



Green Travel Plan

**Stowford Mill, Ivybridge, Devon**

Client: Stowford Mill Development Limited

November 2019

Project No: 80066

## Document Review Sheet: -

Document prepared by: - Heidi Wilson BA (Hons) AMCIHT ACIHT  
On behalf of Smarter Travel Ltd

Date: - 1<sup>st</sup> November 2019

Document checked by: - Raymond Long BSc (Hons) IEng MCIHT MICE  
On behalf of Smarter Travel Ltd

Date: - 1<sup>st</sup> November 2019

Document Approved by: - Raymond Long BSc (Hons) IEng MCIHT MICE  
On behalf of Smarter Travel Ltd

Date: - 1<sup>st</sup> November 2019

### Document Status

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FINAL

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## **1. EXECUTIVE SUMMARY**

- 1.1. Stowford Mill Development Limited is committed to promote and financially support sustainable travel to and from the redevelopment of Stowford Mill, Ivybridge, Devon.
- 1.2. Stowford Mill Development Limited also agree to adopt, publish and promote the Green Travel Plan annually for a minimum of three years commencing at 50<sup>th</sup> dwelling occupation.
- 1.3. The Green Travel Plan (GTP) has been produced to meet planning condition 13 of planning approval ref: 27/1336/15/F and Schedule Two of the associated Section 106 agreement with South Hams District Council and Devon County Council.
- 1.4. A Travel Plan Coordinator (TPC) has been appointed and made responsible for promotion and marketing of the GTP. The appointed TPC can delegate responsibilities to others to assist in the operation and monitoring of the GTP. The contact details are set out below.
- 1.5. The TPC details below may be updated in the future. The relevant local authority will be advised if and when these are revised.

<b><i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i></b>
Name: Kirsty Barker Company: Stowford Mill Development Limited Email: Kirsty.barker@burringtonstates.com Date: 1 <sup>st</sup> November 2019 On behalf of: Stowford Mill Development Limited

## **2. INTRODUCTION**

- 2.1. The aim of this GTP is to provide information to residents of Stowford Mill on the local sustainable travel options available to them.
- 2.2. This document highlights sustainable transport options available, other than travelling by a single occupancy car, to the residents of the development including discounts that may be available from public transport providers.
- 2.3. 2011 Census Data highlights that residents of Stowford Mill are most likely to travel to Plymouth and its surrounding areas.
- 2.4. The Stowford Mill development consists of 101 dwellings over three phases. This will consist of 31 houses, 43 later living residences and 27 apartments.
- 2.5. A TPC has been appointed by the Stowford Mill Development Limited. The TPC will be responsible for promoting and marketing this GTP to residents. In addition to this they will also be responsible for producing additional marketing material promoting sustainable travel options in the local area.

### ***Objectives***

- 2.6. The overall objective is to encourage sustainable travel rather than single occupancy car journeys. This GTP is to highlight travel options available to all residents residing within Stowford Mill and outline targets, monitoring and measures available to new residents.
- 2.7. Active travel will be promoted to residents along with the health benefits this form of travel can have. Walking and cycling are to be focused on alongside car sharing, bus and train travel for those residents needing to travel further afield.
- 2.8. Refer to **Section 10** for details on the GTP targets.

### 3. **POLICY CONSIDERATION** ***National Policy***

- 3.1. The Department for Transport document "*Smarter Choices – Changing the Way We Travel* (2004)" demonstrates the efficacy of measures such as the use of car clubs, car sharing schemes, personalised travel planning, travel awareness publicity, etc... The document sets out that the reduction nationwide could be of around 11% in traffic with appropriate travel plan measures implemented.
- 3.2. The Government's white paper document "The Future of Transport: a network for 2030 (2004)" sets out the vision for a smarter choice of travel in England. The document has identified that marketing to promote sustainable transport can deliver "reductions in car use of between 7% and 15% in urban areas and 2% to 6% in rural and smaller urban areas".

#### ***National Planning Policy Framework (NPPF)***

- 3.3 The NPPF and the Department for Transport (DfT) guidance, referred to in **Section 2**, identifies that the provision of a Travel Plan will help to deliver more sustainable transport objectives, including:
- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
  - Reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and
  - More environmentally friendly delivery and freight movements, including home delivery services.



#### 4. STOWFORD MILL LOCATION

- 4.1. The development site is within the small town of Ivybridge, Devon. The redevelopment consists of 101 properties within the old mill location. The location and nearby amenities can be found in **Figure 1**.



**Figure 1. Stowford Mill Local Area Map**

- 4.2. There are a wide variety of public amenities located nearby to Stowford Mill. The majority of these amenities are accessible by foot or bicycle. **Table 4.1** outlines approximate walking and cycling times to these amenities.

<b>Amenity</b>	<b>Distance</b>	<b>Approx Walking Time</b>	<b>Approx Cycling Time</b>
<i>Victoria Park, Station Road</i>	73m	1 min	1 min
<i>The Erme Primary School, Station Road</i>	210m	2 mins	1 min
<i>The Ivybridge Health Centre, Doctors Surgery</i>	240m	3 mins	2 mins
<i>Ivybridge Community College, Harford Road</i>	270m	3 mins	1 min
<i>Ivybridge Health and Fitness Centre, Harford Road</i>	300m	4 mins	2 mins
<i>Tesco Express, Leonards Road</i>	500m	7 mins	1 min
<i>The Sportsman Inn, Exeter Road</i>	550m	6 mins	2 mins
<i>Local Bus Stops</i>	550m	7 mins	2 mins
<i>Post Office, Glanvilles Road</i>	600m	8 mins	1 min
<i>Victoria House Dental Surgery, Fore Street</i>	750m	8 mins	2 mins
<i>Stowford School, Exeter Road</i>	1km	13 mins	5 mins
<i>Ivybridge Train Station</i>	1.4km	16 mins	6 mins
<i>Manor Primary School, Manor Way</i>	1.6km	17 mins	6 mins

**Table 4.1. Approximate walking/cycling times and distances from Stowford Mill**



## **5. PEDESTRIAN & CYCLE NETWORK**

### ***Pedestrians***

- 5.1. The location of Stowford Mill is within suitable walking distance of many amenities; this includes local schools, medical centre, convenience stores and public houses.
- 5.2. There are many suitable crossing points for pedestrians within Ivybridge town centre.
- 5.3. There are a vast number of suggested local leisure walks within the Ivybridge area and further afield. Moorland Guides offers led walks through the Dartmoor National Park. Residents can also get involved with the Dartmoor Walking Festival which is held at the end of each summer.

