Framework Travel Plan

PROPOSED DEVELOPMENT

Knoll House Hotel, Studland, Dorset

October 2022

On behalf of:

Kingfisher Resorts Studland Ltd

CONTENTS

1. EXECUTIVE SUMMARY

1.1 This Framework Travel Plan (FTP) has been prepared to accompany a planning application for a proposed luxury resort redevelopment of the existing Knoll House Hotel, Studland, Dorset.

1.2 This Travel Plan has been prepared to achieve the following aims:

- To increase the awareness of the advantages and potential for travel on sustainable modes;
- To introduce a package of measures that will facilitate travel on sustainable modes to access the site and reduce single car occupancy journeys.

1.3 The following sustainable elements will be implemented at the construction stage:

- Short stay cycle parking;
- Enlarged cycle bays for non-standard cycles;
- Secure and Covered Staff Cycle Parking;
- Staff lockers and changing room;
- Showers for Staff;
- Staff Notice Board;
- Internal crossing points;
- Accessible bays have been included to meet the minimum standards and laid out to meet building regulation requirements;
- Electric vehicle charging;
- Travel Plan Co-ordinator.

1.4 All the above items will be implemented prior to occupation, with the exception of the provision of a baseline staff travel data.

1.5 Once staff travel surveys are carried out, a baseline position will be established, and targets will be set in order to encourage sustainable travel.

1.6 The contact details for the company responsible for preparing the Travel Plan is as follows:

Exigo Project Solutions
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2. INTRODUCTION

2.1 This Framework Travel Plan (FTP) has been prepared in support of a planning application for a proposed luxury resort redevelopment of the existing Knoll House Hotel, Studland, Dorset.

2.2 This document has been written in conjunction with Local and National Guidance for Travel Plans, and updates the FTP previously agreed with Dorset Council Highways at this site.

Site Details

2.3 The applications site is located in Studland, within the wider district of Purbeck and categorised as an Area of Outstanding Natural Beauty (AONB). The wider area is popular with tourists, with Old Harry Rocks and the Jurassic coastline found nearby and water sports offered at Knoll Beach. The location of the site is shown in Appendix A.

2.4 The site is currently occupied by the Knoll House Hotel, with the building operating as a Hotel since 1931. The site falls under the C1 land use classification.

2.5 The existing site is located off Ferry Road and currently consists of approximately 30 no. buildings including a main hotel building which accommodates 106 no. guest bedrooms along with 57 no. staff bedrooms, ancillary facilities with associated car parking and landscaping. The site has been redeveloped in a piecemeal fashion over the years and lacks a coherent form with informal parking across the site and several low-quality ancillary buildings.

2.6 The proposal optimises the potential of the site by developing a new masterplan, removing poor quality ancillary buildings and improving linking between green spaces, ultimately providing a high quality hotel, holiday villas and leisure facilities in this key location within Studland. Collectively, the aim is to provide a single cohesive resort, operated by Kingfisher Resorts, delivering a luxury destination.

2.7 The proposed resort reconfigures the existing layout to provide more on-site facilitates, retaining demand for services on site and reducing travel off site, whilst reducing the number of keys available from 163 to 78.

2.8 Access to the site is taken from Ferry Road via an existing simple priority junction. The existing access is suitable for all hotel related traffic and meets the necessary visibility requirements as demonstrated in the Transport Assessment.

On Site Facilities

2.9 The proposed luxury resort includes the following:

- 30 no. Hotel rooms and ancillary accommodation;
- 22 no. Apartments;
- 26 no. Villas;

- Spa and outdoor pool.

2.10 The provided leisure and hotel facilities will nevertheless be available to non-guests and improve the local offering.

2.11 The proposed development is supported by a total of 79 car parking spaces, including 4 no. allocated for disabled motorists.

2.12 A total of 5 no. Electric Vehicle Charging (EVC) spaces are provided across the site, but dependent on the available power supply of the site.

2.13 Development proposals include a provision of 24 no. long stay and 12 no. short cycle spaces across the site. Short stay cycle parking is conveniently distributed near building entrance points and includes provision of 2 no. enlarged cycle parking bays. Long stay cycle parking is provided in a secure and covered cycle store at lower ground floor, as shower and changing facilities for staff.

2.14 Members of staff vary from full time and part time. Staff will be prohibited from parking on site. A shuttle bus service will operate for staff and guests.

2.15 The development will result in staff and guests accessing the site using various modes of transport.

2.16 The Travel Plan Coordinator (TPC) will ensure that staff, full time or part time are encouraged to use means of sustainable transport to and from the site.

2.17 The proposed site layout is included in Appendix B.

Objectives of the Travel Plan

2.18 This FTP will encourage staff and guests to travel to the site by sustainable modes of travel, thereby reducing the number of trips made to and from the site by single occupancy private cars.

2.19 The Travel Plan objectives are;

- To reduce the impact and frequency of car travel;
- To deliver mode shift from single occupancy car journeys to alternative sustainable travel modes;
- To achieve an inclusive society;
- To reduce vehicle emissions through taking up alternative transport modes;
- To improve the health and well-being of all the store's employees.

2.20 These objectives reflect current national and Dorset Council Travel Plan guidelines.

3. PROPOSED DEVELOPMENT – ACCESSIBILITY – SITE ASSESSMENT

Local Modal Split

3.1 The modal split (TTW) gives a good indication of the willingness of local residents to use 'non-car' modes to access amenity.

3.2 The MSOA (Purbeck 005) encapsulating the site has been compared to the Local Authority in the table below. The calculations omit those 'working from home' and 'unemployed' within the area and is correct as of the 2011 Census.

	Walk	Cycle	Car	Motorcycle	Public Transport	Other
Purbeck 005 MSOA	13.7%	2.8%	75.6%	0.9%	4.5%	2.5%
Purbeck	14.2%	3.2%	75.7%	1.4%	4.3%	1.1%

Table 3.1 – Mode of Travel to Work in Purbeck 005 MSOA, in Comparison to Purbeck LA

3.3 In 2011, 21% of residents used sustainable non-car modes to access employment, the average for wider Purbeck area is 22%. Travel habits are shown to be consistent across Purbeck, with the proportion of people walking in the local area slightly lower than for the Authority as a whole.

3.4 The rural nature of the site would dictate that walking and cycling trips would be related to leisure and therefore not represented in the above table. The existing walk and cycle infrastructure locally has been explored in the next the section.

Local Modal Split

3.5 The site is located on Ferry Road, running parallel to the Jurassic Coast Line. North of the site, Studland is separated from the rest of Purbeck by Poole Harbour, with a Ferry Port located on Ferry Road.

3.6 The table below outlines the respective resident population within a prescribed distance from the site. The distance of 2km refers to acceptable maximum walking distance (IHT) and 5km to a distance where cycling could replace a short car journey.

Mode	Catchment	Population*
Walking	2km	366
Cycling	5km	1054

Table 3.2 – Local Population Statistics (2020 Mid-year estimate, ONS)

3.7 The population catchment results are typical of a rural setting and people would be expected to walk further, which can be enjoyable, especially if the purpose were leisure.

3.8 The main visitors to the site will be guests and people from the local area using the onsite facilities.

Pedestrians

3.9 Knoll House is situated in an AONB and is very popular for tourism and more specifically a destination for walkers and ramblers.

3.10 The Southwest Coastal Path extends past the site following the coastline to the north and south. The coastal path can be accessed via Knoll Beach; the beach is an approximate walk of 500m via Ferry Road.

