

SK TRANSPORT PLANNING

TRAFFIC TRANSPORT HIGHWAYS



MALPAS NEIGHBOURHOOD PLAN

TRANSPORT & ACCESS REVIEW

Draft For Comment

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PLANS

- Plan 1:** Location Plan & Facilities
- Plan 2:** Public Transport Routes

Draft For Comment

1.0 INTRODUCTION AND SCOPE OF WORK

Background

- 1.1 SK Transport Planning Ltd (SKTP) has been appointed by the Malpas Neighbourhood Plan Forum (MNPF) to undertake a Transport and Access Review (TAR) for the village. The review considers access opportunities and constraints for all modes of transport to, from and within the village and outlines opportunities for improving access for all. This information will be included in the emerging Malpas Neighbourhood Plan.
- 1.2 At this stage the review has concentrated on the built area and immediate environs of the village, as shown in **plan 1**. Access by sustainable modes of transport to other key destinations has also been considered.
- 1.3 This review has been prepared drawing on a raft of local knowledge gathered from workshop events held with the forum. At this stage no technical assessment has been made of baseline traffic conditions, or the impact of the proposed residential development proposals on the surrounding highway network. The findings from this review do not preclude this detailed modeling work taking place, which would allow both junction and highway link capacity assessments to be assessed.
- 1.4 This TAR is seen as a key element of the Malpas Neighbourhood Plan, and forms a sound technical baseline review of transport and access conditions in the village. It also identifies opportunities to improve conditions for existing residents, shoppers, workers and visitors. These measures will also offer betterment to new residents in the village, should proposed development sites proceed through planning.
- 1.5 **Section 2** of this review provides an overview of existing traffic and transport conditions. Evidence gathered from the Neighbourhood Plan workshops is included in this section, along with transport policy recommendations from the emerging Neighbourhood Plan. This section also identifies potential traffic and transport measures that future development in and around the village could contribute towards.
- 1.6 **Section 3** provides a framework for a village Travel Plan, which should be implemented as soon as possible. Having an established village Travel Plan also provides some economies of scale in terms of costs to all those who are involved in its use, as well as giving prospective developers a framework to input into as opposed to a number of smaller, standalone Travel Plans being implemented.
- 1.7 **Section 4** provides a summary of the measures and policies that should be taken forward as part of the Neighbourhood Plan.

2.0 EXISTING TRANSPORT CONDITIONS

- 2.1 Malpas is located on the main Roman Road to London (Watling Street) and as a consequence owes much to its historic commercial role as a stopping point for this long distance journey. Whilst Malpas still has to accommodate significant volumes of through traffic it does benefit from not having a strategic north/south route through its centre; the A41 between Whitchurch and Chester accommodates this through traffic and is located circa 2.5km east of the village.

A Strategic Location

2.2 The village is located on a strategic east/west corridor from the A41 towards the A525 and on to Wrexham. As with many medieval towns the historic road structure is not suited to the volume and size of through traffic. With two B classification routes passing through the village centre (the B5069 Wrexham Road/Chester Road) and the B5395 (Tilston Road/Oldhall Street) relatively normal day-to-day activities such as deliveries to businesses, HGV access and bus/coach manoeuvres can have a profound effect on the free-flow of traffic through the village.

2.3 This is exacerbated by the staggered crossroad highway layout in the centre of the village; any physical restrictions on the strategic routes within or through the village can lead to congestion and delays for all road users. With Malpas being located in a rural area these highways also have to regularly accommodate farm vehicles, including tractors and trailers.



2.4 An example is at the junction of the High Street and the B5069 Church Street (see adjacent photograph) where the combination of a give way junction, changes in horizontal and vertical alignment of the carriageway and an acute right turn bend from Church Street onto Oldhall Street makes vehicle manoeuvres challenging.

2.5 Geometric alignment issues with the existing carriageways are hampered further with motorists parking in locations which already have limited or no waiting restrictions (single or double yellow lines).

2.6 Other key pinch points on the highway network include the entire length of the High Street from Church Street north to the junction of Chester Road. Whilst the junction of Chester Road and the High Street benefits from yellow lines restricting parking on the approaches to the junction it is common for these to be parked on, restricting intervisibility for pedestrians crossing at these points.

2.7 Parked vehicles in this location also restricts access for larger delivery vehicles, farm vehicles and buses/coaches using this route. This causes congestion and delay at these key nodes on the highway network.

Walking and Cycling Access

2.8 As is typical in many historic towns and villages access on foot and by cycle is often limited by the topography and layout of historic buildings. Malpas is no different, with many of its footways and public footpaths having to deal with changes in levels, limited space to deliver footways that can accommodate wheelchair or pushchair access and are appropriately lit to encourage their use at night.

2.9 Access on foot and by cycle is compounded by the narrowness of many of the historic routes in the village. As many roads date from mediaeval times they simply were not designed to accommodate vehicular traffic and pedestrian movement.

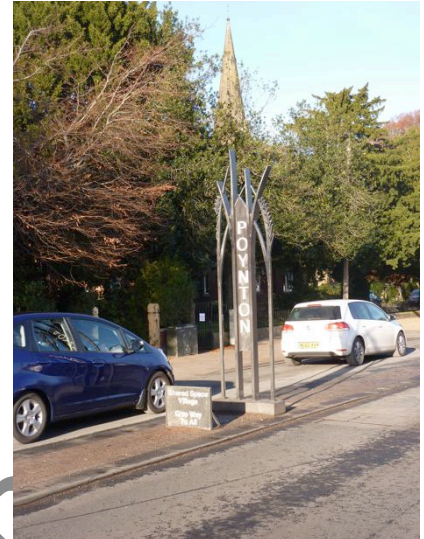
2.10 As shown in the adjacent photograph taken on the



northern side of Church Street the competition for space between pedestrians and motorists is at times critical. The combination of narrow footways, historic steps and ledges to access properties and businesses, combined with narrow carriageway widths and high demand for on-street parking creates an unsatisfactory environment for all road users. Yet this conflict between pedestrian, cycle and vehicles is commonplace around the historic areas of Malpas, and requires a radical solution to address.

2.11 Many of the historic routes in and around Malpas would have been first iterations of the principles of 'shared space', where pedestrians mingled with horse and cart traffic without any segregation or delineation of routes. In the 21st century the type and volume of vehicular traffic has significantly increased, which creates pinch points in the village making walking and cycling unattractive.

2.12 Providing for the competing demands of traffic volumes, associated on-street parking, access for pedestrians and cyclists whilst maintaining and enhancing a quality pedestrian environment is a challenge within the village. Strategies have been delivered successfully elsewhere in the north-west.



