

21<sup>st</sup> October 2017

Roger Key  
Executive Director  
Key Transport Consultants  
26 Berkeley Square  
Clifton  
BRISTOL  
BS8 1HP

Matford Park Depot  
Matford Park Road  
Matford Business Park  
Exeter  
EX2 8FD

T 01392 531670  
F 01392 531676

[stagecoachbus.com](http://stagecoachbus.com)



Dear Roger,

**Without prejudice and Subject to Contract**  
**Land off Brixham Road, South of Whiterock ("Inglewood"), Paignton Devon:**  
**Proposed Public Transport Strategy**

I write with regards to the approach and discussions we have had with yourselves, over an extended period, concerning a pending application in outline for up to 400 dwellings, with a further 2- for entry primary school and family pub, at Land off Brixham Road, south of Whiterock, Paignton, known as Inglewood.

Stagecoach South West recognises that the wider immediate area to the north has been the subject of recent development consents, many of which are now well on into construction.

The site lies at some distance from our existing regular commercial bus services, which in the main serve either stops at the South Devon College, some distance to the north, or within Goodrington at Gibson Drive and Hunters Tor Drive at all times lying over 500m east of the site, which suffer additionally from being on the far side of Brixham Road. While we note and welcome that pedestrian and cycle crossing facilities will be provided as part of the proposed access arrangements, it would clearly be preferable if bus services could be provided directly to the site, if bus services are to be sufficiently attractive to generate the maximum potential mode share, having regard to the location to the site and its context.

I confirm that we have been fully consulted on access arrangements for buses and on bus stopping arrangements, and that the proposals to be submitted have been agreed as representing the optimal solution when all influences and constraints are considered.

We have spent some time to consider the way in which we can alter our network in order to submit proposals for a solution that represents the best possible bus service option having regard to the likely destinations that would be sought from the site, while providing the best possible frequency on a single, logical and reasonably direct service. We have fully evaluated a range of options involving alterations to the network. Having regard to that solution which is most likely to prove to attract the highest amount of patronage in the round, and contain the additional operating

resources required, we have concluded that extension or diversion of service 23 to the site represents the solution that at the same time achieves the greatest impact on mode share, and is most likely to become commercially sustainable at the end of a support period as a result.

Service 23 provides an important facility to South Devon College at peak times, and enjoys an enhanced peak frequency as a result. Adding a significant additional outbound peak flow will serve longer term to help sustain, and we trust enhance, the overall level of service provided between Paignton and SDC on the corridor served. We must stress that in serving the area, we need to ensure existing peak flows into the SDC are not compromised. Thus, the precise routing strategy serving the development, and in all probability offering a better facility to that under construction to the north at Whiterock, will need to be established in due course.

It is readily apparent that adding a bus to the operating cycle of service 23 would allow diversion or extension of the route to the site. Such a level of resource would be able to provide as a minimum, a 30-minute frequency from the site throughout the day. It is quite likely that an enhanced level of peak service could be provided of up to every 20 minutes, subject to sufficient demands being sustained at the SDC site or as otherwise might arise from committed development to the north, at the former Nortel site adjacent to SDC, for example.

Service 23 provides a link to Paignton Town Centre along a route that reasonably closely approximates to one that a motorist would seek. It also directly serves the bus station offering a range of frequent connections including the very frequent Route 12 to Brixham, Torquay and beyond to Newton Abbott; and the half-hourly Gold service to Totnes and Plymouth. Opposite is Paignton railway station at which longer distance connections, including to Exeter and beyond, can be accessed. In terms of relevance and marketability, such a service would be radically better than the current offer from the site's immediate area, and could credibly achieve a peak bus mode share for bus of at or around 4-7%, which would compare with most parts of the Torbay Urban Area quite favourably.

However, notwithstanding this, the additional traffic this proposal would be likely to generate from the site, which is relatively modest in scale, would need the stimulation of bus ridership from the wider area to be sustainable in the longer term. We see that alongside the major commitments at Whiterock and Nortel, there is a wider hinterland that today is poorly served by bus, from which the diverted or extended service could be expected to stimulate demand in the foreseeable future. We have agreed a revenue support proposal with you that we believe gives the strongest possible chance that the provision can develop traffic sufficient to become commercially sustainable, or, at the very least, give time for a more comprehensive network adjustment to deliver an equivalent level of service to this and nearby areas in the longer term.

We therefore propose to altering or extend service 23 to serve the bus stop to be provided on-site, based on adding a single peak vehicle resource between 0700-1900h Monday-Saturday on the route, providing as a minimum a 30 minute frequency either terminating at the site; or diverting to serve it en-route to a terminus elsewhere. We would expect that in reality a 20-minute frequency would be operated at peak times.

We have submitted costs for this to you and we are pleased that you and your client are agreeable that the proposed package and funding is appropriate and meets the requirements of CIL Regulation 122.

We would respectfully submit that the strategy outlined would be the most credibly effective at both providing a credible mode choice for many local journeys, and mitigating the traffic impacts arising from the Site than the others we have considered; and thus more relevant to planning. The costs to your client have been calculated to assume the highest level of revenue generation that we can prudently foresee at this time, thus meeting the tests of reasonableness in CIL Regulation 122.

Stagecoach proposes that the strategy outlined above is most appropriately and cost-effectively procured and delivered against a service level agreement set out in the Planning Obligation Deed, with the agreed funding sum being set out within it as a capped funding budget. This is especially important in that Torbay Council no longer has a budget for procuring public transport services.

I trust that the foregoing assists you in demonstrating the clear deliverability of the site, including the scope for public transport to provide the most attractive possible option for local travel. I remain in the meantime

yours sincerely,



Nick Small

Head of Strategic Development and the Built Environment (South)