### ***Cycling***

- 5.4. Ivybridge town centre is approximately a two-minute cycle ride from the Stowford Mill development.
- 5.5. The roads immediately surrounding Stowford Mill are well suited to cyclists of all experience. The roads have a slow 30 mph speed limit.
- 5.6. Further to this, National Cycle Route 2 runs through the centre of Ivybridge and links the town to Plymouth. Further afield this nationally recognised cycle route runs along the south coast and links Dover to St Austell.
- 5.7. **Ivybridge Cycle Servicing and Repairs** is located approximately 1.2km from Stowford Mill. This business provides a wide range of repair services to bicycles at a reasonable cost.
- 5.8. Cycling routes can be planned through Google street maps as well as many other third-party mobile apps and websites.
- 5.9. There are regular led-cycle rides within Plymouth and the wider area, including Ivybridge. These are advertised through **Let's Ride** and are often free of charge.
- 5.10. Residents that are concerned about the safety of their bike should look at **Bike Register** which is a police approved national cycle database. Registering is free and allows residents to report a stolen bike, identify where bike theft is high, and check a second hand bike before purchasing.
- 5.11. Cycle to Work schemes are available through employers. For example, **Cyclescheme** allows individuals to purchase a bicycle and/or cycling equipment through their employer saving between 25-39% on the cost.
- 5.12. E-bikes are becoming increasingly popular and offer a suitable option for those less mobile. **Puffing Billy Cycles** is located 5km from Ivybridge and offers e-bike sales and hire.

## **6. PUBLIC TRANSPORT - BUSES**

- 6.1. Ivybridge is well connected to the surrounding areas by bus, in particular, Plymouth and Exeter. Services operate in both directions every 30-minutes and Stagecoach South West are the main operator in the area.
- 6.2. For those travelling by bus on a regular basis, discounts are available on weekly, monthly or annual tickets. Tickets can also be purchased through the [Stagecoach mobile app or website](#).
- 6.3. The closest bus stops to Stowford Mill are located along Exeter Road and the service X38 is available from here. Additional bus stops are available within Ivybridge town centre.
- 6.4. Park and Ride facilities are available in both Plymouth and Exeter. For Plymouth, [Coypool Park and Ride](#) provides the most convenient service with a 15-minute drive from Ivybridge and then a further 15-minute transfer by bus into Plymouth city centre. For Exeter city centre, Matford Park and Ride is approximately a 30-minute drive from Stowford Mill.
- 6.5. For those wishing to travel further afield, [National Express](#) operate services through Ivybridge linking to London, London Heathrow, Exeter, Plymouth, Bodmin, Newquay, Falmouth and Penzance.
- 6.6. Up to date timetable information for each bus stop can also be obtained via [Traveline South West](#). Additionally, current timetables can be found on the [Stagecoach website](#).
- 6.7. For older people or those with certain disabilities, a National Bus Pass is available. This entitles the pass holder to free off-peak travel on local buses anywhere in England. Applications can be made through the [Travel Devon website](#).
- 6.8. A Ring and Ride bus service operates in Ivybridge and provides links for those less able to travel by conventional public transport. This is a membership scheme and further information can be found on the [Ivybridge Ring and Ride website](#).

## **7. PUBLIC TRANSPORT - TRAINS**

- 7.1. The nearest train station to Stowford Mill is located in Ivybridge. This station is operated by **Great Western Railway**. The station is located approximately a 16-minute walk from Stowford Mill or a six-minute bicycle journey.
- 7.2. There are regular services from Ivybridge station to Plymouth, Newton Abbot and Exeter. For frequent travellers, season ticket discounts are available on weekly, monthly and annual tickets.
- 7.3. Ivybridge train station has 13 bicycle parking spaces available and 100 car parking spaces.
- 7.4. Ivybridge train station offers step-free access throughout.
- 7.5. The Great Western Railway mobile app provides up to date train departure and arrival times as well as the ability to purchase tickets.
- 7.6. A variety of Railcards are available, including the 16-25 Railcard, 26-30 Railcard, Disabled Persons Railcard and the Two Together Railcard. The annual charge for these cards is £30 except the Disabled Person's railcard which is £20 a year. A railcard offers up to one third off train fares. This provides a cost-effective solution for the residents travelling further afield. Information on how to apply for these discounts can be found through the **Railcard website**.
- 7.7. For those wishing to use bus and train travel, PlusBus offers a discounted multi-mode travel option. When purchasing a train ticket, for an additional £3.60 per day unlimited bus travel is included in Plymouth. PlusBus tickets can be purchased through any rail ticketing website, through a ticket office or a self-service machine. Full details can be found through the **PlusBus website**. This could be suitable for residents commuting by train.

## **8. CAR TRAVEL**

- 8.1. When purchasing their home at Stowford Mill, residents are able to purchase electric car points as an optional extra.
- 8.2. Information on low emission vehicles and electric vehicles can be found on the [Go Ultra Low website](#).

### ***Car Sharing***

- 8.3. Another alternative to car ownership is car sharing. Car Share Devon currently list 14 car sharing options from the Ivybridge area. This service would be useful to residents travelling to nearby cities such as Plymouth or Exeter or large employment areas.

### ***Barriers to Sustainable Travel and Accessibility***

- 8.4. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:
- Lack of knowledge of potential Car Sharing opportunities;
  - Perceived distance by foot or bicycle to Ivybridge Train Station;
  - Perceived accessibility on bicycle to local amenities; and
  - Perceived quality of facilities (shelters / seating etc) at bus stops.
- 8.5. The measures and initiatives proposed within this GTP will seek to address the identified issues and barriers to sustainable travel and will be fully supported by the Developer for the monitoring period.

## 9. TARGETS

- 9.1. The targets set in this GTP are based on 2011 Census data, as no transport statement was provided as part of the planning application.
- 9.2. Furthermore, there are a number of objectives that the implementation of a GTP is intended to help fulfil. The main objectives of this GTP are to;
- Reduce the use of single occupancy vehicles through raising awareness of alternative travel modes available;
  - Reduce carbon emissions and dependency upon the car;
  - Promote healthy lifestyles and sustainable, vibrant local communities;
  - Accommodate those journeys that need to be made by car; and
  - Assist in addressing specific problems that prevent children or older people from gaining access to key amenities.
- 9.3. **Table 10.2** demonstrates that from the area 'South Hams 005D', 5% of travel is undertaken by public transport, whereas 19% of travel is undertaken actively; walking or cycling. The high percentage of residents walking in this area is most likely to be due to the close proximity of local facilities.
- 9.4. It has been identified from the 2011 Census Data that residents within this area are most likely to commute to Plymouth. Therefore, it is important that information on sustainable travel modes to this area are highlighted to residents of Stowford Mill.
- 9.5. Within the monitoring period, the target is to reduce single occupancy car use by residents by 5% to 65%.