3.11 There are no formal footways on Ferry Road near to the site. The highway verges flank the road, accommodating pedestrian movements; this was evident during numerous site visits. The highway verge site side of Ferry Road measures between 2 and 3 metres wide along the frontage. The offside verge measures approximately 2 metres wide and allows bus passengers to wait off carriageway. The highway verge along this stretch of Ferry Road benefits from a kerb with upstand from the carriageway.

Destination	Walking	
	Distance (miles)	Time** (mins)
Studland Bay Beach	1.1	10
Old Harry Rocks	2.0	43
Studland Nature Reserve	0.6	12
Ferry	2.3	44
*Studland**	0.6	12
*Swanage**	4.0	81

Table 3.3 – Travel Time / Distance to Key Distance via Walking

**Town or village centre*
***Walking and cycling travel times based on Google Directions service*

3.12 A detailed accessibility plan has been produced to outline the relative walking time isochrones and the location of key destinations, alongside any notable walking routes.

Cycling

3.13 Over a thousand people reside within 5km of the site. A distance of 5km is described as where a cycle journey can replace short car journey. A plan showing the 5km catchment is included within appendices, alongside a general accessibility plan for cyclists.

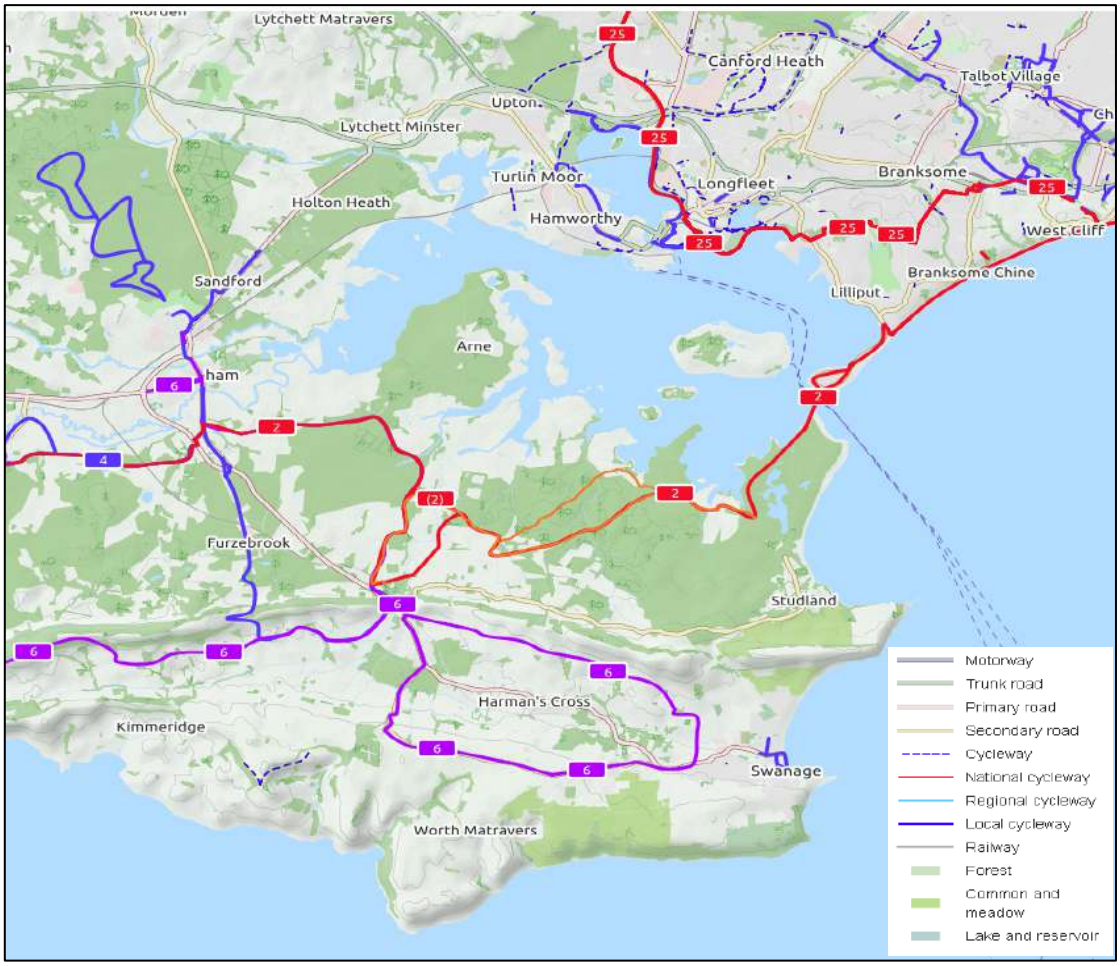


Figure Error! No text of specified style in document.**.2 – Local Cycle Routes (OpenStreetMap)**

3.14 National cycle routes 2 and 6 are found near to Studland and Swanage respectively, with route 2 connecting Studland to Sandbanks via the ferry and Studland to Wareham and other national / regional routes. An overview map of all routes in Purbeck has been included in the appendices.

3.15 Cycling as a mode of travel would likely be used as part of a leisure trips once already on site or by visitors to the site to access leisure (i.e. swimming pool / gym) or retail facilities (i.e. restaurant). Hotel guests would be unlikely to arrive by cycle, due to the restrictions on how much a person could transport on a pedal cycle.

3.16 Cycle hire is available locally, with the nearest located in Swanage and Corfe Castle, offering hire costs of between £20 and £30 for adult riders per day. It is noted that several bike hire outlets offer electric bikes, and therefore a viable alternative for less able riders.

3.17 Table 3.4 outlines the relative travel time and distance to key destinations in the area, to accurately reflect the movements of existing and proposed guests of the site.

3.18 The analysis demonstrates that many key destinations are fully accessible by pedal cycle, with most journeys requiring a round trip of less than an

hour. Leisure cycling trips would fully accessible for existing guests and residents, with the local road network suitable for cycling movements.

3.19 A map has been produced denoting local cycle routes and the relative accessibility of the site via cycle. The map is included at Appendix C.

Destination	Cycling	
	Distance (miles)	Time** (mins)
Studland Bay Beach	1.1	2
Old Harry Rocks	2.0	36
Studland Nature Reserve	0.6	3
Ferry	2.3	10
*Studland**	0.6	4
*Swanage**	4.2	25
Corfe Castle	12.0	30

Table 3.4 - Travel Time/Distance to Key Destinations via Cycling

*Town or village centre.
**Walking and cycling travel times based on Google Directions service.

Public Transport

3.20 Bus stops are found on Ferry Road across the site frontage offering northbound and southbound travel towards Sandbanks / Bournemouth and Studland / Swanage respectively.

- Bus service 50 (Breezer) runs between Swanage Bus Station and Bournemouth Rail Station and passes the site as part of its route along Ferry Road. All bus services are provided by the bus operator: Morebus.

3.21 Additional bus services are available from Swanage Bus Station, including service 30 towards Weymouth and Dorchester, Breezer 35 towards Wareham via Corfe Castle and Breezer service 40 to Poole via Upton, Corfe Castle and Wareham.

3.22 An extract of the Breezer service 50 bus service map outlines the route of service 50 and where to access near to site.