2.13 The attached photographs show the recently introduced shared space scheme in Poynton, Cheshire. Although the scheme has been implemented in an area that has far more space between buildings to accommodate a radical scheme, the principles of shared space could be carried over to Malpas in a similar way.

2.14 The principles of the shared space scheme would be carried over in a similar manner, with motorists informed as they enter the shared surface area that they have to give way to all other road users, and that more vulnerable road users (such as pedestrians and cyclists) have equal right and priority to use the space as vehicular traffic. In the centre of Malpas existing vehicle speeds are predominantly low, so the first hurdle of managing driver's behaviour (in terms of speed) is potentially addressed.

2.15 Consideration should be given to promoting a shared surface scheme from the junction of the High Street with Chester Road south to the junction of Oldhall Street with Well Street. The shared surface concept could also extend westwards along Church Street to the junction of Church Walk.



2.16 With regard to cycling facilities whilst the village benefits from being located on National Cycle Route 70 there are limited facilities in the town to encourage leisure cyclists to dwell in the village and use the local facilities.

2.17 The lack of cycle parking in the village, coupled with the limited refreshment offer does little to encourage Malpas as a defined cycling stop. In addition the limited off-road cycle routes and bridleways in the immediate area limit the village as a destination for off-route leisure cycling.

2.18 Whilst the current cycling offer is not strong there are a number of 'quick wins' that should be promoted. The promotion of the village as a welcoming cycle

staging location through engagement with the Council’s cycling officer (as well as representatives from Sustrans) should be prioritised.

- 2.19 In addition the identification of a number of local leisure cycle routes using quiet lanes could also be promoted. With the nearest railway station at Whitchurch being 6 miles from the village this allows more active leisure cyclists from further afield to access and enjoy the village and surrounding area.
- 2.20 Promotion of the village to local and national cycle clubs should also be promoted, starting with engagement from the Parish Council with groups such as the Cyclist Touring Club (www.ctc.org.uk).
- 2.21 This review has allowed the forum to prepare the following priorities and aspirations to improve walking and cycling in the village, as shown in **table 2.1**:

Item	Policies and Aspirations
Suggested Policy	New Developments should provide for safe, direct and attractive pedestrian and cycle routes, through the developments and into the Village Centre
Aspirations	Safe Routes to Schools, including the organisation of ‘Walking Buses’
	Better signage of pedestrian/cycle/bridleway routes through the village and also on the surrounding rural lanes, with the promotion of ‘Green Lanes’ where appropriate
	Public realm improvements on the High Street to balance the needs of motorists, parking, cyclists and pedestrians and create a more positive pedestrian environment. This could involve physical measures to slow traffic through the village centre.
	Public realm improvements on Church Street to provide continuous safe pedestrian routes, whilst also respecting the significance of heritage assets
	Improve cycle parking in the village, as well as encouraging more cyclists to visit the area through promotion through cycle groups and CWaC
	Improved pedestrian and cycle routes into and around the village centre

Table 2.1: Walking & Cycling Policies and Aspirations

Public Transport Services

- 2.22 The village has a large rural catchment with a limited public transport service. Bus services are very limited within the Neighbourhood Plan area. The service 41/41A Chester to Whitchurch service routes through the village, but only provides a limited service to the village centre, with no service on a Sunday.
- 2.23 **Table 2.2** provides a summary of this bus service to the village. The route is also shown on **plan 2**.

Service	Operator	First Weekday Bus	Average Daytime Frequency	Last Weekday Bus	Route
41/41A	Helms of Eastham	0750	1 bus every 2 hours	1530	Chester – Christleton-Waverton – Tattenhall – Broxton – Malpas – Whitchurch

Table 2.2: Existing Bus Service to Malpas Village

- 2.24 With a two-hour headway and last weekday bus leaving the village at 1530 this mode of transport is of very limited use to residents and visitors who are making a journey for anything other than a leisure trip.
- 2.25 As would be expected in a location where there is a limited bus service the bus stop facilities are also limited. They offer little in the way of facilities and information to encourage potential passengers to use the facility. **Table 2.3** provides a review of the existing stop locations and facilities.

Bus Stop Location	Bus Stop Flag/Sign	Bus Timetable	Bus Contact Information	Bus Shelter	Seating	Level Access	Lighting	Obstructions	Other Comments
Springfield Road nr Well Street Junction	No	No	No	No	No	Yes	One Side	No	This is an Unofficial Bus Stop
Springfield Road (Top)	One Side	No	No	No	No	No	One Side	No	-
High Street (Near Public Houses)	Yes (Faded)	No	No	No	Yes	Yes	No	No	Understood to be maintained by the Parish Council
High Street (Jubilee Hall)	Yes	Yes	Yes	No	No	Yes	No	No	Bench is not part of the Bus Stop
Chester Road Alport	Yes (Blank on one side of Road)	No	One Side	No	No	One Side	One Side	No	Bus stops not opposite, as no footpath opposite Alport
Chester Road	Yes (One Side)	No	One Side	No	No	One Side	One Side	No	-
Chester Road Cemetery	Yes (One Side)	No	Yes	Yes	Yes	No	No	Bin in Footpath adjacent to bus shelter	Understood to be a Parish Bus Shelter

Bus Stop Location	Bus Stop Flag/Sign	Bus Timetable	Bus Contact Information	Bus Shelter	Seating	Level Access	Lighting	Obstructions	Other Comments
Chester Road Heber	Yes (One Side)	No	No	No	No	Yes	Yes	No	-

Table 2.3: Existing Bus Stop Locations and Facilities

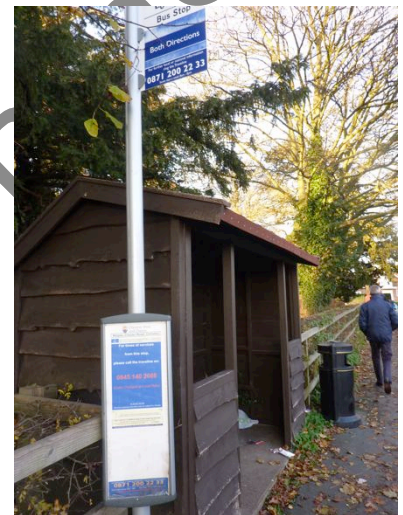
2.26 **Table 2.3** confirms that there are a number of deficiencies with the existing bus stops in the village. As part of any improvement strategy to bus services in the locale there will also be a need to improve these stops in terms of shelters, timetable information and seating.

2.27 The limited connections that bus service 41/41A offer to the nearest rail station in Whitchurch also subdue this mode of transport for commuting trips. With this railway station 6 miles from Malpas any commuting trips by rail will be undertaken by car to the station (known as 'rail heading').

