



# LAND SOUTH OF THE LAWNES, KEMPSEY



## OVERVIEW

**CLIENT**  
Vistry

**SECTORS**  
Residential

**LOCATION**  
Kempsey

**PLANNING AUTHORITY**  
Malvern District Council

**HIGHWAY AUTHORITY**  
Worcestershire County Council

**PROJECT TEAM**  
Vistry

**PROJECT DIRECTOR**  
James Darrall

## PROJECT

Having supported the planning application for this residential development in Kempsey, we have been working on behalf of Vistry as the Travel Plan Coordinator since 2018.

## APPROACH

In the first year of our Travel Plan Coordinator role we undertook a resident travel survey. This revealed that existing resident travel patterns differed to those forecast in the Travel Plan, which were based on 2011 Census data. We used the survey results to amend five year targets and agreed these as appropriate with the Travel Plan officer at Worcestershire County Council.

Since 2018, we have continued to raise awareness of the Travel Plan and available sustainable transport opportunities through the issue of an annual Travel Plan newsletter.

Whilst the site does not benefit from a high level of walking and cycling connections to key destinations, it is located in close vicinity of the recently opened Worcestershire Parkway Station. We have worked with Great Western Railway to ensure all residents were provided with promotional material raising awareness of the new station, which provides regular services to Bristol, Cardiff and Birmingham.

## OUTCOME

The Travel Plan aims to achieve an eight percentage point reduction in single occupancy vehicle mode share over a five year period. This will be achieved through the implementation of agreed Travel Plan measures and through regular monitoring.

## RELATED PROJECTS

Northdale End, Raunds