Figure 3.2 – Bus Service Map Extract (Source: Breezer 50, Morebus)

3.23 The table below provides information on the bus operation times, frequency and major destinations.

Number –Route	Start /Finish	Weekday Frequency	Saturday Frequency	Sunday Frequency
Swanage → Shell Bay Ferry → Sandbanks → Bournemouth				
50 – Outbound	0645/1927	Hourly	Hourly *(Except first service at 0745, then 25-past thereon)*	Every 2 hours
Bournemouth → Sandbanks → Shell Bay Ferry → Swanage				
50 – Inbound	0802/2045	Hourly *(Except first 2 services at 0802 & 0858, then 38-past thereon)*	Hourly *(Except first service at 0858, then 25-past thereon)*	Every 2 hours

Table 3.5 – Bus Frequency Table

3.24 The nearest train station is in Wareham approximately 11miles (17.7km) via the B3351 and A351 or by using bus service 40 and 50. There are closer railway stations, for example Parkstone, but they would require the use of the ferry crossing. The station provides services to Weymouth and London Waterloo. London Waterloo would provide access to major under and over ground rail services; therefore, providing access to key UK destinations including several international airports in the Southeast.

- The nearest airport providing international air travel is in Bournemouth. Southampton Airport is located further east and provides both International and Domestic flights.

3.25 The table below summarises the accessibility of many key destinations by public transport. The table demonstrates that the majority of local destinations are fully accessible by public transport, with many only requiring the use of the route 50 bus service.

Destination	**Public Transport**	
	Service and Route (Bus, Train)	**Time** (minutes)**
Old Harry Rocks	50 → Walk	36
Studland Nature Reserve	50	5
Ferry	50	10
*Studland**	50	3
*Swanage**	50	15
Corfe Castle	50 → 35 or 40	51
*Wareham**	50 → 35 or 40	69
Sandbanks	50 → Ferry → 50	18
Bournemouth	50 → Ferry → 50	47
Poole	50 → Ferry → 50 → 60	60 - 75

Bournemouth Airport	50 → Ferry → 50 → Unisys B1	138
Southampton	50 → Ferry → 50 → CrossCountry / South Western / National Express	90 - 120

Table 3.6 – Key Destination via Public Transport

**Town or village centre*
*** Travel times based on Google Directions service and an estimate*

Disabled Access

3.26 The proposed luxury hotel is to be fully accessible by all people.

Impaired Mobility

3.27 Safe and convenient access is provided from the parking bays provided for blue badge holders to the various building entrances. All footpaths provided within the site comfortably achieve the minimum requirement of 1.5 metres for *"a wheelchair user and ambulant person side by side".*

3.28 A total of 4 no. car parking spaces have been provided for customers/staff/visitors who are in possession of a Blue Badge. Each parking space is designed in accordance with requirements set out in Disability Discrimination Act / Inclusive Mobility and in adopted parking policy, with a minimum 1.2 metre wide strip around the parking bay to allow ease of access to all parts of the vehicle.

3.29 The proposed parking spaces are located centrally within the site and a short distance from the various building frontages, to avoid long journeys for people with reduce mobility in the site.

3.30 The proposed gradients along routes within the site do not exceed a 1:12 gradient, to ensure they are passable by all people. In accordance with Inclusive Mobility Guidance published by the Department for Transport, a maximum gradient of 1 in 12 should not be exceeded. Where a change in site levels is unavoidable, steps with handrails and a ramp have been provided to ensure full permeability.

Impaired Visibility

3.31 For customers/visitors/staff with impaired visibility, tactile paving is provided at all crossing points within the site and at planned crossing points away from the site.

3.32 All footpaths provided within the site comfortably achieve the minimum requirement of 1.5 metres for a *"visually impaired person who is being guided".*

3.33 Suitable lighting is also provided within the site, covering footpaths and parking areas, to ensure full visibility in low light conditions.

3.34 Based on the above it has been demonstrated that no barriers to mobility are included within the design of this store and layout.

4. HOTEL AND LEISURE TRAVEL CHARACTERISTICS

Tourism Trends in Dorset

4.1 The 'Characteristics of Tourism in the Southwest Region' has been analysed as part of the Local Travel Plan Support Document 7.

4.2 The findings are outdated but do serve as a long-term view on Tourism in the area and travel habits connected to visitors. A summary has been provided for the pertinent findings.

4.3 The majority (69%) of tourist related travel in the Southwest occurs between April and September. A total of 18,115,000 visits to Dorset were recorded in 2008/2009 with 19% staying overnight.

4.4 For visitors who arrived by private vehicle, this mode of transport was utilised on average for 70% of days during their stay. Importantly, a private vehicle (car) was not used for 30% of the days during their stay. For those not using a car, 80% were focused on not travelling at all and staying close to the resort / destination.

4.5 The research found that families were more likely to go "car free" during their stay, however, location was a key factor in the propensity for not using a car with signification location variations.

4.6 For those citing they intend too or would like to use public transport (40 / 43% respectively), 60% thought it would be too difficult to do so.

4.7 The findings of the tourism report demonstrate that with suitable information regarding alterative transport options, modal shift is likely amongst hotel guests.

Existing Hotel Travel

4.8 The hotel is currently operational and offers a quantum of 163 keys for guests (106 no.) and staff (57 no.).

4.9 Historic (pre-covid19 pandemic) occupancy levels have been estimated using the hotels current Property Management System. The data has been used to estimate occupancy levels throughout the year below:

Peak Season (August / Christmas) – 90% Occupancy;

Shoulder Season (May / October Half Terms)– 70% Occupancy;

Low Season (January - March / November)– 40% Occupancy;

Average – 60% Occupancy.

4.10 The TRICS database has been utilised to estimate the likely modal split of the existing use. The hotel trip rates were agreed with DCC as part of the previous assessment.

Mode	Non-car Modes		Non-car Modes			
	Single Occupancy	Multi Occupancy	Cycle	Coach Passengers	Pedestrians	Public Transport
Knoll House Hotel	52%	36.3%	1.2%	6.2%	3.5%	0.8%

Table 4.1 – Knoll House Hotel, Modal Split (TRICS)

4.11 The modal split percentage estimated for a hotel in this location shows a preference for car use. Over half of trips accessing the site would be via single vehicle occupants. Almost 12% of trips would be made via non-car modes, including circa 5% by foot and cycle.

Guest Travel Patterns

4.12 Existing trends related to overnight stays, reveal that location and site accessibility contribute significantly to how guests travel. If a site is accessible by public transport, guests will tend to not travel by car and instead adopt available transport links in the area.

4.13 Given the location and surrounding environment, there is a high propensity for guests to use public transport to access the site, however, trips made by car will also take place.

4.14 It is the intention of the hotel management to offer transport for guests that arrive via public transport or by air (Southampton / Bournemouth Airport). This can be undertaken via private vehicle or via the provided shuttle bus service.

4.15 Guest travel habits will be monitored by the Hotel to ensure that measures outlined in this FTP are effective.

Staff Travel Patterns

4.16 Existing staff travel arrangements will change due to this development. It is proposed to remove staff parking on site during busy periods of the year ("High Season"). Alternative methods of transport will be provided during these periods as outlined in Section 7 of this document.

4.17 The level of staff on site will vary across the day and across the year. Staffing levels will reflect the level of demand; the existing hotel management systems outlines a 154% increase in staffing levels between low and high season.

4.18 It is predicted that Knoll House Hotel will employ 67 full time equivalent (FTE) staff with a maximum number of employees totalling 150. Analysis of the likely shift patterns would outline a maximum of 54 FTE and minimum of 2 FTE on site at any one time.