**Table 10.2 – Method of Travel to work – Resident Population - 2011 Census South Hams 005D**

Mode of Transport	Percentage	Main Destination Preference
Train	1%	Plymouth
Bus	4%	Plymouth
Taxi or minicab	0%	Plymouth
Driving a car or van	70%	Plymouth/Exeter
Passenger in a car or van	5%	Plymouth
Motorcycle, scooter or moped	1%	Plymouth
Bicycle	2%	Ermington
On foot	17%	Ermington
<i>Total commuting</i>	<i>100.0%</i>	

## **10. MEASURES AND MONITORING**

- 10.1. In order to have the greatest amount of influence over travel habits, it is important that sustainable travel is promoted to residents of Stowford Mill. A timetable of the measures to be implemented can be found in **Appendix A**.

### ***Welcome Travel Pack***

- 10.2. It is considered that in order to best promote a change in sustainable travel habits of new residents to an area, it is key to provide information within the first few weeks of moving in. Therefore, upon first occupation of each dwelling a Welcome Travel Pack will be provided. These booklets will provide bespoke information relevant for residents of Stowford Mill. The Travel Information Pack will include the following;

- How to access and where to access a copy of this Green Travel Plan;
- Information on the bus and cycle vouchers which are available to residents. This will also include information on how to claim these;
- A local area map highlighting nearby amenities and facilities;
- Details on local bus routes including useful websites and mobile apps. This will also include information on any discounts and offers available in the area;
- Information on train travel to and from Ivybridge train station;
- The health benefits of walking and walking durations within the local area;
- Information on cycle to work schemes and the health benefits of cycling. There will also be information on leisure cycling routes throughout Ivybridge and Devon and cycle training opportunities;
- Details on car sharing opportunities throughout Devon. There will also be tips on how to drive more economically and the benefits of electric or hybrid vehicles;
- Community transport options including dial a ride services and community bus schemes; and
- Details on what a Personal Travel Plan is and how residents can claim one free of charge.

- 10.3. A copy of the Travel Information Pack can be found in **Appendix B**.

- 10.4. Residents will be able to follow a link within the Travel Information Pack to obtain a copy of this GTP. Furthermore, in the interest of social inclusion, contact details will be provided for those that require the GTP in an accessible format.

- 10.5. Onsite sales staff will be responsible for distributing these Travel Welcome Packs to all residents upon occupation of each dwelling.

### ***Walking***

- 10.6. The £50 voucher available to each household could also be redeemed on equipment suitable for walking, for example, a waterproof jacket or a pair of comfortable walking shoes. The £50 can be redeemed online at [Wiggle.co.uk](http://Wiggle.co.uk).
- 10.7. Mobile phone apps and websites such as [Map My Walk](#), [Active 10](#) and [South Hams Ramblers](#) are recommended to all households through the Welcome Travel Pack.
- 10.8. Local guided walks are available in the Ivybridge area including guided walks through the Dartmoor National Park. More information can be found through the [Moorland Guides website](#).
- 10.9. For those wishing to undertake leisure walks throughout the county and the South West, [Explore Devon](#) provides a wealth of resource on walking routes, including maps.

### ***Cycling***

- 10.10. Devon County Council offers residents a free two-hour cycle confidence course through their Travel Devon program. To register their interest and to book, residents can visit the [Travel Devon Cycle Training](#) web page.
- 10.11. Through the Plymotion program, free bicycle maintenance workshops are available from Bikespace. These open workshops are held in the evenings on the first Wednesday of each month. Mechanics are available on hand for advice, specialist tools are available for use and bicycle parts are available to purchase. Residents need to book their space directly with [Bikespace](#).
- 10.12. Stowford Mill households can claim a £50 cycle voucher. This can be redeemed online with the retailer [Wiggle.co.uk](http://Wiggle.co.uk) and can be used to purchase cycling equipment such as a bicycle lock or helmet.
- 10.13. Residents who wish to plan cycle journeys can do so through the [Cycle Streets website](#); free of charge.
- 10.14. The [Travel Devon website](#) provides resources on leisure cycle routes across the county and further afield. Residents can download route maps and find further information through this website.

### ***Public Transport***

- 10.15. Each household is entitled to four-months free bus travel to and from Plymouth with Stagecoach South West services. To claim this, residents must complete the short travel survey available in their Welcome Travel Packs. Alternatively, residents can complete the survey online through the [Smarter Travel website](#).



- 10.16. Park and Ride services are available in both **Plymouth** and **Exeter**. Stagecoach South West operate these services and discounts are available when purchasing weekly or monthly tickets.
- 10.17. Stowford Mill is within a suitable walking and cycling distance of Ivybridge Train Station. For those residents using train services on a regular basis, discounts are available for weekly, monthly and annual season tickets. These can be purchased through the **Great Western Railway website**.
- 10.18. For residents travelling by train to Plymouth or Exeter, they can purchase a **PlusBus** ticket which allows unlimited onward travel by bus in these areas.
- 10.19. For residents using rail services for leisure purposes, Railcards are available to purchase which offer one third off standard rail fares. Residents can apply for these cards through the **Railcards.co.uk website**.
- 10.20. Rail journeys can be combined with other sustainable travel modes including cycling. Information on taking bicycles on trains can be found through the Plus Bike pages of the **National Rail website**.

### ***Car Travel***

- 10.21. Car sharing provides a great opportunity to reduce the impact of car travel. There are currently 14 car sharing opportunities available from the Ivybridge area to locations such as Plymouth and Exeter. Residents can sign up to **Car Share Devon** for free and either list themselves as a passenger or a driver for car journeys.
- 10.22. For those that regularly commute into Plymouth, there is an electric car club vehicle available in the city centre. This could be ideal for residents who travel sustainably into the Plymouth city centre but then require ad-hoc car travel. Further information and registration details can be obtained through the **Co Cars website**.
- 10.23. Fare Car is a service available to residents of Devon. This is a public transport service operated by Private Hire Cars and allows passengers to book and pay separately but share an advertised timetabled journey. Fare Car can be used by anyone, although at least 24 hours' notice is required. Further information can be found on the **Travel Devon website**.
- 10.24. **Community Car schemes** are available and provide door-to-door transport for medical appointments or other important journeys. These services provide a more flexible form of public transport.
- 10.25. **Devon Wheels 2 Work** assists people across Devon in motorbike or scooter rental. Their services provide regular safety checks, insurance and tax.

### ***Personal Travel Planning***

- 10.26. All residents of Stowford Mill be able to claim a Personal Travel Plan (PTP) free of charge. Personal Travel Planning takes into consideration a residents' home address and destination address such as place of work. A PTP will highlight all suitable travel modes to this destination.

- 10.27. To claim their free PTP residents can complete the short survey contained within their Welcome Travel Pack. Alternatively, or for additional, residents can visit the [Smarter Travel website](#).