2.28 With limited public transport services there is a consensus that additional communication measures to reduce the need to travel should be promoted. Such measures would provide a sustainable alternative to travel by the private car, which will ultimately reduce the need to travel.

2.29 This aspiration is reflected in CWaCs aspiration to roll out the provision of superfast broadband to rural parts of West Cheshire.

2.30 **Table 2.4** provides a summary of the public transport policies and aspirations prepared by the Forum.



Item	Policies and Aspirations
Suggested Policy	New Developments should provide for safe, direct and attractive pedestrian and cycle routes – through the developments and into the Village Centre
	Better publicity and promotion of bus services to encourage greater use by residents, which will support improvements in services
	Improved bus stop facilities, including shelters, timetable information and DDA compliant access
Aspirations	More frequent bus services and routes that serve village residents

Item	Policies and Aspirations
	Superfast broadband connectivity

Table 2.4: Walking & Cycling Policies and Aspirations

On and Off-Street Car Parking

2.31 The village benefits from two free car parks for use by residents, shoppers and visitors. The first car park when arriving into the village from the north-east is the fire station car park accessed from Chester Road. This has 19 parking spaces and benefits from direct pedestrian access south onto Leech Lane which then links west towards the High Street.

2.32 The village benefits from a second car park accessed from the High Street, which provides 35 car parking spaces. No disabled parking is available in this or the fire station car park, although there is some disabled parking in the private parking associated with the Jubilee Hall.

2.33 Both the highway and pedestrian signage to these car parks is poor. There is very limited signage for motorists advising them of the fire station car park when they approach the village via Chester Road. Once at the car park visitors have limited information to orientate themselves towards the High Street; a pedestrian wayfinding scheme should be considered to orientate visitors towards the village centre.

2.34 In addition improvements to the pedestrian links from these car parks to the village centre should be prioritised. The adjacent photograph shows the existing pedestrian route to Leech Lane is not wide enough to accommodate a wheelchair user or double pushchair.



2.35 The lack of footway from the fire station car park northwards onto Chester Road should also be prioritised, as this route has a heavy parent and pupil pedestrian flow at the start and end of the school day.

2.36 At the workshop sessions the forum felt that there is a need for more off-street car parking facilities in the village. This includes the need for provision for disabled and elderly residents and those with young children, and especially in the village centre. The forum understands that improvements to the High Street car park WCs will also involve providing some disabled parking in this car park.



2.37 There is anecdotal evidence from site visits that indicates that the level of indiscriminate on-street parking also leads to congestion and delays to all road users in the village.

2.38 With the majority of on-street

parking not having maximum stay limits there is a temptation for residents and retailers to park for long periods of time in those spaces which are the most attractive for shoppers and other short-stay parking. Whilst there are some on-street bays with 45-minute maximum duration of stay this time period is generally ignored.

- 2.39 Examples of vehicles parked on junction radii, or on single or double yellow lines are commonplace in the village, and measures should be considered to either improve enforcement or undertake a wholesale review of all signing, lining and associated Traffic Regulation Orders (TROs) in the village.
- 2.40 There are a number of local attractions that require additional car parking. Examples such as the GP surgery on Old Hall Street at times generates parking on the adjacent public highway. Other examples include St Oswald’s Church, which has very limited parking and residential properties in the village centre which have no dedicated off-street parking. Locations where these residential properties have limited or no off-street parking are on the High Street, Tilston Road, Church Street and Wrexham Road.
- 2.41 The Heber secondary school generates significant levels of on-street car parking on Chester Road at the start and end of the school day. Whilst Chester Road is of sufficient width to accommodate this car parking congestion arises on narrower sections to the east when vehicles are parked without passing places on the northern side of the carriageway.
- 2.42 The constant parking pressure in the village indicates that there is a need to provide additional off-street parking that can be used for retail/employment use during the working day. This parking would also be available for residential use in the evening and weekends. In order for residents to use this there is a need for the facility to be located close to their residential properties, well lit and offer security in terms of passive surveillance.
- 2.43 Any increase in off-street parking provision needs to be balanced with a comprehensive review of the on-street parking and waiting restrictions, coupled with a significant uplift in parking enforcement. The current position of very limited enforcement has created an environment where motorists park indiscriminately on junction radii and waiting restrictions, causing danger and inconvenience to other road users.
- 2.44 **Table 2.5** provides a summary of the parking policies and aspirations.



Item	Policies and Aspirations
Suggested Policy	Developers will be required to ensure that the travel and parking impacts of their developments are suitably addressed. This should be discussed from an early stage with CWaC Highways Officers and properly assessed through a Transport Assessment. Improvements should respond to the identified local priorities and should be discussed with the Parish Council
Aspirations	More effective enforcement of parking restrictions, especially outside Alport Primary School on Chester Road where unauthorized parking can impact on Fire

Item	Policies and Aspirations
	Brigade access
	Parking controls on the High Street to ensure short-stay parking remains available for shoppers and visitors
	Safe and convenient off-street residential parking spaces for existing properties that do not have off-street parking and where on-street parking causes congestion (for example on parts of Wrexham Road, Tilston Road and Church Street)
	An additional public car park in the village for shopper, visitor and residents use

Table 2.5: On and Off-Street Car Parking Policies and Aspirations

Highway Safety

- 2.45 The potential conflicts between the various road users can, on occasions create highway safety issues within the village and on key radial routes. Most notably access and highway safety issues arise during the morning and evening peak periods, as well as the start and end of the primary and secondary school day.
- 2.46 **Figure 2.1** is taken from the Crashmap website shows all the Personal Injury Accidents reported to the Local Constabulary from 2005 to 2012. This data confirms that whilst the overall number of collisions is typical within the village there is a cluster of 'slight' category collisions from the junction of Chester Road with the High Street south and then onto Church Street. It is also noted that the two fatal collisions occurred on radial routes into the village. Surprisingly there has only been one slight personal injury accident recorded close to the Heber School between the 2005 and 2012 time period.