4.19 It is important to highlight that not all employed staff would be on site at any one time. The start and end of times of shifts are staggered to allow for greater coverage without excessive staffing on site at any one time.

4.20 The majority of the staff shift start times would be in the AM and the majority of the shift end times would be in the PM.

4.21 The AM shift start times would be 0700, 0900 and 1100. The early morning shifts reflect the highest demand on car parking on site, as guest vehicles would be parked overnight and departures from the site would be low until later in the morning. The car park demand would also be high during the late afternoon and early evening when guests are returning to the site. Three shifts would start in the PM at 1300, 1500 and 2100, but most shifts would be finishing during the PM and require transport from the hotel to home. The main shift finish times include 1500, 1700, 1900, 2100 and 2200.

4.22 Most shifts converge between 1300 and 1500 on site, this would outline the period with the highest level of staff on site at any one time. Conversely, the relative guest demand on the car park would at its lowest during this time (please see Figure 7.1 in the accompanying TA).

4.23 A full analysis of estimated staff shift profiles has been undertaken to inform shuttle bus demand and detail is provided in Section 7.

5. THE TRAVEL PLAN - OPERATION

5.1 A Travel Plan Co-ordinator (TPC) will be appointed by the occupier. The TPC will be responsible for implementing and administering the Travel Plan and will be appointed prior to the store becoming operational.

5.2 Once the TPC has been appointed, their contact details will be shared with Dorset Council Officers.

5.3 The TPC will be responsible for the administration of the Plan, the implementation of the Travel Plan measures, the initial Site Audit and travel surveys and for on-going monitoring and review of the Plan.

5.4 A Travel Survey will be undertaken annually for a period of 5 years, in order to inform the annual monitoring and review of the Travel Plan.

5.5 A period of 5 years is considered sufficient to establish sustainable travel habits.

6. TRAVEL PLAN TARGETS

SMART Targets

6.1 The DfT guidance document 'Technical Guidance on Accessibility; Planning In Local Transport Plans – Technical Appendix 3: SMART Targets' states that targets should be:

- *"**S**pecific: saying precisely what is to be achieved*
- ***M**easurable: over the duration of the target. It must allow for regular evaluation of the effectiveness of the target. Thus, the target must use data which is easily collected and updated over the duration of the target.*
- ***A**ppropriate: and linked to overall objectives and aims*
- ***R**ealistic: in terms of their potential for being achieved over the duration of the target*
- ***T**imed: The target must define a date or series of dates by which it is expected to be achieved".*

6.2 There is a need for a regular review of targets, to determine progress and to adjust and re-prioritise targets to reflect under-performance. The annual staff travel survey provides this requirement.

6.3 Appropriate SMART targets will be set in an updated Travel Plan for the site based upon the initial staff travel surveys. The targets will be monitored and reviewed annually following the annual monitoring survey.

6.4 The major objective of the Travel Plan is to affect a reduction in the use of private cars for single occupancy trips. A suitable indicator of the success of the Plan is the modal split.

6.5 Consideration of the initial travel surveys and discussions with DCC will inform the setting of targets for inclusion within the Final Travel Plan documents.

6.6 An initial target of a 10% reduction single car occupancy journeys has been set, to be achieved within 5 years of the implementation of the Full Travel Plan.

6.7 An example has been provided overleaf and shows how the targets could be achieved over the lifetime of the plan.

Target	Baseline Indicator	Timescale (year)				
		1	2	3	4	5
Single occupancy vehicle travel amongst will be equal to X in the AM and X in the PM peak periods.	% of employees walking to work	_%	_%	_%	_%	_%
	% of employees cycling to work	_%	_%	_%	_%	_%
	% of employees using public transport to access work	_%	_%	_%	_%	_%
	% of employees travelling as a passenger in a car/van to work	_%	_%	_%	_%	_%
	% of employees driving to work by car/van	_%	_%	_%	_%	_%
	% of employees driving to work by other modes of transport	_%	_%	_%	_%	_%

Table 6.1 – Example of Proposed Targets

7. TRAVEL PLAN MEASURES

Introduction

7.1 This section of the FTP considers the potential for promoting various sustainable modes and outlines the specific physical and management measures to be undertaken as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

7.2 At the outset it is proposed that a Travel Guide detailing sustainable access to the site will be prepared and made available to all the staff and guests.

7.3 Further measures will then be implemented based upon the results of the baseline surveys which will be undertaken within 3 months of the hotel opening. The following section details potential measures that will be considered in light of these surveys.

7.4 As far as possible, the obligations outlined below are designed to be suitable for review and monitoring. The list, however, is not exhaustive and the TPC will be free to investigate other potential initiatives in light of particular circumstances when the hotel opens and the results of baseline travel surveys.

Measures to Reduce the Need to Travel

Walking

7.5 There is potential for promoting leisure walking amongst guests. The Southwest Coastal Path (SWCP) is found east of the site and accessible via a short walk to Knoll Beach.

7.6 Given the location of the site, the potential for promoting walking as the main mode of travel when accessing the site, will be difficult. There are populations located within 1km and 2km catchments which, could be encouraged to walk to site. For example, walking could be adopted during the summer months, where the weather is good, and the hours of daylight are longer. Routes to the site could use established off road paths (i.e. SWCP) to access the site, rather than the verges along Ferry Road.

7.7 The Travel Plan Co-ordinator will promote walking as part of the staff travel reviews, with the potential health and social benefits discussed.

7.8 In terms of promoting walking as a means of accessing the development, then the following measures would be implemented:

7.9 In terms of promoting walking as a means of accessing the development, then the following measures will be implemented:

- Displaying information and advice concerning safe pedestrian routes to the site within the individual units and in a location accessible to staff and guests;
- Staff will have access to showers and changing facilities;
- Displaying information on the Hotels website offering links to www.transportdirect.info.

Cycling

7.10 The local highway network is suitable to support cycle trips to and from the hotel. There are plenty of recognised routes nearby, offering rides for all cycling abilities.

7.11 Staff, guests and visitors can benefit from onsite parking facilities if arriving by cycle. Should guests own their own bike they can store it safely on site, via several means.

7.12 The following measures to promote cycling as a means of accessing the site could be promoted through following measures:

- Displaying information and advice concerning safe cycle routes locally, in a location accessible to staff and guests;
- Staff will have access to showers and changing facilities;
- Staff that cycle to work will be able to park their cycles in a dedicated cycle storage area, providing a secure environment;
- Displaying information on the Hotels website offering links to www.transportdirect.info;
- If there is sufficient demand, a Cycle2Work scheme will be setup, to aid staff to purchase a cycle.

Public Transport:

7.13 The site benefits from a regular bus service on Ferry Road, with bus stops directly outside.

7.14 Guests travelling from further afield may be able to arrange a shuttle service from major transport hubs (airport / train station). The hotel may also be able to arrange private transport for journeys that are from further afield or which arrive at destinations not covered by the shuttle bus service.

7.15 The occupiers will promote the use of public transport for accessing the site through measures such as:

- Displaying up-to-date details of bus services, including bus stop locations, route information and service frequencies, on the Hotels website and lobby, which will be accessible to staff and guests;
- Providing details of ticketing options for staff and guests;
- Displaying route disruption notices and alternative routes, when essential maintenance takes place;
- Provision of up-to-date removable timetables and rail maps.

