestrians.

2.5.3 The 54 pedestrians included walkers, joggers, adults pushing buggies, school children, and a skateboarder.

2.5.4 39 of the crossers were travelling from Blandford St. Mary across the roundabout towards the A350, whilst 35 were making the opposite movement into the village.

2.5.5 The breakdown of movements by hours is shown in Table 2-2.

Hour	Pedestrians		Cyclists	
	Crossing the A354 (northbound)	Crossing the A354 (southbound)	Crossing the A354 (northbound)	Crossing the A354 (southbound)
07:00-07:59	3	2	3	1
08:00-08:59	1	1	0	0
09:00-09:59	2	2	0	0
10:00-10:59	0	2	0	0
11:00-11:59	2	1	0	1
12:00-12:59	5	2	0	0
13:00-13:59	4	2	1	1
14:00-14:59	3	4	1	0
15:00-15:59	2	3	1	0
16:00-16:59	3	3	1	3
17:00-17:59	0	3	2	1
18:00-18:59	4	0	1	3
<b>Total:</b>	<b>29</b>	<b>25</b>	<b>10</b>	<b>10</b>

Table 2-2: Existing pedestrian and cyclist movements across the A354 at Blandford St Mary Roundabout

2.5.6 A total of two pedestrian movements were observed in the AM peak and a total of 3 pedestrian and 3 cyclists movements were observed in the PM peak.

**2.6 Existing Mode Split for Blandford St. Mary**

2.6.1 The existing mode split for Blandford St Mary has been determined by applying mode share percentages as provided by the TRICS database for similar developments of the proposed. This focuses on all purpose trips rather than solely focusing on work



trips, which is the case if just census data is used. The mode share of proposed development trips is detailed below in Table 2-3.

<b>Mode Share</b>	
<b>Mode</b>	<b>Share (%)</b>
Vehicle occupants	68.5
Cyclists	3.0
Public Transport	6.1
Pedestrians	22.4
Total	100%

*Table 2-3: AM and PM combined mode share*

2.6.2 The combined AM and PM peak hour mode split identifies that there will be a total of 68.5% vehicle occupants and 31.5% non-car users.

**3 PROPOSED DEVELOPMENT**

**3.1 Impact of the development**

3.1.1 The proposed development is for 350 residential dwellings to be built on a 27 acre site to the south of the A350/A354 Blandford St. Mary Roundabout, south of the town of Blandford Forum, in North Dorset.

3.1.2 The impact of the proposed development, split by all modes, for the AM and PM peak is detailed in Table 3-1 below.

Trip Impact		
Mode	AM (two way trips)	PM (two way trips)
Vehicle occupants	204	180
Cyclists	9	8
Public Transport	18	16
Pedestrians	67	59
Total	298	263

Table 3-1: AM and PM peak impact

**3.2 Access to the site**

3.2.1 There are two proposed access points to the residential site, off the A354 in the north western corner of the site, and off the A350 nearer to the A350/A354 roundabout in the north eastern corner.

A354 Vehicular Access

3.2.2 A priority junction on the A354 with a dedicated right turn lane to the development will provide access to and from the northern side of the proposed development. A sketch of the proposed access arrangement is shown in Figure 3-1 below.



Figure 3-1: Sketch of A354 Proposed Access Arrangement

A350 Vehicular Access

- 3.2.3 A priority junction on the A350 with a dedicated right turn lane to the development will provide access to and from the eastern side of the proposed development. A sketch of the proposed access arrangement is shown in Figure 3-2 below.



*Figure 3-2: Sketch of A350 Proposed Access Arrangement*

- 3.2.4 Figure 3-2 also identifies the location of the proposed bus lay-by, which is discussed in further detail in Section 4 of this report and Section 7 of the Transport Assessment.

**4 TRAVEL PLAN MEASURES****4.1 General**

4.1.1 This section outlines the various measures that will be in place prior to the occupation of the dwellings.

**4.2 Welcome Pack**

4.2.1 A Welcome Pack detailing information on modes of transport, local attraction and facilities will be made available to the residents. This will include information on car sharing schemes, public transport timetables, details of the local cycling routes and information on local facilities and leisure activities. This could take the form of leaflets, maps or internet or social networking site. Regular updates to the Welcome Pack will be made whilst the developer is on site.

4.2.2 The production of a Welcome Pack for residents would be an affordable and realistic means of encouraging sustainable travel and helping to reduce levels of single occupancy car use.