### ***Monitoring***

- 10.28. Monitoring will commence at 50<sup>th</sup> dwelling occupation (50% occupation) with a baseline survey and will be repeated for three years from this trigger point. The survey of Stowford Mill will be undertaken on the first and third anniversaries of this baseline survey (three surveys in total).
- 10.29. Monitoring of Stowford Mill will be undertaken through postal/online surveys. This will directly question residents on their travel habit. This will identify a modal split of travel habits and can be used to assess whether the GTP targets (**Section 10**) are on track and being met. An example of postal/online survey questions can be found in **Appendix C**.
- 10.30. To supplement the online/postal survey, a 12-hour (7am – 7pm) manual count of movements in and out of the site will be recorded. This will provide a modal split for Stowford Mill. The 12-hour survey will be undertaken on a neutral day (Tuesday, Wednesday or Thursday) and avoid school holidays.
- 10.31. The results of the postal/online will form the GTP review. The GTP report will be updated upon completion of every monitoring period and the GTP will be available for residents to read and download if they so wish.
- 10.32. To maximise the response rate in residents completing the postal/online survey a prize incentive could be offered.
- 10.33. All online/postal surveys are to be confidential and no names or addresses will be passed on to any third party (such as public transport operator) unless approval has been given by the respondent. The only personal information deemed necessary for the purposes for the GTP and possible prize incentive are;
- Name and address;
  - Email address;
  - Whether their or anyone else in their household has a disability that could affect their transport choices; and
  - Number of any dependants.
- 10.34. All survey information shall be kept secure by the individual responsible for the survey. Hard copies of any surveys that have any personal information on shall be kept on file in a lockable cabinet for a period of no more than two years and shall be securely destroyed thereafter. Electronic copies of surveys that hold any personal information shall be saved securely on the local server and the file shall be password protected. Electronic copies shall not be kept longer than a period of two years and shall be securely deleted thereafter.

***Options for future management of the Green Travel Plan***

- 10.35. There is a choice of different structures available for the on-going management of the GTP beyond the three-year monitoring period, should demand warrant it.
- 10.36. The different options for management exist, are as follows:
- Management or consultant Companies;
  - Parish Council; and
  - Steering groups, created with partnership working between the Local Authority, Developer and local representatives.
- 10.37. Whichever option is chosen then it will be notified to the Local Authority within the final GTP review.

## Appendix

## **Appendix A**

## Appendix A – Travel Plan Measures Action Plan

Measure	Action	Impact	Cost	Timescales
<b>1. Travel Plan Coordinator (TPC)</b>	Appoint TPC to promote, manage and monitor the Travel Plan and associated measures.	High	High	Completed.
<b>2. Update and finalise interim Green Travel Plan</b>	Upon appointment of TPC, update the Travel Plan on the plan of action for the forthcoming monitoring period. Submit to SHDC and DCC for approval.	Medium	Low	Completed.
<b>3. Travel Welcome Packs</b>	Create Travel Welcome Packs for residents and issue within 2 weeks of occupation.	High	Medium	Prior to first occupation.
<b>4. Active Travel Voucher</b>	Coordinate obtaining a public transport voucher and cycling voucher for an online retailer.	Medium	Medium	On-going.
<b>5. Personal Travel Planning</b>	Provide information to residents on how to obtain a Personal Travel Plan and benefits that can be received.	High	Medium	On-going.
<b>6. Postal/Online Survey</b>	Question residents travel habits through a postal/online survey.	Medium	Medium	To commence at 50 <sup>th</sup> dwelling occupation and repeated on the first and third anniversaries.
<b>7. Manual Survey</b>	Undertake a 12-hour manual count of resident movements in and out of Stowford Mill.	Medium	Medium	To commence at 50 <sup>th</sup> dwelling occupation and repeated on the first and third anniversaries.
<b>8. Update GTP</b>	Update TP after each multi-modal survey.	Medium	Low	First update to be undertaken after 50 <sup>th</sup> dwelling occupation and repeated on the first and third anniversaries.

Measure	Action	Impact	Cost	Timescales
<b>9. Monitoring and Review</b>	Update Travel Plan and keep residents and SHDC and DCC informed of the outcomes of the Travel Plan against the targets.	Medium	Medium	Repeated after each TP update.



## Appendix B



YOURS TO DISCOVER

# WELCOME TRAVEL PACK

## YOUR LOCAL SMARTER TRAVEL INFORMATION

PROVIDED BY



**SmarterTravel**  
from Richard Jackson Limited



Claim your  
sustainable  
travel vouchers  
today!  
Find out more  
inside!

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## WHAT IS A TRAVEL PLAN?

A Travel Plan is a package of measures that aim to encourage more sustainable travel choices where and when possible as well as monitor the progress. The Welcome Travel Pack has been specifically designed for you, to help demonstrate the options available to and from your home at Stowford Mill, Ivybridge.



## THE OVERALL AIMS OF THE STOWFORD MILL TRAVEL PLAN ARE;

- To reduce the number of single occupancy car journeys to and from the development;
- To promote more sustainable travel habits such as, walking, cycling and using public transport;
- Promote and encourage healthy and active lifestyles with a strong focus on the local community; and
- Provide advice to all residents on how to improve local travel habits.

Head over to [SmarterTravel.uk.com/StowfordMill](https://SmarterTravel.uk.com/StowfordMill) to view the full Green Travel Plan.

## WHO ARE SMARTER TRAVEL?

Smarter Travel Ltd have been appointed by Stowford Mill Development Limited, the developer, to produce this Travel Pack specifically for Stowford Mill.



## BENEFITS OF A TRAVEL PLAN TO YOU AND YOUR COMMUNITY.

Engaging with the Stowford Mill Travel Plan can have plenty of positive benefits including;

- Improving health and wellbeing;
- Reducing your travel costs;
- Improving your accessibility to local services;
- Increasing the local road safety;
- Reducing travel times;
- Improving your travel choices and options; and
- Creating a cleaner, more vibrant local community.



Dear Stowford Mill resident,

Congratulations on moving into your new home and welcome to Stowford Mill, Ivybridge. It is important to us that you settle in well to Ivybridge and the local area. To help make your move a little easier we have produced this Welcome Travel Pack.

Throughout this pack you will find information on the variety of local travel options available to and from Stowford Mill, including information on public transport services as well as walking and cycling routes.

As a resident of Stowford Mill, we would like to invite you to receive a free Personal Travel Plan. This highlights all the different travel options available to you for your regular journeys. To receive your free Personal Travel Plan, please complete the enclosed questionnaire.

As a resident of Stowford Mill you will also be entitled to:

Four-months free bus travel in the Plymouth Outer Zone with Stagecoach South West buses, and a £50 active travel voucher which can be redeemed online at [Wiggle.co.uk](https://Wiggle.co.uk).

To claim your vouchers, please just complete the short survey at the back of this pack, tear off, and return to us. We will then issue your vouchers within 10 working days. Full terms and conditions can be found at [SmarterTravel.uk.com/terms-conditions](https://SmarterTravel.uk.com/terms-conditions).