Taxis

7.16 Taxis play an important role in providing flexible staff travel when other modes of transport may not be available. It is also usual practice for a hotel to provide a free phone service to enable guests to call a taxi when leaving

the Hotel. This enables the use of a sustainable mode for at least part of the journey. This facility could also be used by staff and guests, if necessary.

Shuttle Bus

7.17 A shuttle service is proposed to provide staff travel to and from the site. The service would also be available to guests.

7.18 The route of the shuttle service will be determined once all staff are employed, and a travel survey has been undertaken. Nevertheless, it is proposed that the shuttle service would run between Poole and Knoll House, via Wareham, Corfe Castle, Swanage and Studland.

7.19 The proposed route would outline a travel time of one hour. This would allow for a bi-hourly service to operate from Poole and Knoll House Hotel using only one bus. Once the exact route and stops are defined, they will be included in the Full Travel Plan on site. The stops and timings will also be provided to staff and guests by flyer and in all communal areas for full visibility.

7.20 The shuttle service would be tailored around staff shift patterns and therefore the service would need to depart from Poole at 0600 and finish at Poole at 0000, running every other hour from Poole and Knoll House Hotel.

7.21 It is the intention of Knoll House Hotel to undertake the shuttle service using a mid-sized electric bus. The vehicle would have a capacity of circa 30 passengers.

7.22 The suitability of providing a shuttle bus to facilitate staff travel has been investigated using the predicted staffing levels during busy periods on site. Proposed staff shift start and end times has been used to calculate the demand on the proposed shuttle service. Figure 7.1 below outlines the calculated staff travel demand.

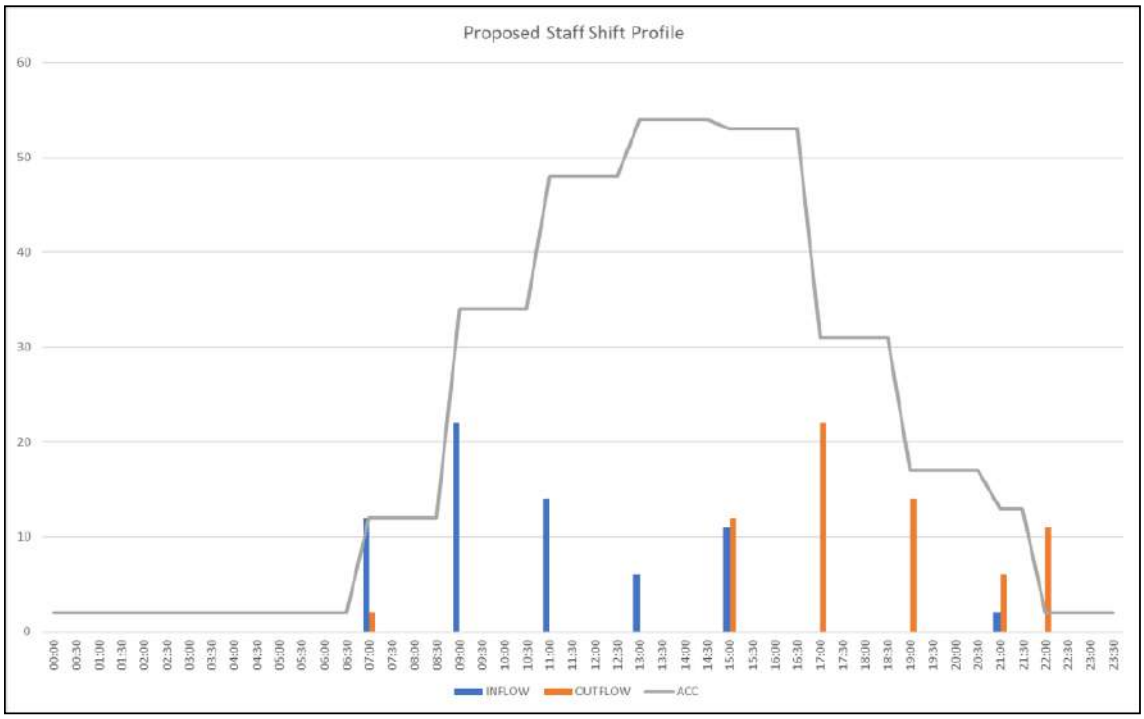


Figure Error! No text of specified style in document.**.1– Proposed Staff Demand and Accumulation on Site**

7.23 The highest demand on any shuttle bus service has been calculated as 22, with the average demand calculated at 11. Based on using a bus with a capacity of 30 passengers, it is clear that all staff demand can be accommodated at all times of the day.

7.24 There will be spare capacity on all services, guests will be able to benefit from the shuttle service to access local destinations in Purbeck. Based on 17 services between 0600 – 0000, the shuttle service could transport up to 510 passengers per day.

7.25 Should the shuttle bus service ever be oversubscribed, or staff need to get home in an emergency, it is the intention of management to provide alternative transport, either through private vehicles or a taxi.

7.26 The shuttle service would result in a significant reduction in potential single occupancy vehicles accessing the site and using the adjoining public highway. The use of an ultra-low emissions vehicle (ULEV) to operate the service would further reduce the environmental impacts of proposals, by significantly reducing potential exhaust emissions in the area.

7.27 Alongside the environmental benefits of providing alternate staff transport. There is also a financial benefit to providing this service, as it is not required to pay Tax or National Insurance in relation to the cost of providing a Shuttle Bus for Staff, as long as:

- The vehicle provided can carry 12+ passengers (Bus) or 9 passengers (Minibus);
- The bus must be available to all staff members and their children;

- The bus must be used for journeys to: other workplaces, homes or other amenities (no further than 10 miles away).

7.28 A shuttle bus service also provides many social and physical benefits users, as a regular bus service would permit staff social interaction to and from the workplace. This would be beneficial to improving staff productivity and morale, providing a social experience whilst travelling to and from work. Similarly, a shuttle bus could also be used by guests, which would allow interaction.

8. MONITORING AND REVIEW

Action Plan

8.1 An outline timetable for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales. This is shown within Table 8.1.

Action	Timescale
Appoint Travel Plan Co-ordinator prior to occupation	Prior to first occupation
Undertake site audit and travel surveys	Within 3 months of occupation
Produce baseline travel information	Within 4 months of occupation
Develop Travel Plan and submit to DCC	Within 6 months of occupation
Finalise and adopt the Full Travel Plan	Within 9 months of occupation
Monitor success of Travel Plan actions and targets. Amend if necessary	Ongoing
Undertake travel surveys and discuss findings with council. Review Travel Plan and amend as necessary	Ongoing. Surveys to be undertaken annually for five years.

Table 8.1 – Travel Plan Timetable

8.2 As with all elements of the Travel Plan process, these timescales are not prescriptive, but should be modified according to the circumstances to ensure that they allow the end user to produce a Travel Plan which benefits their company and employees, and remains relevant throughout.

Monitoring

8.3 A programme of monitoring and review has been designed to generate information to evaluate the Travel Plan.

8.4 Monitoring and reviewing the Travel Plan is the responsibility of the TPC.

8.5 The monitoring tasks are outlined below:

- Undertake initial travel surveys within three months of operation, in order to establish a baseline;
- Staff demand for Shuttle Bus service;
- Staff and guest usage of the Shuttle Bus service;
- Monitor the level of usage of cycle parking;
- Monitor demand for additional cycle parking for staff;
- Monitor the use of the car park;
- Monitor the use of EVC spaces;
- Monitor pedestrian trips;
- Ensure accessible bays are utilised by eligible vehicles only;

- Record comments received from management, guests and from staff relating to the operation and implications of the plan.