**4.3 Travel Plan Co-ordinator**

4.3.1 A Travel Plan Co-ordinator will be appointed at the site to facilitate all measures associated with the plan and assist in the monitoring of their effectiveness and implementation. The Travel Plan Co-ordinator will manage the TP and liaise with the Council providing updates and monitoring information when agreed.

4.3.2 The Travel Plan Co-ordinator will specifically:

- Promote, publicise and encourage the use of travel modes other than the car.
- Ensure that all Welcome packs are provided to all new residents and that up to date information is clearly displayed on any communal notice boards or via the intranet/social networking sites (if applicable).
- Arrange and record surveys as required by the Council to monitor the traffic activity at the site
- Provide/distribute Sustainable Travel flyers to residents at least once a year to remind them of the sustainable travel options available to them and the dates of upcoming seminars and other sustainable travel activities and events.

**4.4 Public Transport**

4.4.1 As identified within Section 2.3 of this Travel Plan there is a lack of public transport facilities for those users wanting to board any services in a northbound direction along the A350. It is proposed that a bus lay-by will be incorporated here and designed in conjunction with the A350 site access.

4.4.2 The bus lay-by, with a bus shelter and full bus timetable information, will provide a safer and more comfortable waiting area for the bus users. In addition it will remove stopped buses from the main carriageway/private access entrances allowing free flow traffic on the main carriageway.

4.4.3 *Guidelines for Planning for Public Transport in Developments (1999)* states that the preferred walking distance from a development to a bus stop is 300 metres, with the

maximum walking distance of 400 metres. It is anticipated that the new bus lay-by will bring the existing bus stop location much closer to the site and within the guidelines as set out above.

- 4.4.4 An uncontrolled crossing will also be provided on the A350 adjacent to the Moose Hall southeast-bound bus stop. The crossing will be designed in accordance with the guidance in Local Transport Note 2/95 'The Design of Pedestrian Crossings'. Dropped kerbs and tactile paving will facilitate the safe movement of pedestrians across the A350 to the southeast-bound bus stop.

#### 4.5 Pedestrian and Cyclist Accessibility

- 4.5.1 To encourage residents to walk shorter journeys, footpaths through the development will link to the existing routes in Blandford St. Mary, which provide access to Blandford Forum town centre and the more local amenities, such as the Tesco superstore. Pedestrian access to and from the site will be provided at regular intervals to ensure walking distances to the surrounding pedestrian routes and in the direction of Blandford Town Centre, are connected and minimised.

- 4.5.2 Dorset County Council has expressed concern that the existing pedestrian crossing over the A354 is not adequate for pedestrians to cross due to the strategic nature of the A354. During the site visit in November 2013 it was observed that the crossing point operated safely and efficiently, with cars slowing down for the roundabout with good visibility on approach to the junction. These observations, coupled with the collision data which showed no collisions involving pedestrians over a five-year period and a less than average number of collisions at the junction (as set out in Section 3.7 of the supporting St Marys Hill Transport Assessment), suggests the crossing currently provides safe passage over the A354 towards the town centre.

- 4.5.3 To encourage residents to make any trips on a bike for shorter journeys it is important that residents are provided with secure facilities in which to lock their bicycles in or around their homes. This could take the form of a garage or shed within the garden of the property.

- 4.5.4 Footways/cycle ways will also be improved to further encourage residents to travel by foot or bicycle. For instance, the route through Langton Meadows to Blandford Forum town centre, the quickest route for residents from the development site is poorly lit. This would naturally discourage, rather than encourage, residents to walk or cycle into the town centre this way. It is proposed that a new signing strategy is introduced at this footpath to clearly show pedestrians how far it is to locations such as the town centre (in minutes) when taking this route. In addition lighting will be introduced to make the route more desirable at all times of the day. Path lighting options that could be considered include:

- **Lighting columns** - technology is considered to be advancing at a fast pace, and more conventional light sources are increasingly being replaced by Light Emitting Diodes (LED's), which are more efficient in terms of energy use and more durable, however they could potentially be significantly more expensive than conventional lighting units.
- **Lighting units fitted in bollards** - the bollards spill light down across the path and the lower level of the lighting from these types of units reduces light pollution. More recent developments make use of LED Solar powered versions are also available for use in areas where wiring is not feasible or inconvenient, or where security concerns demand lighting that is off-grid. It should be noted that

SCC have indicated that they would not accept responsibility for maintaining this type of low level lighting bollards due to the inherent vandalism likely to occur.