We really do hope that you find this information useful and enjoy exploring Stowford Mill, Ivybridge and the surrounding areas using the variety of travel options available to you.

Kind regards,

Smarter Travel Limited



- Public Footpath
- Trainline
- Ivybridge Train Station
- Post Office
- Dentist
- Bus Stop
- Education Facility
- Convenience Store
- Doctors

## BUS TRAVEL TO AND FROM STOWFORD MILL

Ivybridge is well connected to surrounding areas by bus and it is just a seven minute walk to the nearest bus stops. There are services running along Exeter Road every 30 minutes in both the direction of Plymouth and Exeter. Stagecoach South West is the main service operator in the area and tickets can be purchased online, on board the bus or through the Stagecoach mobile app.

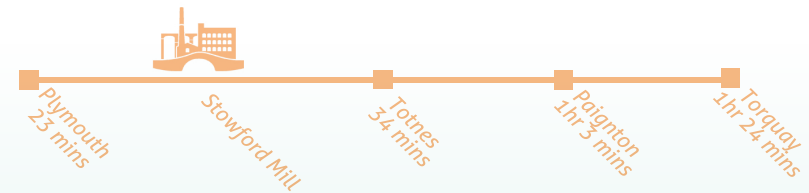
### PARK AND RIDE IN PLYMOUTH

If you're travelling into Plymouth, why not try the Park and Ride service available? Coypool Park and Ride is the nearest service to Stowford Mill and it takes just 15-minutes on the bus into Plymouth city centre. Find out more information on fares and journey times at: [plymouth.gov.uk/parkingandtravel](http://plymouth.gov.uk/parkingandtravel)

### SKIPPER TICKET

Skipper is a ticket that can be used on Plymouth buses across different bus companies. This covers the area of Ivybridge and Stagecoach South West. The day long ticket costs just £4.70 or £3.60 for children. You can also purchase weekly and 28 day tickets.

Scan here for more information



### USEFUL APPS AND WEBSITES

**Stagecoach Bus App:** This mobile app has all you need in one place including journey planning, live bus information and mobile bus tickets.

**Traveline South West:** This website provides comprehensive and impartial public transport information. Through this website you can plan your trip, get departure times and view route maps.

**YOUR MOST REGULAR, LOCAL BUS SERVICE IS:**

**STAGECOACH:**

• X38: EXETER TO PLYMOUTH

If you would like to try out the best available local bus services to you, don't forget that you can claim four-months free bus travel by just completing the short questionnaire at the back of this pack or online! Terms and conditions can be found at [SmarterTravel.uk.com/terms-conditions](http://SmarterTravel.uk.com/terms-conditions)

Travelling by bus has many advantages such as not having to try to find a parking space!

Stagecoach



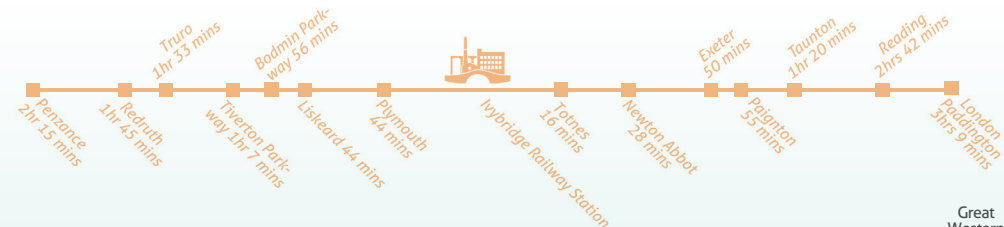
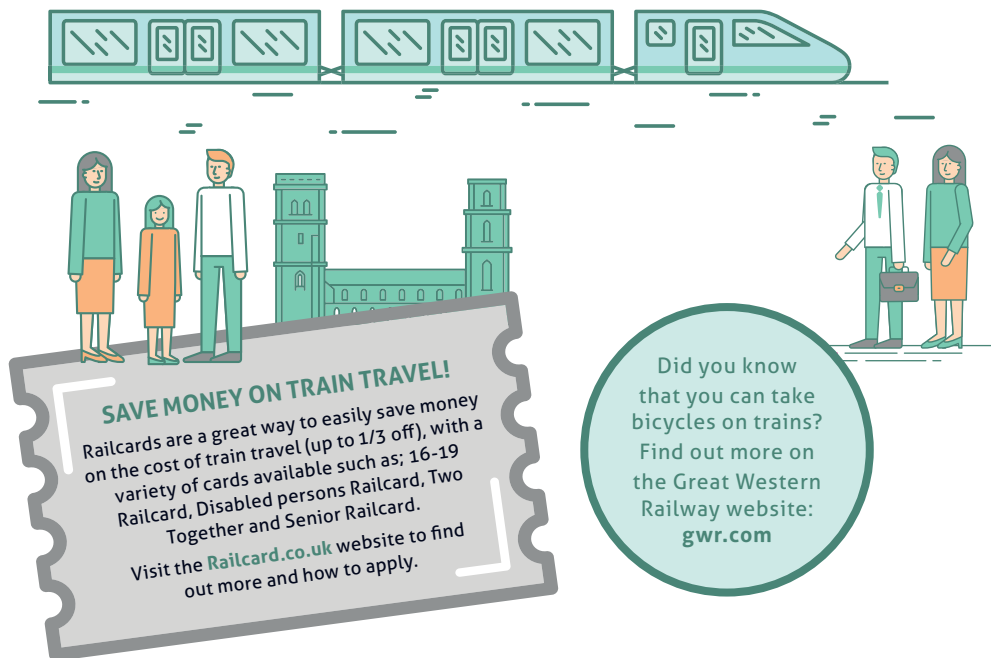
Traveline



# TRAIN TRAVEL TO AND FROM IVYBRIDGE

It takes approximately 16 minutes to walk or just six-minutes to cycle to Ivybridge train station, located to the east of Stowford Mill.

There are regular services throughout the day to Plymouth, Newton Abbot and Exeter. There are 13 bicycle parking spaces available at the station and there are 100 car parking spaces.



## USEFUL APPS AND WEBSITES

**Great Western Railway:** The free GWR mobile app is a faster way to plan, book and check your journey as well as creating your own door-to-door journey planner.

**National Rail:** The National Rail app allows you to plan journeys via train travel as well as receiving alerts and notifications in the event of any disruption or delays.

Great Western Railway



National Rail



# WALKING TO AND FROM STOWFORD MILL AND IVYBRIDGE

Walking is a great way to get around and the best thing is that it is free! It's also an easy way to get fitness into your daily routine. Many local facilities are within a walking distance of Stowford Mill, such as; local schools, the doctors, the dentist, local shop and public houses. Refer to the local map on page four for more details.