8.6 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the planning authority.

Annual Review

8.7 Each year, on or about the anniversary of the introduction of the Travel Plan, the TPC will review the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan.

8.8 The major element of the review will involve the re-issue of the travel surveys. The re-issue of the surveys offers the opportunity to gather new information about wider attitudes to travel and identify of the actions have been successful. Analysis will also yield updated modal-split information for comparison with data derived at the introduction of the Plan, free of seasonal bias.

8.9 The TPC will compile a Review Report outlining the results of the annual review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be filed for record, with copies provided to the Highway Authority.

8.10 Consideration of how the Travel Plan has performed in relation to set targets will be made. The Review of the Travel Plan will then be undertaken based upon this and will seek to build upon areas that have been successful and also consider whether there is any room for improvement within the Travel Plan.

9. CONCLUSIONS

9.1 This FTP has been prepared in accordance with standard guidelines for developers. It aims to introduce integrated measures to reduce car usage and promote more sustainable forms of travel.

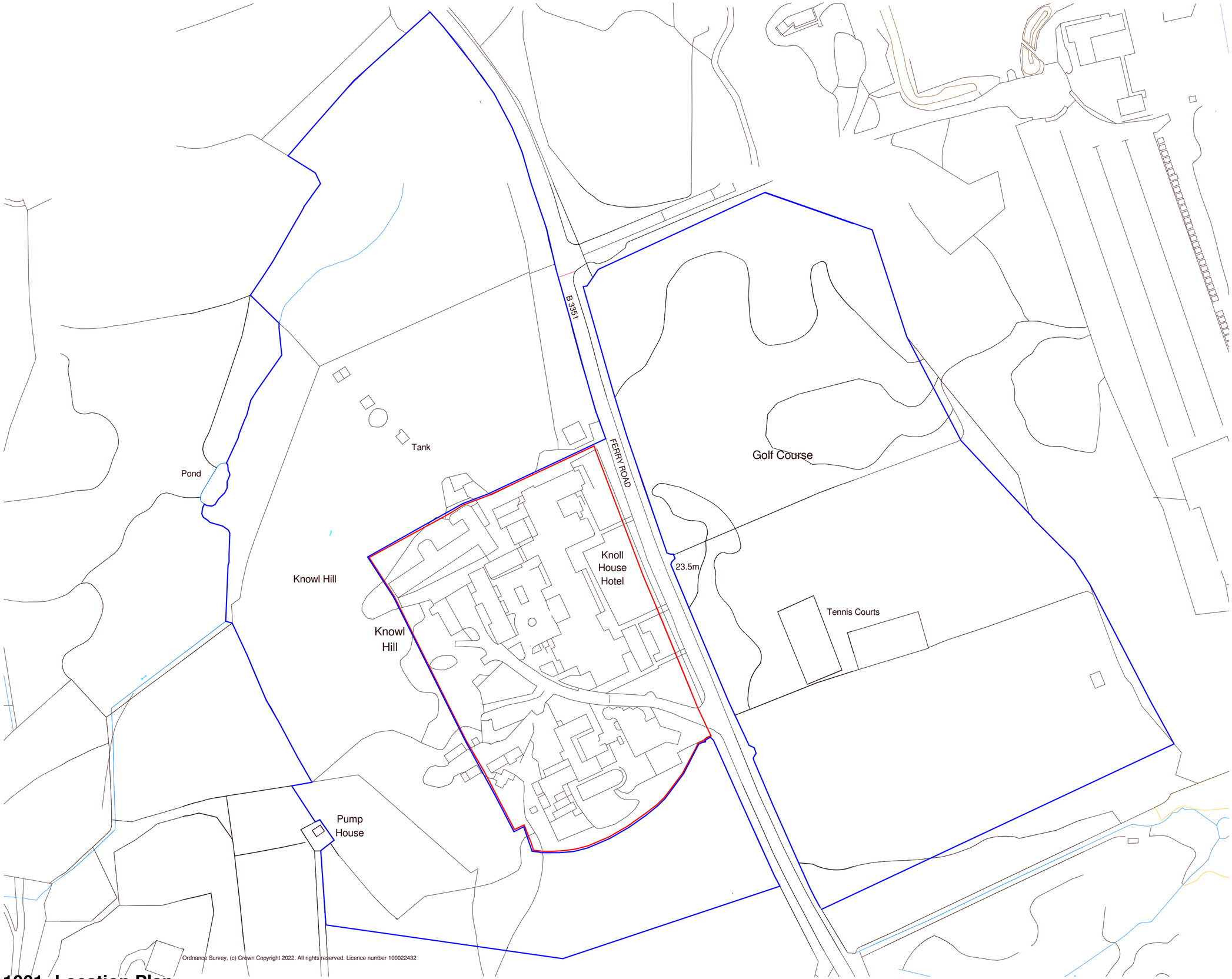
9.2 A TPC will be appointed and will be required to increase the awareness of car sharing opportunities, cycling and walking opportunities, and more sustainable and environmentally friendly modes of transport. Sustainable travel will be marketed to all staff through identifying travel alternatives in information packs, notice boards and verbally.

9.3 Staff will be encouraged to use sustainable transport modes to travel to the site.

9.4 The site audit and travel surveys will enable the TPC to identify users which could car share, or switch to sustainable modes of travel. This will enable the TPC to tailor make measures to encourage sustainable travel modes, and meet the target to reduce private car use and encourage a further modal shift.

APPENDIX A

Location Plan



1001- Location Plan

1 : 1250

Notes

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Key

- Application boundary
- National Trust land on lease

Rev	Date	Notes	Drn	Chk'd

N

10 0 10 20 30 40 50

SCALE 1:1250 m

Document Originator

AWW

London - 106 Weston Street, SE1 3QB 020 7160 6000
Plymouth - East Quay House, PL4 0HX 0117 923 2535
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RIBA Chartered Practice www.aww-uk.com

Client
Kingfisher Resorts Studland Ltd

AWW Project Number
4561

Project Stage
STAGE 2

Project Title
Knoll House
Studland

Title
Site Location Plan - Existing

Scale @ A2
As indicated

Document Status
PLANNING

Project	Origin.	Volume	Level	Type	Role	Number	Rev
4561	AWW	SI	ZZ	DR	A	10001	P02

APPENDIX B

Proposed Site Layout

Notes

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Landscape proposals represent an outline design only. Detailed design to be developed by landscape architect.

25.000m Proposed level

[25.000] Existing level

Landscape Key

- Existing tree retained
- New tree proposed
- 1 Band 1: Outer fringe planting - native species heath and grassland
- 2 Gabion retaining wall with planting
- 3 Vehicle route - Resin bound gravel
- 4 Band 2: Grasses, heather, native trees and bub planting
- 5 Low stone wall
- 6 Pedestrian route - resin bound gravel
- 7 Band 3: Lawned garden
- 8 Band 4: Paved Terrace
- 9 Steel access steps dark grey finish
- 10 Paved steps
- 11 Green wall
- 12 Green roof
- 13 Timber Screen

BUILT FEATURES REMOVED AND LANDSCAPE REINSTATED.

LARGE BOULDERS TO BE INTEGRATED INTO LANDSCAPE.