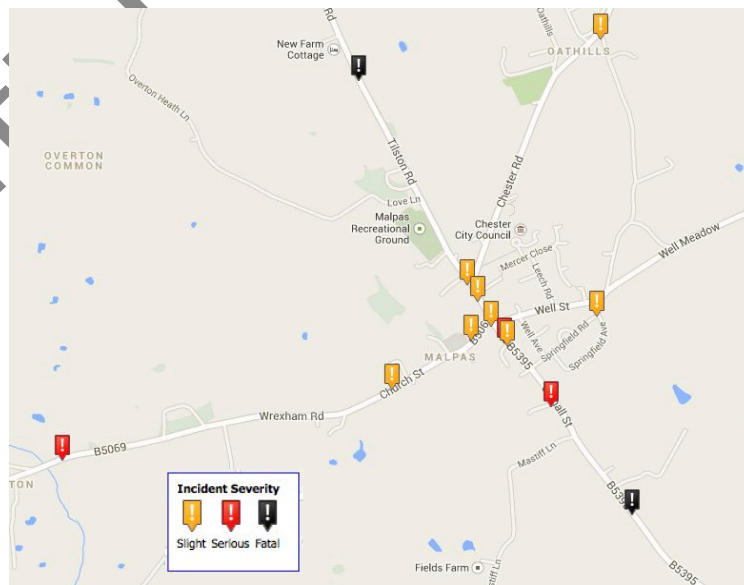


Figure 2.1: Personal Injury Accident Data (2005 to 2012)

- 2.47 With regard to speeding traffic the Chester Road has been identified as a route motorists exceed the speed limit. This is commonplace where the speed limit changes from 40mph to 30mph, as well as on the Wrexham Road into the village which is now subject to a new 40mph speed limit. At the time this review has been prepared the public highway from No Mans Heath will be subject to a new 40mph speed limit.
- 2.48 Feedback from the forum is that there is little or no enforcement of existing speed limits on the public highway both in and around the village. This is surprising as the Parish Council's speed survey results (undertaken in 2010) revealed that 45% of vehicles entering or leaving the village are exceeding 40mph in the 30mph speed limit area.
- 2.49 **Table 2.6** provides a summary of the policies and aspirations that relate to improvements to highway safety.

Item	Policies and Aspirations
Suggested Policy	Any new developments should be designed to deliver safe access onto the adjoining public highway, and to adequately mitigate any adverse impacts that additional traffic may have on the village and surrounding area
Aspirations	More effective enforcement of parking restrictions, especially outside Alport Primary School on Chester Road where unauthorised parking can impact on Fire Brigade access
	Safe Routes to Schools, including the organization of 'Walking Buses'
	Public Realm improvements on High Street to balance the needs of motorists, parking, cyclists and pedestrians and create a more positive pedestrian environment. This could involve physical measures to slow traffic through the village centre.
	Improved pedestrian and cycle routes into and around the village centre
	Parking controls on the High Street to ensure short-stay parking remains available for shoppers and visitors
	Safe and convenient off-street residential parking spaces for existing properties that do not have off-street parking and where on-street parking causes congestion (for example on parts of Wrexham Road, Tilston Road and Church Street)

Table 2.6: Highway Safety Policies and Aspirations

The Rural Highway Network

- 2.50 Evidence from the forum workshop sessions confirms that whilst the rural highway network surrounding the village is attractive the combination of national speed limits, lack of street lighting, high hedgerows and limited verge widths makes these routes unattractive for pedestrians, cyclists and horse riders. Many representatives at the workshops gave examples where these rural lanes are used

as rat-runs by motorists to avoid travelling through the centre of the village. Consideration needs to be given to measures to either discourage or prohibit rat-running traffic on these routes.

2.51 Historically consideration has been given to improvements to Logans Lane on the eastern side of the village to create a formal secondary access to the village from Chester Road. This route is already identified for 'access only', and is known to be used by some residents as a rat-run out of the village. However, the lane is little more than 3m wide along its length from the lane linking to Well Meadow north to Chester Road.



2.52 Any improvements to this lane to deliver two-way working would have a significant impact on existing hedgerows and would urbanise an attractive lane that is used by pedestrians to access The Heber School from the eastern side of the village. Based on this it is logical to give pedestrians and cyclists greater priority on this route by downgrading or even limiting through traffic along this link.

2.53 The Forum has also given due consideration to the residential developments sites to the east of Tilston Road/Oldhall reflecting in their layout the potential for future link road provision to the east of the village. With the recent Planning Inspector's decision on the 140 unit residential scheme at Chester Road/Well Street (planning appeal reference APP/A0665/A/13/2193956) the forum consider it imperative that the development delivers the vehicular through route between Chester Road and Well Street. This link has the potential to ease congestion in the Village Centre, and when tied in to the Village Travel Plan could help to address traffic and transport issues and help overcome traffic barriers to development.

Item	Policies and Aspirations
Suggested Policy	Significant developments to the east of the village should consider the potential for a future link road either within their design or contributing towards an agreed scheme. This link road could ease congestion in the village centre.
Aspirations	A new link road to the east of the village (linking Tilston Road/Chester Road/Well Street) to ease congestion in the village centre
	Safe Routes to Schools on rural lanes, including the organization of 'Walking Buses'
	Creating safe and attractive 'Green Lanes'

Table 2.7: Rural Routes Policies and Aspirations

Summary

- 2.54 This section of the TAR highlights the importance of developers, the local authority and the Parish Council working together to enable a shared and comprehensive strategy to traffic and transport improvements for the village. This will ensure that the longer-term and cumulative effects of new development are considered at the outset and planned for accordingly.
- 2.55 Physical measures to address this may involve the provision of a link road in stages and/or the reserving of land to allow for its later provision. The Village Travel Plan, which is discussed later in this review will encourage sustainable travel. Highways officers at CWaC should consider the Forum's objectives when assessing relevant planning applications in the village.

3.0 THE MALPAS VILLAGE TRAVEL PLAN

Introduction

- 3.1 The Malpas Neighbourhood Plan Forum acknowledges that the village is under pressure from new housing development. The scale of these developments varies, but cumulatively the numbers of new residential properties could create a step-change in travel behavior unless suitable green travel measures are promoted to all residents living in the villages; these should not just apply to the end occupiers of the new properties built in the village.
- 3.2 With this in mind the forum has prepared a village-wide Travel Plan Framework (TPF) to be implemented by the village with support from CWaC. At this stage the measures are not fixed, and may be varied during the life of the Travel Plan. The TPF outlines the principals that will govern the final village travel plan and recommends best practice measures for improving accessibility and reducing the reliance on the private car.
- 3.3 Significant research has been undertaken by the Department for Transport (DfT) on the car trip reducing impact of travel planning and smart choice measures. This TPF includes measures that have been proven to give the best value for money and to maximise returns in terms of car trip reductions. As this is a voluntary TPF the measures outlined in this document will be delivered as and when funding and resources allow.