## BENEFITS OF WALKING

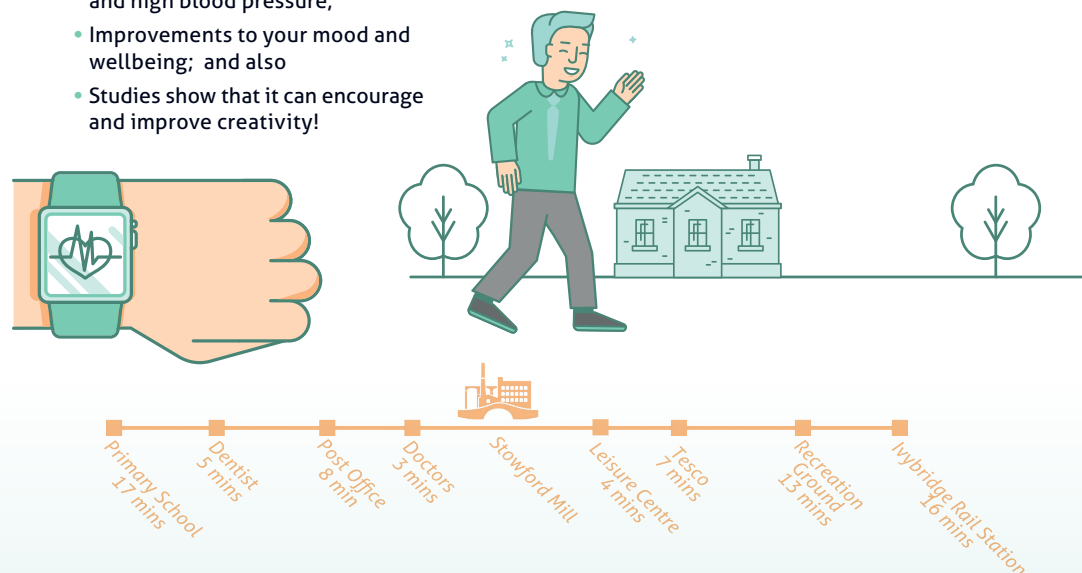
It is recommended that adults get 150 minutes of exercise per week (which works out as 30 minutes per day over five days in the week). One of the easiest ways to accomplish this is heading out for a brisk walk!

There are many benefits to walking:

- Can help maintain body weight and lower the risk of obesity;
- Can lower the risk of chronic diseases and high blood pressure;
- Improvements to your mood and wellbeing; and also
- Studies show that it can encourage and improve creativity!

## WANT TO LEARN MORE ABOUT THE LOCAL AREA?

Moorland Guides offer guided walks in the nearby Dartmoor National Park as well as organising the Dartmoor Walking Festival at the end of summer. If you're up for a challenge then why not try to walk The Two Moors Way which spans 102 miles! Find out more: [Moorlandguides.co.uk](https://moorlandguides.co.uk)



## USEFUL APPS AND WEBSITES

**Map My Walk:** By using this app, you can record your workout details, including duration, distance, pace, speed, elevation and calories burned.

**Active 10:** Created by Public Health England, the Active 10 app records your brisk walking activity as well as showing the benefits of regular exercise.

**South Hams Ramblers:** The Ramblers Association provides a variety of regular programme of walks. The South Hams group meets Tuesday, Thursday and Sunday with a list of 500 possible walks.

Map my Walk



Active 10



# CYCLING

## TO AND FROM STOWFORD MILL

Cycling is a great way to get about and is also a great alternative to walking as it makes more places accessible. Cycling is around three times faster than walking and in some cases it's quicker than driving too! Ivybridge town centre is roughly a two minute cycle ride from Stowford Mill and provides many useful facilities.

There are many idyllic cycle routes in the area suitable for all abilities. For example, there is the Dartmoor Way Cycle route for more experienced riders which goes through quiet lanes or alternatively, there are some shorter routes for newer riders.

**Leisure cycling routes.**

**Scan me to find out more!**



Don't forget that you can claim a £50 active travel voucher which can be redeemed online at [Wiggle.co.uk](http://Wiggle.co.uk). This can be used for cycling equipment such as a new helmet or bicycle lock.

### CYCLE TO WORK SCHEME

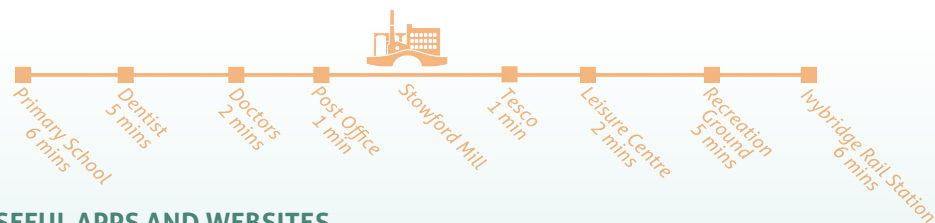
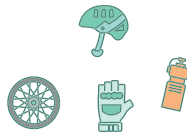
The Cyclescheme allows you to hire a bicycle and cycling equipment through your employer. By using the Cyclescheme you can save between 25-39% on the cost of cycling equipment. Speak to your employer to see if they are signed up, if not, take a look at the Cyclescheme website to find out more.

Did you know you can receive free cycle confidence classes? Visit [traveldevon.info/cycle/cycle-training](http://traveldevon.info/cycle/cycle-training) for more information.

### BENEFITS OF CYCLING

Cycling has a huge number of benefits, including;

- Improving wellbeing by relieving stress;
- Helps prevent chronic and life threatening illnesses;
- Being more cost effective than running a car. Did you know, maintaining a bike for a year costs twenty times less than maintaining and driving a car; and
- Reducing congestion and pollution on our roads.



### USEFUL APPS AND WEBSITES

**CycleStreets:** This website allows you to easily plan cycle journeys with variable route options available to all levels of cyclist.

**Strava:** This app records your cycle ride and you can compare your performance overtime, as well as sharing with the local community. Strava can also be used for running, walking and other workouts.

**BBC Weather:** The great British weather is always something to consider when cycling! Use the BBC weather app to check the conditions before cycling and make sure you're prepared for what nature may throw at you!



# GREENER

## CAR TRAVEL

The Stowford Mill Travel Plan is not anti-car, however, where possible, we do like to encourage smarter and greener car travel.

### Did you know;

- Each week, the average Brit spends seven hours in their car;
- The average annual cost of car insurance is £436;
- Drivers spend on average £89.67 per month on fuel;
- It's likely that you will play eye-spy in the car around 1,470 times during your lifetime!; and finally
- Over your lifetime, on average you will have 7,817 singalongs to the car radio!

### CAR SHARING

Did you know there are already over 18 lift sharing options available from the Ivybridge area!