SUBSTATION 25.000m

PUMP ROOM 25.000m

Green roof at 28.770

Drop off Zone

Rev	Date	Notes	Drn	Chk'd
P09	17/10/23	ISSUED FOR PLANNING	GCT	MAS

SCALE 1:200

Document Originator

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Bristol pilot + mark, 48-52 Baldwin Street, BS1 1QB 0117 923 0535

RIBA Chartered Practice www.aww-uk.com

Client

Kingfisher Resorts Studland Ltd

AWW Project Number 4561

Project Stage STAGE 2

Project Title

Knoll House

Studland

Title

Site - Ground Floor - Proposed

Scale @ A0 As indicated

Document Status PLANNING

Project	Origin.	Volume	Level	Type	Role	Number	Rev
4561	AWW	SI	00	DR	A	20002	P09

Notes

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Landscape proposals represent an outline design only. Detailed design to be developed by landscape architect.

25.000m Proposed level

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- 12 Green roof
- 13 Timber Screen

P08 17/10/23 ISSUED FOR PLANNING OCT MAS

Rev	Date	Notes	Drn	Ch'k'd

2 0 2 4 6 8 10 m

SCALE 1:200

Document Originator

AWW

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Bristol pivot + mark, 48-52 Baldwin Street, BS1 1QB 0117 923 0535

RIBA Chartered Practice www.aww-uk.com

Client

Kingfisher Resorts Studland Ltd

AWW Project Number: 4561

Project Stage: STAGE 2

Project Title

Knoll House

Studland

Title

Site - Lower Ground Level - Proposed

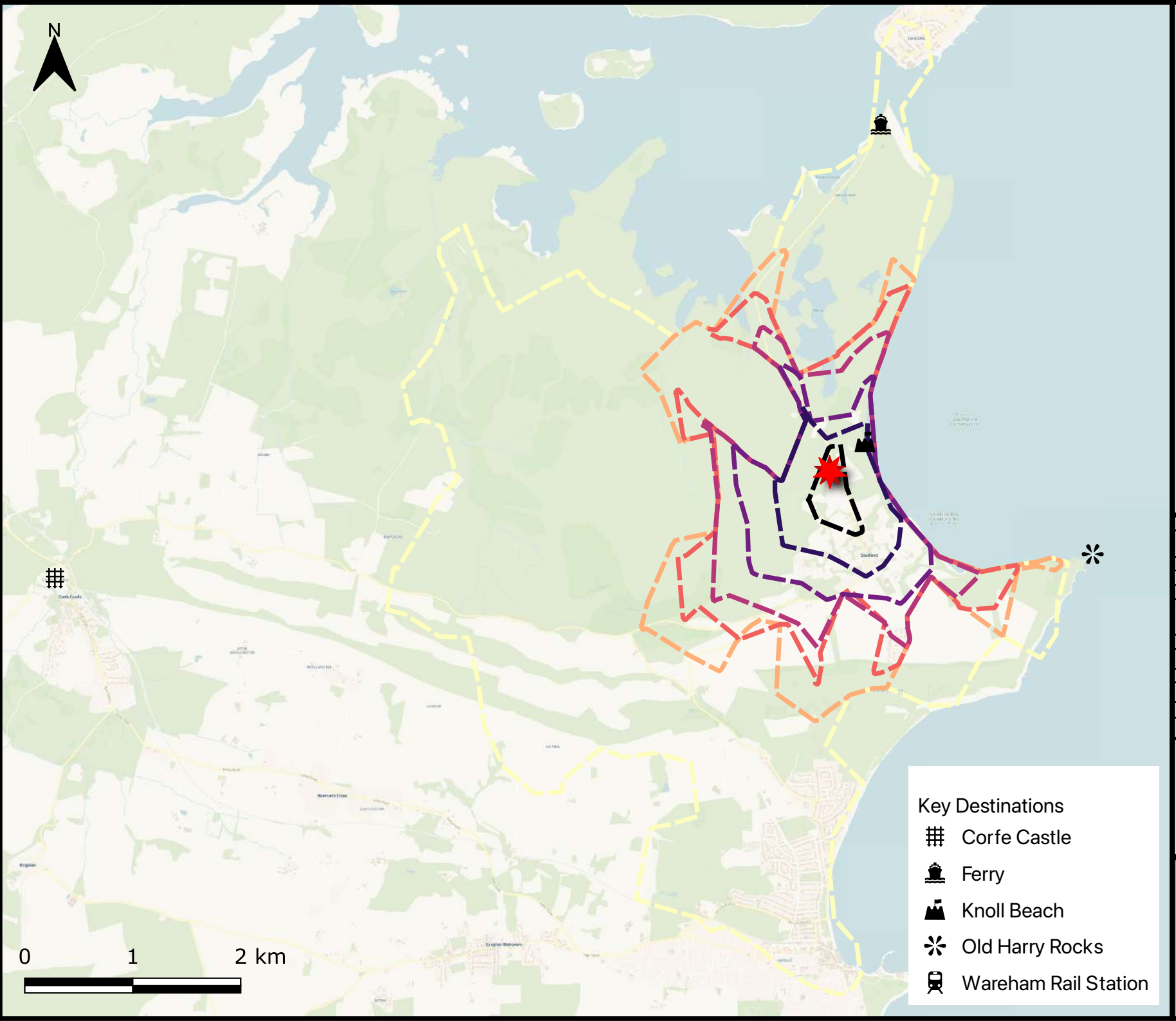
Scale @ A0: As indicated

Document Status: PLANNING

Project	Origin.	Volume	Level	Type	Role	Number	Rev
4561	AWW	SI	LG	DR	A	20001	P08

APPENDIX C

Walking & Cycling Catchments



Legend

Site Location

Cycle Catchment (Mins)

- 5
- 10
- 15
- 20
- 25
- 30
- 60

OSM - Voyager

Key Destinations

- Corfe Castle
- Ferry
- Knoll Beach
- Old Harry Rocks
- Wareham Rail Station

SCHEME	
Proposed Development Knoll House Hotel, Studland	
ON BEHALF OF	
Kingfisher	
DRAWING TITLE	
Walking Assessment	
DRAWING REFERENCE	REV
T475-R2/GIS/02	-
SCALE @A4	DRAWN BY
NTS	JA
DATE CREATED	CHECKED BY
2022-09-05	CS

Please do note scale from this drawing, scale indicative only.