Policy Background

- 3.4 Recent government transport and planning policy statements have formalised guidelines for the production of travel plans. This TPF has been produced within this context. The following guidance has been referred to when formulating this document:
- White Paper on the Future of Transport 'A New Deal for Transport: Better for Everyone'
 - White Paper 'Cutting Carbon, Creating Growth'
 - The National Planning Policy Framework
 - The Department for Transport, Local Government & the Regions 'Walk In to Walk Out'
 - The Department for Environment, Transport & the Regions 'Preparing your Organisation for Transport in the Future: The Benefits of Green Transport Plans'

- The Energy Efficiency Best Practice Programme 'A Travel Plan Resource Pack for Employers'
- Department for Transport 'Making Travel Plans Work'
- Department for Transport 'Making Residential Travel Plans Work'
- Department for Transport 'Essential Guide to Travel Planning'
- Department for Transport 'Effects of Smarter Choice Programme in Sustainable Travel Towns'
- Department for Transport 'Smarter Choices – Changing the Way we Travel'
- Transport for Quality of Life 'Tools for Travel Planning in Urban Areas'

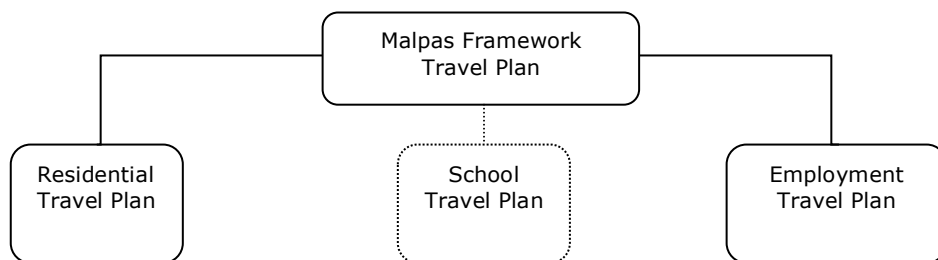
3.5 The following websites have also been referred to for examples of best practice:

- www.dft.gov.uk
- www.nbtn.org.uk
- www.greenerfleet.org.uk
- www.energyefficiency.gov.uk
- www.sustrans.org.uk
- www.transportenergy.org.uk/bestpractice

3.6 This TPF has been prepared in recognition of the importance of Government policy aimed at reducing the reliance upon the private car, as set out in the National Planning Policy Framework and previously in the now superseded 'Planning Policy Guidance 13: Transport' (PPG13) and 'Creating Growth, Cutting Carbon'. The overall aim of the TPF is to minimise the total travel distance associated with trips to and from the village. However, it does also take into account the size and location of the village, and considers realistic travel options that can be used by residents, workers, businesses and visitors in the village.

Travel Plan Requirements

- 3.7 The final travel plan for the village must conform to national, regional and local planning and transport policies that look to encourage sustainable development and less reliance on the private car. The travel planning measures for all the various uses in the village will be implemented through the establishment of a Malpas Travel Plan Framework Group. Using a Travel Plan Group (TPG) model is well suited to a village environment such as Malpas.
- 3.8 Each of the key elements would be represented at the TFTP. The group will be led by a village-wide Travel Plan Coordinator (TPC), perhaps initially led by the CWaC Travel Plan Officer. It is proposed that the TPF will act as an overarching plan with each of the key elements (residential, education and employment) feeding into this travel plan. The structure of the Malpas TPF is shown below.



- 3.9 Note that the school travel plan (shown as dotted lines) should continue to be funded and managed by the Local Education Authority (LEA). The residential and employment travel plans should be funded and resourced by S106 contributions from new developments and local business contributions.
- 3.10 It is acknowledged that there will be key travel plan measures will benefit a range of people in the village simultaneously and that there will be some economies of scale across the village. It is beneficial to deliver those measures that provide these economies of scale up front, to deliver the maximum benefit and to avoid unnecessary repetition.
- 3.11 Monitoring is also a key element of the success of the travel plan, as assessing the relative benefits of the various travel plan measures is important to refine the document over future years. A suggested travel monitoring strategy is provided later in this report.
- 3.12 In terms of financial commitment it is proposed that the Framework will be implemented by the local group, but also funded by S106 agreements attached to any planning consents to ensure implementation and on-going development of the travel plan in perpetuity.

ROLES & RESPONSIBILITIES

- 3.13 This section of the TPF outlines who will be responsible for the development and implementation of the final travel plan. To ensure the success of the travel plan, this will involve a range of representatives from the village.

Travel Plan Co-ordinator

- 3.14 The Village Travel Plan Co-ordinator (TPC) will be the main driving force for implementing the travel plan throughout the village. Due to the size of the village it is expected that there will be more than one TPC operating across the area. This could be a resident with a keen interest in sustainable transport use; an employee from one of the businesses who will have a number of hours a month allocated for TPC duties; and an employee from one of the schools who again will have time allocated for TPC duties.
- 3.15 Regardless of who undertakes the role of TPC, or how many people fill the role, their duties will inevitably be the same. Once the TPC(s) has been determined, the travel plan will be updated to include their name(s) and contact details. The general roles and responsibilities of the TPC will be:
- to promote and encourage the use of travel modes other than the car, including publicity
 - to provide a point of contact and travel information for interested parties
 - to ensure all relevant information is provided to all new residents and businesses in the area, and up-to-date information is displayed on notice boards around the village
 - to promote all initiatives within the travel plan
 - to arrange the travel surveys
 - to provide a point of contact with transport operators and officers of CWaC
- 3.16 The TPC will coordinate the residential, employment and also the education travel plans. They will also run the travel plan and input ideas to improve sustainability throughout the village. Interested parties in the village will be invited to join the steering group and sacrifice some time to help improve the sustainability of the village.

Monitoring

- 3.17 In attempting to change travel patterns in the village, and to overcome natural resistance to measures that discourage car use, it is essential that as many people as possible are included within the travel plan process. Consultation will therefore be essential for the success of the travel plan. The TPC will be encouraged to liaise regularly with all interested parties in the village, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the travel plan will be made widely available on the village website, to ensure that people are fully aware of the objectives of the plan and of the full range of measures proposed.
- 3.18 The TPC will monitor and review the progress and success of the travel plan and make sure the village is aware of the progress the travel plan is making and the effectiveness of the sustainable travel solutions. If funding allows newsletters will be distributed to inform interested parties of any new measures, and give them an understanding of the effect the travel plan is having on the village as a whole.
- 3.19 Continuous monitoring and review of the adopted travel plan is important to ensure that the chosen measures are meeting resident, business and visitor needs. It is recommended that following the initial survey future surveys are undertaken annually.