- **Surface mounted solar studs** - used as a brighter alternative to road studs these are increasingly being used as a way of providing lighting on traffic free routes in urban and urban fringe areas. This type of studs is potentially sufficient to make a path more attractive at night, particularly at dusk when there is a small amount of daylight. Whilst way marking a path with studs in itself offers little in the way of increased personal security, the resultant increase in patronage may make people feel more secure.

4.5.5 To encourage walking and cycling from the site and within North Dorset District in general, the development proposal will include a scheme to complete the Sturminster Trailway link between Ward's drive and Blandford St Mary Roundabout. This will provide a continuous off-road trailway between Spetisbury and Stalbridge. Completion of the Trailway around the proposed development site will help to encourage walking and cycling trips to Blandford Forum, thereby reducing the need to travel by car.

4.5.6 The proposed scheme will also include improvements to the existing A354 uncontrolled crossing on the western side of Blandford St Mary Roundabout. The proposed upgrade of the uncontrolled crossing will be undertaken in accordance with the guidance in Local Transport Note 2/95 'The Design of Pedestrian Crossings'. The crossing will be upgraded to the standard specified in Local Transport Note 2/95 to improve pedestrian safety. A review of the existing layout of the A354 on the west side of the roundabout shows that there is sufficient space within the highway to accommodate improvements to standard, including a wider central refuge that allows pedestrians and cyclists to wait between carriageways to cross, protected by guard rails. It is therefore considered at this early stage that the proposed scheme would not therefore involve any widening works to the existing carriageway.

4.5.7 An uncontrolled crossing will be provided on the A350 adjacent to the Moose Hall southeast-bound bus stop. The crossing will be designed in accordance with the guidance in Local Transport Note 2/95 'The Design of Pedestrian Crossings'. Dropped kerbs and tactile paving will facilitate the safe movement of pedestrians across the A350 to the southbound bus stop.

4.5.8 Blandford Forum and Blandford St. Mary are closely located to three routes on the national cycle networks; routes 25, 250 and 253, and this fact could be advertised to the residents to encourage them to cycle. Making residents aware that these routes are nearby, and increasing their knowledge of the routes (for instance by providing maps in the Welcome Pack), would also help to promote cycling.

4.5.9 The road network within the development site will be designed to favour pedestrians rather than car drivers, ensuring that walking through the site is safe. Any necessary traffic calming will be installed and footpaths will be suitably signed and lit. The internal road layout within the site will be carried out in line with Manual for streets.

#### 4.6 **Summary**

4.6.1 The combination of measures set out in the section are all intended to reduced the need and want to use the private car for all trips.

4.6.2 The proposed measures will not only benefit the residents of the site but will also enhance sustainable travel in the local community by improving the existing facilities for non car modes for all to use and benefit from.

4.6.3

It is appreciated that the increased pedestrian movements from the site will increase the demand of the existing dropped kerb crossing on the A354 approach to the junction. Dorset County Council will be consulted with regards to the current Transport Assessment findings and to determine whether they still consider an alternative crossing (footbridge, subway or new at grade crossing) is required on the A354. If considered necessary in light of the package of measures proposed above, clarification on the alternative crossing proposed will be included in the Formal Transport Assessment and Travel Plan.

**5 TARGETS**

**5.1 General**

5.1.1 The objective of this Travel Plan is to reduce the number of car trips made from the new housing development in Blandford St. Mary. Under the umbrella of this overriding objective are a number of obtainable mode share targets which will help in achieving the objective.

5.1.2 Due to the nature of a residential Travel Plan it is difficult to set targets because how people travel from their place of residence cannot be controlled. With this in mind a measurement of the number of trips the site is generating is a realistic target which the traffic from the site access should not exceed. This supported by realistic alternative modes of transport will increase the chance of modal shift.

5.1.3 A calculation of the number of trips the development will produce has been forecasted using the TRICS database. The two way arrivals and departures are shown in Table 5-1 below and are in line with that assessed in the TA. This would be the gauge to which a vehicle trip target will be measured.