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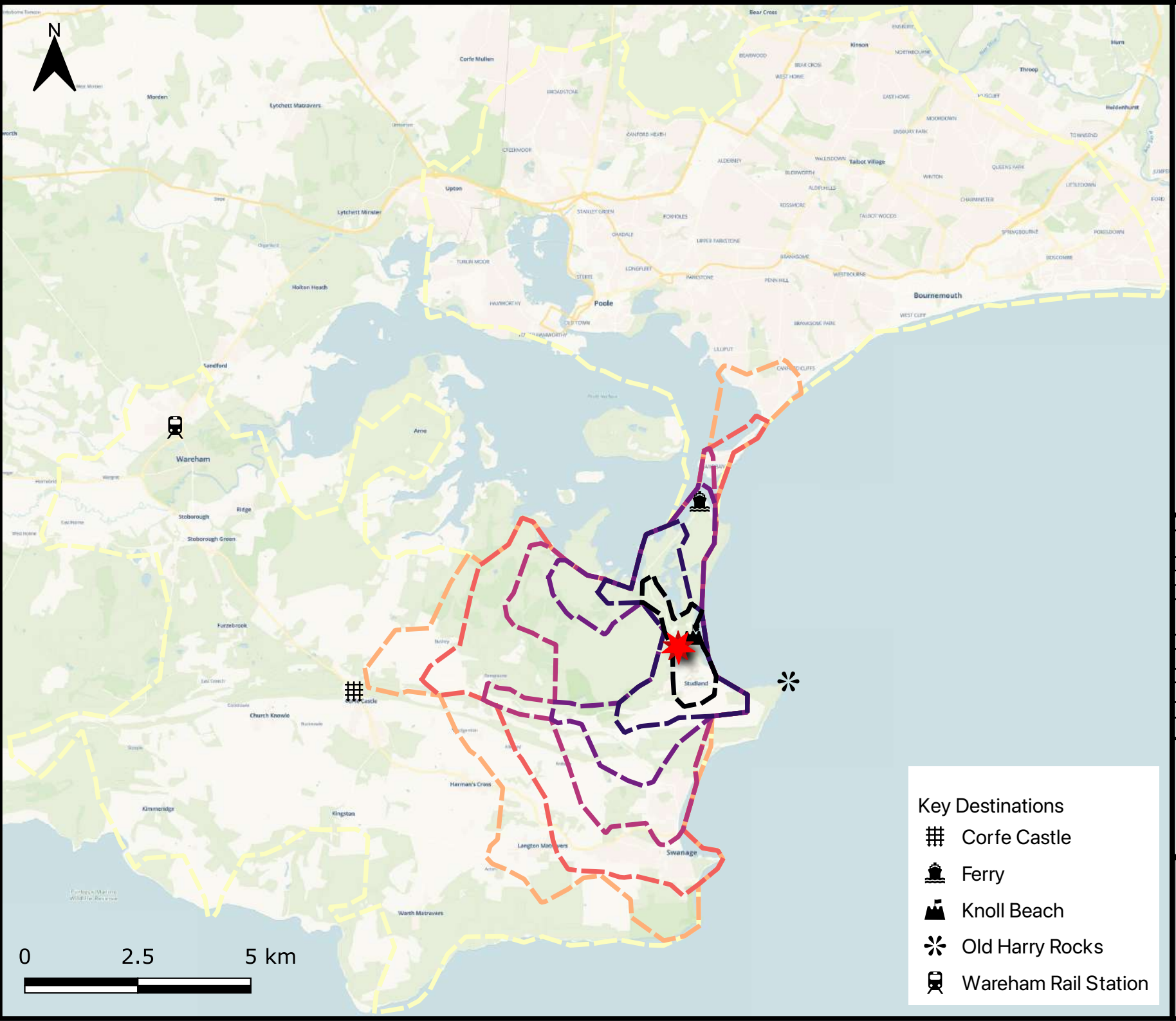
Website: www.exigoprojectsolutions.co.uk



SCHEME	
Proposed Development Knoll House Hotel, Studland	
ON BEHALF OF	
Kingfisher	
DRAWING TITLE	
Cycling Assessment	
DRAWING REFERENCE	REV
T475-R2/GIS/03	-
SCALE @A4	DRAWN BY
NTS	JA
DATE CREATED	CHECKED BY
2022-09-05	CS

Please do note scale from this drawing, scale indicative only.

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Email: admin@exigoprojectsolutions.co.uk

Website: www.exigoprojectsolutions.co.uk

APPENDIX D

Site Audit Questionnaire

STAFF TRAVEL QUESTIONNAIRE (Example)

"Hello – We are developing a Travel Plan for staff at the [INSERT DEVELOPMENT]. A Travel Plan Co-ordinator will be appointed who will be helping staff to arrange their travel to and from work, looking at the potential for things such as better bus services, facilities for pedestrians & cyclists and car sharing.''

To help get us started, can you find a few minutes to complete this questionnaire.

1. **Your Name** .....

2. **Gender**

Male ☐ Female ☐

3. **What time do you usually start and finish work? (Please indicate whether it's am or pm)**

Start Time ..... am/pm
Finish Time ..... am/pm

If you work any additional shifts (e.g. weekends) please indicate the start / finish times and days of these below.

.....
.....

4. **Please tick if you know about any of the following:-**

a) Bus routes to the site ☐
b) Cycle Routes to the site ☐
c) Pedestrian routes to the site ☐
d) Other (please specify) ☐

.....

.....

5. **Does your mode of travel vary on a daily basis?**

Yes ☐ No ☐

6. **How do you usually travel to work and approximately how long does the journey take? (please mark only one answer)**

		Mins
a)	Car driver on your own ☐	.....
b)	Car share with other staff ☐	.....
c)	Car share with other non staff ☐	.....
d)	Motorbike ☐	.....
e)	Bicycle ☐	.....
f)	Walk ☐	.....
g)	Bus ☐	.....
h)	Train ☐	.....
i)	Other (please specify) ☐	.....

.....

7. **If you use a car to get to work, what are the main reasons? Please mark a '1' for highest priority and '2' for second highest priority (mark no more than two answers).**

a) Car essential to job *please explain below* ☐
b) Dropping/collecting children ☐
c) Guaranteed/ flexible journey ☐
d) Health reasons ☐
e) Personal security ☐
f) Lack of alternative ☐
g) Cost of other travel ☐
h) Don't like using public transport ☐
i) Other (please specify) ☐

.....

.....

8. **Which of the following changes would most encourage you to car share? (tick no more than two)**

N.B. If you already car share, which would you most like to see?

a) Help finding a car share partner ☐
b) Free taxi home in the event of an emergency ☐
c) Assistance in getting home if let down by partner ☐
d) Reserved car parking for car sharers ☐
e) Would not be willing to car share ☐
f) Other (please specify) ☐

.....

.....

continued overleaf

9. Which of the following changes would most encourage you to use public transport for your journey to work? (tick no more than two)

N.B. If you already use public transport, which would you most like to see?

a) More accessible bus routes ☐
b) More frequent services ☐
c) Discount tickets/travel passes available from work ☐
d) More convenient bus stop locations ☐
e) Better connections with bus/train Stations ☐
f) Easier timetable/route information ☐
g) Would not be willing to use public transport ☐
h) Other (please specify) ☐

.....

.....

10. Which of the following changes would most encourage you to cycle to work?

(tick no more than two)

N.B. If you already cycle, which would you most like to see?

a) The provision of safe, well lit, cycle paths ☐
b) Improvements to existing cycle paths ☐
c) More information about local cycle paths ☐
d) Improved cycle parking ☐
e) Improved changing facilities and lockers at work ☐
f) Having a shower at work ☐
g) Would not be willing to cycle to work ☐
h) Other (please specify) ☐

.....

.....

11. Which of the following changes would most encourage you to walk to work? (tick no more than two)

N.B. If you already walk, which would you most like to see?

a) Better lighting & security ☐
b) Safer crossings / pedestrian priority on journey to work ☐
c) Would not be willing to walk to work ☐
d) Having a shower at work ☐
e) Other (please specify) ☐

.....

……

…….

12. Have you any other comments you wish to make?

.....

.....

.....

---

13. Full Home Postcode ……

14. Age (please tick one only)

a) Less than 25 ☐ b) 25-34 ☐
c) 35-44 ☐ d) 45-54 ☐
e) Greater than 55 ☐

15. Do you have a disability that affects your travel arrangements?

Yes ☐ No ☐

16. How does your disability affect your choice of mode of transport?

.....

.....

END OF QUESTIONNAIRE – THANK YOU