

OVERVIEW

CLIENT

Vistry

SECTORS

Residential

LOCATION

Gloucester

PLANNING AUTHORITY

Gloucester City Council

HIGHWAY AUTHORITY

Gloucestershire County Council

PROJECT TEAM

Vistry

PROJECT MANAGER

William Griffiths

PROJECT DIRECTOR

James Darrall

RELATED PROJECTS

Northdale End, Raunds



GREYFRIARS QUARTER, GLOUCESTER



Greyfriars Quarter

BRUNSWICK ROAD GLOUCESTER

PROJECT

Named Greyfriars Quarter to commemorate the friary church founded in 1231, the remains of which are still seen opposite the site, this development provides over 240 apartments in central Gloucester. We are working on behalf of Vistry as the Travel Plan Coordinator.

APPROACH

We are currently halfway through this Travel Plan Coordinator role, which has involved raising resident awareness of the sites numerous sustainable transport opportunities. Centrally located within Gloucester, the development offers a high level of pedestrian infrastructure, whilst also being located close to the National Cycle Network and public transport, including bus and rail.

As part of the Travel Plan, residents have been able to claim a £300 voucher on sustainable travel; some of the claims have included the purchase of a new bike, public transport tickets and waterproof clothing.

We have undertaken annual resident travel surveys to determine travel patterns and identify barriers to travel that prevent residents from choosing more sustainable modes.

OUTCOME

At the halfway stage, the resident travel survey results are promising, with a gradual decline in single occupancy car travel reported. We hope to continue this trend and achieve, or surpass, the Travel Plan mode share targets.