Travel Plan Targets

- 3.20 Targets set out in the final village travel plan should be **Specific, Measurable, Achievable, Realistic, and Time-bound (SMART)**. The setting of SMART targets will not be feasible until more information is known about the travel behaviour in the village, including residents existing travel patterns. It is recommended that targets are set once this information has been sourced from CWaC.
- 3.21 Considerable research has been undertaken by DfT into the benefits and impacts of introducing travel plans at new and existing locations. The DfT (2005) document, *Smarter Choices – Changing the Way We Travel* examined the effects of the implementation of *soft* measures (i.e. those measures influencing change in travel behaviour that do not require infrastructure changes). **Table 3.1** shows the impact of each measure on future levels of traffic reported by DfT.
- 3.22 Further research undertaken by DfT in 2005, reported in the document *Making Travel Plans Work – Lessons from UK Case Studies*, further demonstrated the significant impact that travel plans can have on car trips. This research demonstrates that:
- between 6% and 30% reduction in car use with basic walking and cycling measures
 - between 17% and 33% reduction in car use upon the introduction of car sharing initiatives
- 3.23 The Transport for Quality of Life (on behalf of DfT) looked at the best tools for travel planning in urban areas. Their findings were reported in the document *Tools for Travel Planning in Urban Areas*. This study found that the introduction of workplace travel plans can reduce car use by between 10% and 20%.

Purpose	Soft Factor	Impact	
		Non-urban	Urban
Journey to work	Workplace Travel Plan	2% or 4%	5% or 9%
	Car sharing	0.6% to 11%	0.6% or 11%
	Teleworking	3% or 12%	3% or 12%
Journey to school	School travel plan	4% or 20%	4% or 20%
Business journeys	Teleconferencing	2.5% or 18%	2.5% or 18%
Shopping trips	Home shopping for groceries	1% or 4%	1% or 4%
Personal business trips	Local collection points	1.5%	1.5%
Multiple journey purposes	Personalised travel planning	<1%	1% or 3%
	Public transport information and marketing	0.1% or 0.3%	0.3% or 1.1%
	Travel awareness campaigns	0.1% or 1%	0.1% or 1%
	Car clubs	-	0.03% to 0.06%
Combined impact of workplace travel plans, car sharing and teleworking, allowing for double counting		5% or 24%	8% or 26%
Note: For car sharing, car clubs, home shopping for groceries and local collection points, impact is expressed as % reduction in car mileage. For all other measures, impact is expressed as % reduction in car trips.			

Table 3.1: Impact of Soft Measures (DfT 2005)

- 3.24 The research findings outlined above have been further strengthened by the results of the Sustainable Towns Initiatives. This initiative concentrated spending on raising awareness of sustainable modes of travel and the introduction of smarter choice measures. The 2009 DfT document, *Effects of Smarter Choice Programme in Sustainable Travel Towns*, found that the measures introduced produced an average reduction in car use of 7% over the study programme.

RECOMMENDED SOFT TRAVEL PLAN MEASURES

- 3.25 Following the analysis of the travel survey information (to be carried out with the Council's travel plan officer) a package of *soft* measures will be implemented to promote the objectives of the travel plan.
- 3.26 This section outlines measures that should be considered in the final travel plan for the village. Many of the measures presented in this plan are commonly found and accepted in other travel plans.
- 3.27 To encourage modal shift to sustainable modes, a wide range of measures will be implemented. These measures will include making best use of the current facilities, as well as trying to offer incentives to use sustainable modes of travel.

Travel Plan Measures

- 3.28 For existing and new residents, local businesses and visitors to the village the following measures have been drawn from best practice, DfT guidance and case studies throughout the UK.

Travel Awareness & Promotion

- 3.29 Research undertaken by DfT and Sustrans as part of the Cycle Demonstration and Sustainable Towns initiatives demonstrated that marketing and promotion are as important as the provision of actual sustainable transport infrastructure. The research shows that people will more readily make sustainable trips if information on available routes and mode choice is provided.
- 3.30 Based on this the suggested travel awareness and promotion measures will include:
- A village travel plan newsletter, published every three months
 - personalised journey planning for all existing and new households
 - residents welcome packs to all new households in new developments
 - promotion and marketing events led by the TPC
 - village-wide website and social networking site
 - a promotional directory of local goods/services and facilities
- 3.31 DfT and Sustrans research has also shown that personalised journey planning is an effective tool in encouraging sustainable trip making. The final travel plan could include household travel interviews to advise residents on the travel modes available. During these interviews data could be collected relating the households travel needs and current habits.
- 3.32 As discussed earlier in this review there are opportunities to improve pedestrian and cycle routes through the village. To enhance these further contributions could be sought from new development in the village to fund improved cycle and pedestrian signage facilities through the village.
- 3.33 A local cycle group should be set up if there is enough interest. This could involve other local residents near to the village if there is the interest. Advertisement for this club would be initiated by the TPC.
- 3.34 Marketing information should be provided to each household to demonstrate the sustainable choices available, in the form of maps and public transport information. The village website should include maps of safe cycle and pedestrian routes, with indications of journey times.

Public Transport Measures

- 3.35 The existing public transport facilities in the village are somewhat limited, but through promotion of the travel plan there may be opportunities to enhance these with commitment from local residents and businesses to use improved services. At this stage the local bus route will be promoted through on-site promotional material, personalised journey planning and the village website.

Taxi and Car-share scheme

- 3.36 A car-sharing scheme needs only two members to help reduce the number of car trips from the village. There is opportunity to have a village-wide scheme. The TPC will advertise the scheme via the newsletter or via the website.
- 3.37 The TPC will either set up a new database for matching residents or use an existing web-based facility such as *Mylift*, *liftshare.com* or *school-run.org*. The TPC

will suggest suitable matches based on places of employment as well as other commitments such as taking children to schools outside the immediate local area.

- 3.38 The TPC will also implement a taxi sharing scheme for employers in the village to use. For example members of staff living in the same area, wanting to travel home late in the evening can share a taxi. *TaxiBUDI* is a scheme operated by *Liftshare*, which is used to match potential taxi sharers and can be set up for private businesses. *TaxiBUDI* can also be used to minimise the environmental impact of business travel. The adoption of this scheme would negate the need for employees having to drive to work for the purpose of using their cars for business travel during the working day.

Local Goods/Services and Home-delivery Network

- 3.39 To encourage the use of local retailers, goods and services promotional material will be produced on the website and made available to all residents, businesses and visitors to the village. In addition many leading supermarkets offer a home delivery service so residents can order their groceries online, and have them delivered straight to their door. If the service incurs a delivery charge, they can combine their orders and only pay one charge between them.
- 3.40 If there is a significant demand for one particular delivery service, the TPC could try to negotiate with the supermarket to get either a free or discounted delivery service for residents.