<b>Mode Share (Arrival and Departure)</b>			
<b>Mode</b>	<b>Share (%)</b>	<b>AM Trips (08.00-09.00)</b>	<b>PM Trips (17.00-18.00)</b>
Vehicle Occupants	68.5	204	180
Cyclists	3.0	9	8
Public Transport	6.1	18	16
Pedestrians	22.4	67	59
Total	100%	298	263

*Table 5-1: Existing AM and PM peak mode share*

5.1.4 The mode shift targets that this TP will help to achieve are shown in Table 5-2 below. In line with Dorset County Council's (DCC) Supplementary Planning Guidance on Travel Plans, short, medium and long term targets have been set as milestones.

<b>Mode</b>	<b>Base Mode Share (as per TA)</b>	<b>Mode Share after implementation of TP measures</b>		
		<b>Short Term (1 year)</b>	<b>Medium Term (24 months)</b>	<b>Long Term (36 months)</b>
Cars	68.5%	64.5%	62.5%	60.5%
Non-car modes	31.5%	35.5%	37.5%	39.5%

*Table 5-2: Mode Shift Targets*

5.1.5 The aim is to reduce car trips by 8% and increase non-car mode trips by 8% over a 3 year period following full occupation of the site.

**5.2 Target Programme**

5.2.1 As detailed in the previous section and the accompanying TA, the total number of trips to and from the development in the AM and PM peaks is 561 trips. Of these 561,



it is predicted that 385 of these trips would be made as either a car driver or passenger, with the other 176 trips made by non car modes. 385 trips equates to 68.5% of the total being made by car.

5.2.2 After implementation of the measures detailed in the previous chapter, three targets have been set as markers of the travel plan's success. Short term, medium term and long term targets have been set and are shown in Table 5-3 below.

Target	
Term	% Reduction in car based trips
Short (1 year)	4%
Medium (2 years)	6%
Long (3 years)	8%

Table 5-3: Travel Plan Targets

5.2.3 The long term target (to be achieved 3 years after full occupation of the development) will reduce car trips from 68.5% to 60.5%, which equates to 45 less trips being made by car. A medium term (2 years) target will reduce car trips by 6% to 62.5%, or 34 less trips, whilst the short term (1 year) target will reduce car trips by 5% to 64.5%, which equates to 22 less trips being made by car.

5.2.4 The introduction of the various measures, as detailed in Section 3, will encourage those no longer making the trips by car to instead opt for more sustainable travel methods, such as the bus, cycling or walking.

**5.3 Target Justification**

5.3.1 Careful consideration has been given in setting the targets. It is important that the targets can be realistically achieved rather than setting aspirational targets that are more likely to discredit the purpose of the Travel Plan than work towards achieving its purpose. The targets that have been set are based on town centre mode shares where the need to travel by car is reduced due to better accessibility in general. It is felt that the introduction of the measures detailed in Section 3 of this report will help to improve accessibility to work, services and facilities to a level comparable to more centrally located developments.

**6 MONITORING AND INTERVENTIONS****6.1 General**

6.1.1 This section sets out the processes that will be followed in regards to monitoring the Travel Plan. It is recognised that monitoring is necessary to assure the Council that the aims and actions in the Travel Plan will be realised at the target dates and determine the effectiveness of the measures implemented.

**6.2 Monitoring**

6.2.1 An important part of a Travel Plan is monitoring and reviewing its effectiveness. It will be the responsibility of the Travel Plan Co-ordinator to undertake this task, ensuring not only that the measures within the plan are positive incentives for residents to use sustainable transport modes but they are actually being delivered.

Vehicle trips

6.2.2 In the Transport Assessment a two way traffic generation has been calculated for the residential development based on all dwellings being fully occupied. The trip rate has been calculated using TRICS database for the AM and PM peak hours. This is detailed within Table 5-1 of this report.

6.2.3 To monitor the performance of the proposed measures a traffic count would be undertaken at both vehicle access points to the development. A traffic count would be undertaken a year after full occupation of the site in both the AM and PM peak hour for one week in a neutral month to monitor the flow entering and exiting the development.

6.2.4 An average weekday two way flow would be calculated for the AM and PM peaks and compared to the target trip generation.

**6.3 Intervention**

6.3.1 If, during the survey period the average weekday AM and PM peaks breach the two way trip generation by 10%, over 5 separate peak hour periods the developer will be required to develop further measures to reduce the trip generation to the figures agreed in the TA. This will be done in consultation with the council ensuring the most effective measures of reducing car based travel is achieved.

**6.4 Dorset Travel Plan Service**

6.4.1 The Dorset Travel Plan services will also be utilised to help monitor the performance of the Travel Plan and provide support to ensure the Travel Plan is effective.