By sharing the same or similar journeys with other people you can save money on the cost of car travel as well as meeting new people.

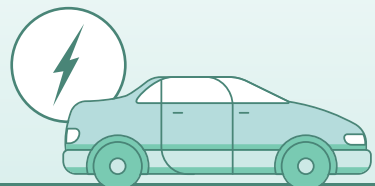
Sign up for free with Car Share Devon or LiftShare to find and share regular car journeys and

start saving money!



If you're thinking about a new car, why not look at a hybrid or electric vehicle?

Visit [goultralow.com](http://goultralow.com) or contact us for further advice and information.



Visit [devon.gov.uk/navigation/roads-and-transport/](http://devon.gov.uk/navigation/roads-and-transport/) for information about the Devon road network.

### ECO DRIVING

Sometimes it's a necessity to drive, so here are seven eco-driving tips that can help make a difference to your journey;

1. Service your car regularly to maintain engine efficiency;
2. Check your tyre pressures regularly (and before long journeys), under-inflated tyres use more fuel as they increase rolling resistance;
3. Lose any unnecessary baggage, extra weight means extra fuel;
4. Combine short trips; cold starts use more fuel so it pays to combine errands;
5. Drive smoothly, accelerate gently and read the road ahead to avoid unnecessary braking;
6. Cut down on the air-con; air-conditioning increases fuel consumption at low speeds (the effects are less noticeable at higher speeds); and
7. The faster you go the greater the fuel consumption (cruising at 70mph uses up to 9% more fuel than at 60mph and up to 15% more fuel than at 50mph).

# COMMUNITY

## AND CONCESSIONARY TRAVEL

### BUS PASSES

There are a selection of local incentives to promote travelling by public transport including bus passes. For those aged 60 or over or if you have an eligible disability, you will be entitled to a bus pass that allows free off-peak travel on local buses anywhere in England.

To apply for either of these passes, visit the Devon County Council website.

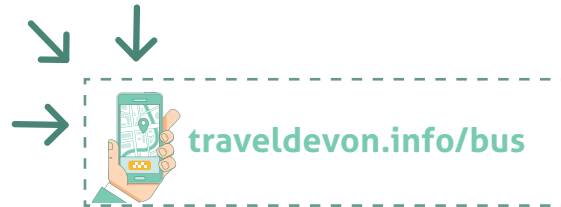
### COMMUNITY BUS SCHEMES

Community transport operators can help people get out and about by providing essential transport links for those who may not have regular access to public transport.

Community bus schemes operate across the county and offer links from Ivybridge to surrounding villages and towns. This service helps residents get to medical appointments, shops, social events and even assist with visiting friends and family. Information can be found on the Devon County Council website.

### TRANSPORT TO SCHOOL

For travel to and from school, there is information on the Devon County Council website, this includes information on bus passes and sustainable transport options for students.



# SMARTER

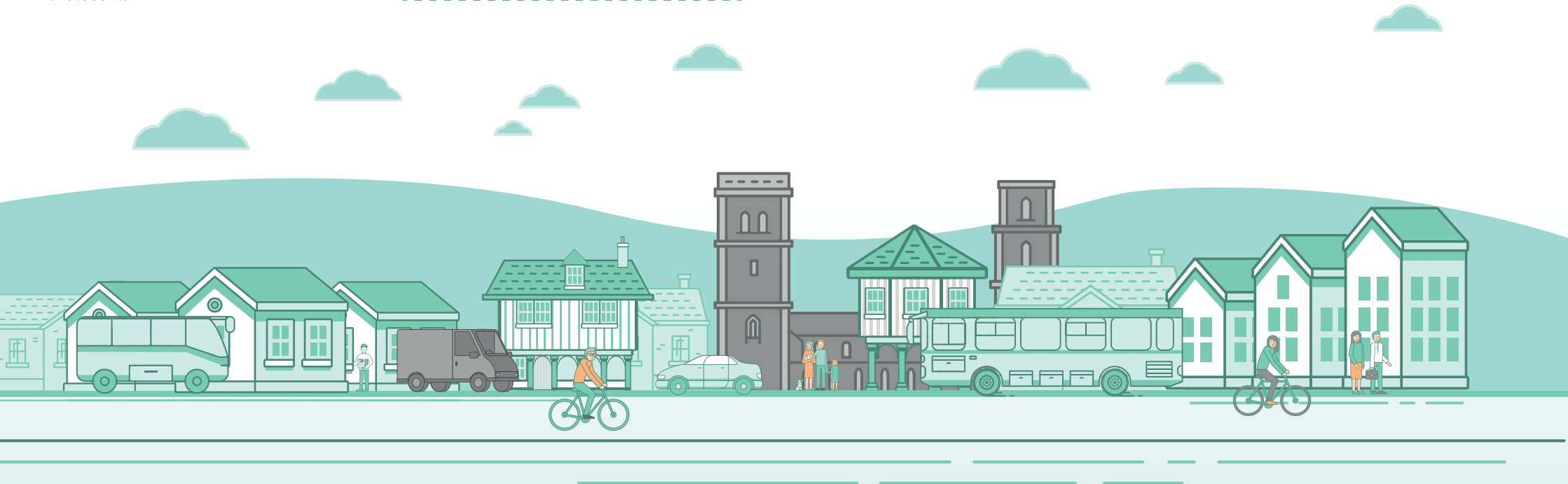
## TRAVEL CHOICES

There are other ways in which you can reduce your travel, including simply cutting the number of journeys you make. Perhaps you could speak to your employer to see if it is possible to work from home just one day a week?

Not driving the car for one day a week automatically reduces car usage by 20%! Or alternatively, you could ask to adapt your working hours slightly to travel outside of peak hours. Of course, we understand that this is not possible for everyone and every occupation, however, if you believe your workplace could benefit from a Workplace Travel Plan, please feel free to contact us – we can assist your employer in promoting and implementing measures to encourage more sustainable travel to and from the workplace.

Also, how about shopping locally where possible and travelling by foot or bicycle?

For bigger purchases, why not try shopping online, it can save you both time and money in travelling to the shops, and most major supermarkets offer this service.





# PERSONAL TRAVEL PLANNING

A Personal Travel Plan evaluates your journeys to/from a specific location for you as well as your travel mode and suggests other ways of travelling that same journey. By providing us with your regular destinations (such as your workplace) and your required arrival and departure times, we can provide you with a list of alternative travel options. You will also receive information on which bus stops to use, walking duration, calories burnt and also the level of CO<sub>2</sub> saved.

Your Personal Travel Plan will be emailed directly to you and can be obtained by completing the short questionnaire at the end of this welcome pack (don't forget to tick the box requesting a Personal Travel Plan!)