Travel Plan Conclusions

- 3.41 This TPF has been produced to encourage sustainable travel to and from the village of Malpas. It is a voluntary plan prepared by the Malpas Neighbourhood Plan Group for comment and discussion.
- 3.42 In line with the principles of sustainable development the Neighbourhood Plan Forum are committed to encouraging sustainable travel practices to, from and within the village. This TPF has been developed for the village and identifies the measures that are expected to be delivered in the final travel plan.
- 3.43 The TPF also identifies who will manage the various items and how the monitoring will take place. These are required to ensure that the travel plan reduces the reliance on the private car and enables all residents, employers, employees and visitors to realise their potential for sustainable travel.
- 3.44 A range of travel plan measures are included in this document. These are measures that have been proven to deliver a step-change in travel behaviour in other areas across the UK. Based on the content of this comprehensive TPF document, the group look forward to the support and assistance from CWaC's Travel Plan Officer in delivering the village-wide Travel Plan.

4.0 RECOMMENDED TRANSPORT POLICIES

Introduction

- 4.1 The policies in this section of the have been developed using the following evidence base documents:
- Integrated Transport Study Baseline Report, WSP, 2009
 - Local Transport Plan 2011-2026, CWaC, 2011

- aCWaC Rural Regeneration Strategy, Local Transport Plan
- Key Service Centres Background Paper, aCWaC, 2012

Voice of the Community

4.2 There is a clear mandate from the local community to address the issues covered by the following policies. The vision stage community consultation exercise identified the following points:

- **91% agree** that new development should demonstrate how it will improve safe and enjoyable travel to all services and community facilities by cyclists and pedestrians.
 - **81% agree** that new housing developments should be required to create opportunities for alternative transport and travel methods to reduce reliance on the motor car.
 - **93% agree** that development should assess and address the impact of additional traffic and take steps to minimise the impact.
 - **"Traffic congestion at peak times"**
 - **"Ensure that emergency vehicles can travel freely "**
 - **"Inadequate parking and no disabled parking"**
- [comments made by local people]

POLICIES

TC1. Village Travel Plan (as outlined in Section 3 of this TAR)

- 4.3 **The Neighbourhood Forum will oversee the preparation of a Village Travel Plan, which will promote sustainable travel in the area. This should be a constantly evolving document and developers will be required to work with the Parish Council to amend this Village Travel Plan in response to their development proposals, instead of producing stand-alone Travel Plans.**
- 4.4 The travel conditions and needs of the area are complex and require a co-ordinated and comprehensive approach. The aim is to enable collaborative thinking, efficiencies and a partnership approach and to overcome piecemeal and cumulative efforts implemented on the back of individual planning applications.
- 4.5 The intention is for the Parish Council, in association with CWaC, to provide the background and framework for a comprehensive Village Travel Plan, which will consider all modes of transport. Developers will then be required to contribute to this Travel Plan in response to planning conditions, rather than providing their own standalone Travel Plans. In this way the Village Travel Plan will continually be updated and developed. Measures should seek to address identified issues and promote sustainable modes of travel. A similar approach could be taken to

producing appropriate Transport Assessments, ensuring that a comprehensive assessment of the impact of development proposals is fully appraised.

- 4.6 Developers, and their transport consultants are encouraged to work closely with the Parish Council and highways officers at CWaC in order to collectively find solutions to transport impacts of new development and to maximise opportunities for sustainable travel improvements. The Parish Council will assist in providing local information and in assisting the promotion of sustainable modes locally.

TC2. Travel and Parking Impacts

- 4.7 **Developers will be required to ensure that the travel and parking impacts of their developments are suitably addressed. This should be discussed from an early stage with CWaC Highways Officers and properly assessed through a Transport Assessment. Improvements should respond to the identified local priorities and should be discussed with the Parish Council.**
- 4.8 Existing planning policy already requires developers to provide Transport Assessments and to assess and mitigate the significant transport impacts of new development. This policy seeks to link that process with the issues and priorities identified by the Parish Council, which are listed under Community Needs below and will be set out in more detail, and regularly updated, in the Village Travel Plan (see Policy TC1). The Parish Council will be able to provide local knowledge, which will add value to this process.

TC3. Pedestrian and Cycle Routes

- 4.9 **New developments should provide for safe, direct and attractive pedestrian and cycle routes - through the developments and into the Village Centre.**
- 4.10 The issues of pedestrian and cycle linkage has been highlighted under Issues and Opportunities. New development should seek to address these issues both within their developments, but crucially by also considering the wider movement context in which they sit. New developments should include good footpath and cycle connections within them and, where appropriate, provide direct and through linkage to the Village Centre. These links should be safe, attractive, wide enough for all users and well-lit and maintained.
- 4.11 New developments on roads where there are no pavements should provide pavements, or alternative pedestrian routes, and ensure that safe pedestrian and cycle routes to the Village Centre are made available.

TC4. Potential for Eastern Link Roads

- 4.12 **Significant developments sites to the east of Tilston Road/Oldhall Street should consider, and reflect in their layout where deemed required, the potential for future link road provision to the east of the village to ease congestion in the Village Centre. This should be considered collectively, in accordance with the Village Travel Plan and discussed with the local highways authority from an early stage.**
- 4.13 Malpas suffers from through traffic resulting from the confluence of several roads on its eastern side (Tilston Road, Chester Road, Well Meadow, Oldhall Street). The lack of alternative routes means that congestion in the village centre is worsened by drivers that are forced to pass through the Village Centre. A road link between some or all of these roads would therefore help to address the issue and help overcome traffic barriers to development.

- 4.14 Existing transport policy requires developers to address the significant traffic impacts of developments. Policy TC4 seeks to ensure that the opportunity for a collective and comprehensive solution (i.e. eastern link roads) is not lost through piecemeal and cumulative responses to planning applications.
- 4.15 It is important that individual developers, the local authority and the Parish Council work together to enable a shared and comprehensive response and that the longer-terms and cumulative effects of development are considered at the outset and planned for accordingly. This may involve the provision of a link road in stages and/or the reserving of land to allow for its later provision. The Village Travel Plan (see TC1) would provide a good mechanism for co-ordinating this. Highways officers at CWaC should consider this objective when assessing relevant planning applications in Malpas.

ASPIRATIONS

4.16 Community Needs

- 4.17 Section 106/ CIL monies raised from planning applications should be spent on identified current local priorities:

- improved vehicular links to the east of the village (i.e. potentially linking Tilston Road / Chester Road / Well Street or parts thereof) to ease congestion in the Village Centre
- public realm improvements on High Street to balance the needs of motorists, parking, cyclists and pedestrians and create a more positive pedestrian environment. This may involve treatments to slow traffic flow through the Village Centre.
- public realm improvements on Church Street to provide continuous safe pavements, whilst also respecting the significance of heritage assets.
- improved pedestrian and cycle routes into the Village Centre
- better publicity and promotion of bus services to encourage greater use by residents, which will support improvements to services
- additional public car parking in the village

Community Priorities

- 4.18 In addition to the Community Needs there are a number of other priorities and aspirations that have been identified by the forum. These may not be suitable for planning obligations from developers but they will set priorities for local spending from New Homes Bonus receipts and set an agenda for the Parish Council to engage with other funding sources and stakeholders.
- 4.19 Developers may also wish to voluntarily respond to some of these requirements, potentially as part of larger planning applications, or on a commercial basis.