## ACTIVE TRAVEL VOUCHER

As part of the commitment to you, you can claim both four-months of free bus travel and a £50 active travel voucher which can be redeemed online at [Wiggle.co.uk](http://Wiggle.co.uk). Full terms and conditions for the vouchers can be found online at [SmarterTravel.uk.com/terms-conditions](http://SmarterTravel.uk.com/terms-conditions)

To claim your voucher, please complete the form on the back of this Information Pack and return to us by freepost.

Alternatively, scan the QR code opposite to complete online!



# THE WIDER AREA

Plymouth and Devon are wonderful places so why not explore the wider area sustainably?

## DARTMOOR NATIONAL PARK

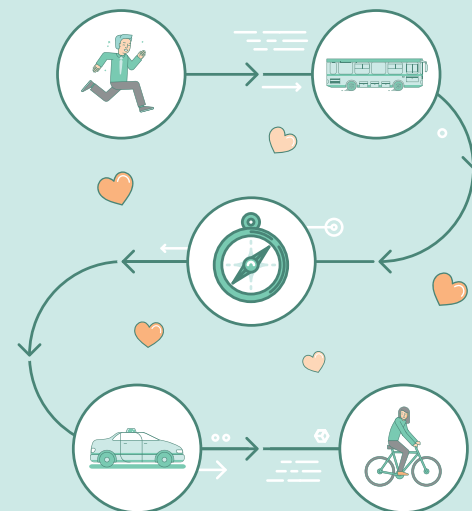
Stowford Mill is located a few steps outside the National Park meaning there are a variety of beautiful walking and cycling routes right on your doorstep. The famous Two Moors Way route travels straight through Ivybridge meaning it's easy to get involved! To find out more about the range of activities available in Dartmoor National Park visit [dartmoor.gov.uk](http://dartmoor.gov.uk)

## THE KEY SMARTCARD

The Key Smartcard is free of charge and is available for all bus users in Plymouth and the surrounding areas. It can be topped up online or in person and offers savings on tickets. Details on how to obtain The Key Smartcard can be found at: [www.plymouthbus.co.uk/fares/key](http://www.plymouthbus.co.uk/fares/key)

## ROCKETS AND RASCALS BICYCLE CAFE

This quirky bicycle cafe offers bike-hire, group rides and your morning coffee! You can hire a bike from Rockets and Rascals for as little as £15 for one day then go explore the city of Plymouth and its surrounding areas. If you'd like to take part in their weekly ride which happens every Saturday at 8:30am then visit [shredordead.uk](http://shredordead.uk)



# DON'T FORGET TO CLAIM YOUR SUSTAINABLE TRAVEL VOUCHER!

JUST COMPLETE THE FORM ON THE NEXT PAGE AND RETURN TO US!

Or scan me to complete online!



847 The Crescent  
Colchester Business Park  
Colchester  
CO4 9YQ



Stowford Mill Development Ltd  
Stowford Mill  
Ivybridge  
Devon  
PL21 0AA



✉ [StowfordMill@SmarterTravel.uk.com](mailto:StowfordMill@SmarterTravel.uk.com)

🌐 [SmarterTravel.uk.com/StowfordMill](https://SmarterTravel.uk.com/StowfordMill)

1. Full name:

2. Email address:

3. Home address:

  
Postcode:

4. Do you or anyone in your household have a disability that affects mobility and your travel choices?

☐ Yes ☐ No ☐ Prefer not to say

5. What is the location/postcode that you and your household mostly travel to? (Arrival time and departure time.)

a. Location 1

Start Time:

Finish Time:

b. Location 2

Start Time:

Finish Time:

6. When travelling from your PREVIOUS home (if applicable), which mode of travel did you use most regularly?

7. When travelling from your NEW home (if applicable), what mode of travel do you and your household intend on using the most?

8. Would you like to receive a free Personal Travel Plan based on the information you have provided in this questionnaire?

☐ Yes\* ☐ No

\* By requesting a Personal Travel Plan you are consenting to your information being shared with LiftShare.com. You can view their terms and conditions on their website.

9. Please indicate your voucher preferences:

- ☐ Four-months free bus travel AND a £50 Wiggle.co.uk voucher
- ☐ Just four-months free bus travel
- ☐ Just a £50 Wiggle.co.uk voucher
- ☐ None of the above

We will not use your details for direct marketing purposes.

We will use your full name, home address and email address you have provided to supply the vouchers requested by you and complete the Personal Travel Plan (if requested).

You can find our full terms and conditions on the vouchers and complete information on how we store your data on the Smarter Travel Ltd website. Alternatively, please contact us for more information. Please note, vouchers are one per dwelling.

Reference number: SM2019

TEAR OFF AND MOISTEN ALONG EDGE

MOISTEN ALONG EDGE AND FOLD

MOISTEN ALONG EDGE AND FOLD

# COMPLETE THE SURVEY OVERLEAF

and return to us free of charge

Claim your  
bus and active  
travel vouchers!

Fill in this quick questionnaire about your current and previous  
local journeys to get your own free Personal Travel Plan  
and your sustainable travel voucher.

Business Reply Plus  
Licence Number  
RTZJ-BGUG-HBLK



Smarter Travel Ltd  
4 The Old Church  
St. Matthews Road  
Norwich  
NR1 1SP



## **Appendix C**

**STOWFORD MILL, IVYBRIDGE**

**APPENDIX C – EXAMPLE RESIDENT TRAVEL SURVEY**

**80066**

**November 2019**

The following is the list of questions that could be sent to Stowford Mill residents in a travel survey.

Results of the survey will be reported and published in each Green Travel Plan update.

**Full name:**

**Email address:**

**Full postal address and postcode:**

**How many vehicles (car and/or van) does your household own?**

**How many of these are:**

Electric:

Hybrid:

**How many bicycles does your household own?**

**Of these, are any e-bikes?**

**Does anyone in your household have a disability which may affect travel choices?**

Yes

No

Prefer not to say

**How do the first TWO adults (18+) in your property, travel to their most regular destination? E.g. to work or college (please tick)**

**Adult 1/Adult 2**

Car (alone)

Car (sharing)

Motorcycle

Bus

Park & Ride

Taxi

Train

By foot

Cycling

**Location or postcode of regular destination:**

**Please help us understand the main reasons you travel this way, e.g specific job requirements, convenience, cost...**

**STOWFORD MILL, IVYBRIDGE**

**APPENDIX C – EXAMPLE RESIDENT TRAVEL SURVEY**

**80066**

**November 2019**

**Does anyone in the property sometimes use another mode of transport to their regular destination? E.g. cycles in good weather**

Yes

No

**If yes, which mode(s) and approximately how many days per week on average?**

**How many people live in your property?**

Adults over 18:

Children:

**Of the adults in the property, how many are:**

In full-time employment

In part-time employment

Unemployed/Not working/Retired

In full-time education

Working from home

A prize incentive will be offered to encourage responses.