- safe routes to schools, including organisation of 'walking buses'.
- better signage of pedestrian/cycle/bridleway routes on narrow rural lanes – creating safe and attractive 'Green Lanes'
- safe and convenient off-street residential parking spaces for existing houses that do not have off-street spaces and where on-street parking causes congestion (for example on parts of Wrexham Road, Tilston Road and Church Street).

Other Aspirations

4.20 The people of Malpas and Overton also wish to see:

- more effective enforcement of parking restrictions, especially outside Alport Primary School on Chester Road which can unauthorised parking can impact on Fire Brigade access.
- parking controls on High Street to ensure short-stay parking remains available for shoppers and visitors
- more frequent bus services and routes that serve village residents
- superfast broadband connectivity

Policy Compliance

4.21 These policies in this section demonstrate full compliance with all relevant national and local policies. They demonstrate general conformity and provide further detail on their local application.

National Planning Policy Framework (2012) – especially Section 4 and Neighbourhood Plans (p43-44)

CW&C Draft Local Plan (2013):
STRAT10, STRAT11

Chester District Local Plan (2006) Retained Policies:
ENV10, TR4, TR5, TR6, TR13, TR14, TR15, TR17, TR21, SR17, M1

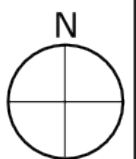
Chester District SPDs:
Telecommunications Development SPD, 2007

PLANS



Key

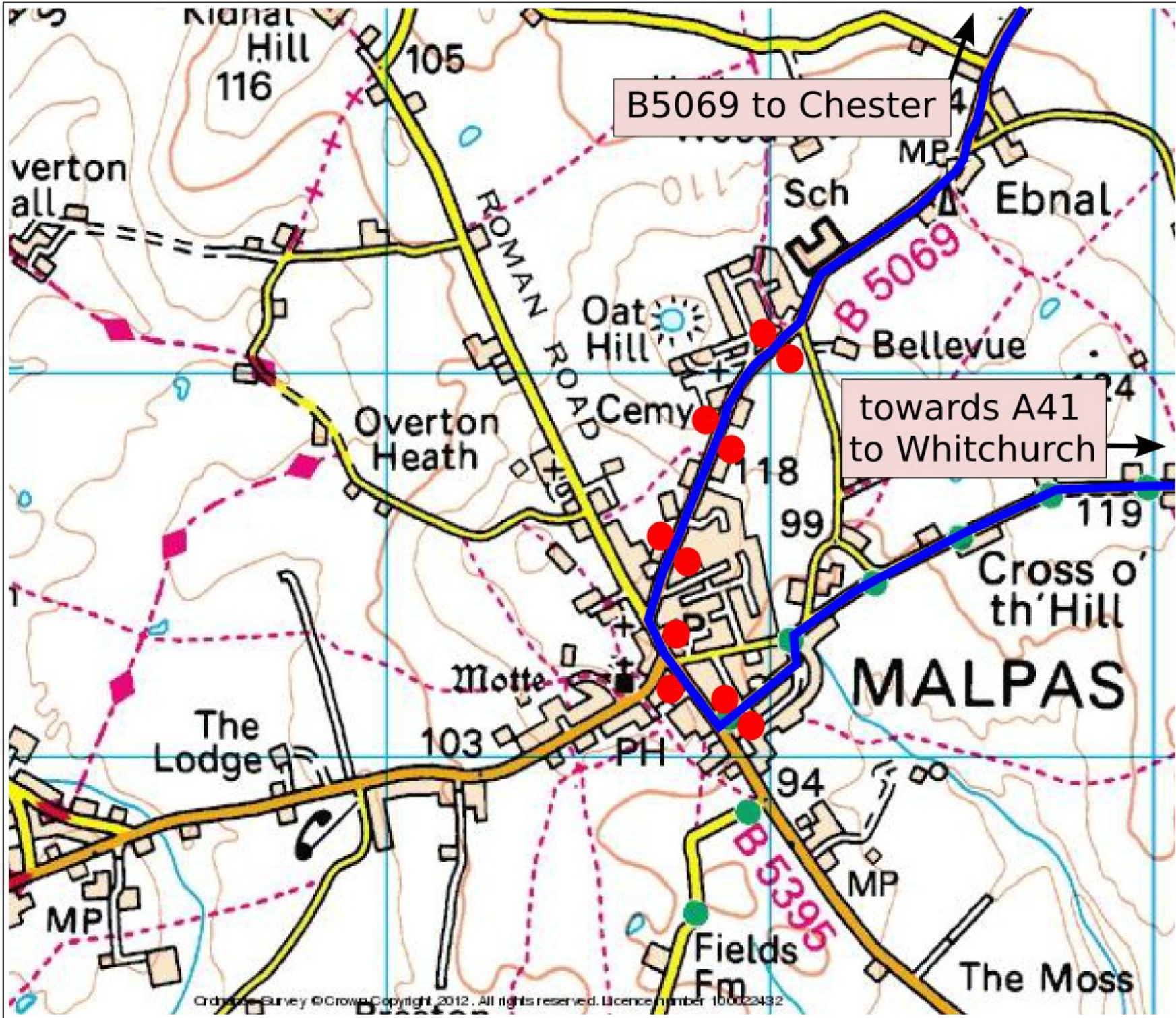
- Bus Stop
- Public House
- Local Hall
- Dentist
- Doctor
- Children's Nursery
- Primary School
- Secondary School
- Post Office/Box
- Local Convenience
- Sports Facility
- Bank/ATM



SK21317 MALPAS,
CHESHIRE

Plan 1: Location Plan & Facilities

Drawn by: KAT Checked by: MAK
Revision: SK21317_01 Date: 13/01/14

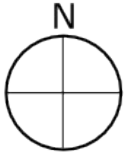


Key

- Bus Stop
- Bus Route 41/41A
Chester - Christleton-
Waverton - Tattenhall
- Broxton - Malpas -
Whitchurch

B5069 to Chester

towards A41
to Whitchurch



**SK21317 MALPAS,
CHESHIRE**

Plan 2: Existing Public Transport Routes

Drawn by: KAT Checked by: MAK
Revision: SK21317_01 Date: 13/01/14